

**Subject: Master of Tourism Administration
(For MTA Candidates)**

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**Paper - II
Syllabus**

PART-A

Unit- I: Tourism Industry

Tourism—definition, types, elements and components of tourism (Attractions, Accommodation, Amenities, Activities and infrastructure) Travel Agency and tour operators—meaning, types, functions, types of tours, travel documents. Recent trends in tourism industry.

Role and functions of travel organizations—IATA, UFTAA, PATA, UNWTO, TAAI, ICAO, ICPB, FHRAI, HRACC, DOT (Department of Tourism), ITDC and KSTDC. Accommodation—History, types of accommodation, types of rooms, emerging dimensions in accommodation industry.

Transportation - Airline industry, origin and growth, Warsaw convention and Chicago convention , rail transport network—major railway systems in the world,- British rail, Euro rail, Amtrak, contribution of luxury trains to Indian railway(golden chariot, palace on wheels, Deccan odyssey, and Indrail pass)

Tourism products & Resources – Wildlife tourism- National parks & wildlife sanctuaries in India, Majors beaches in India, Hill stations of India, World Heritage sites , Adventure tourism in India.

Tourism planning and policies—concept and approaches, levels and types of tourism planning, steps in tourism planning, tourism master plan, national tourism plan, 5 year plan for tourism, tourism carrying capacity and environmental impact assessment (EIA).

Unit-II :Indian History and Culture

Introduction to Indian History- Indus Valley’s civilization, Vedic Civilization, Mayura, Gupta, Religion- Jainism & Buddhism

South Indian History & Culture – BadamiChalukyas, Rastrakutas, Hoyasalas, Vijayanagar, Sangam cultures & Cholas, Pallavas, AdilSahis of Bijapur and Wodeyars of Mysore.

Art & Architecture – Buddhist Art, Gandhar Art, Nagara, Dravida andVesara style of Architecture, Delhi Sultanate , Mughals, Bhakti Movement, Indo-Islamic and Indo-Persian Architecture. Influence of Islam on Indian Architecture.

Advent of Europeans - Portuguese, British, Dutch and French.Impact of British rule on India.Sepoy Mutiny, Indian National Movement, Gandhi an era.

Cultural Heritage of Karnataka –Fairs & Festivals, Music and Dance, Handicrafts, Museums and Art galleries, important heritage sites of Karnataka.

Unit- III : Tourism Geography

India the subcontinent, The rivers of India& major physical; divisions, Climate, rain & monsoons, The seasonal incidence – floods, droughts, famine, causes & effects, Seasons for different travel centers, Rich natural ambience in India, Cultural heritage & influence of physical on the growth of fusion of Indian cultural, The Indian people, caste, tribes & religious of the orient.

International Tourism – Tourism in Europe, UK, France, Germany, Italy, Spain, Switzerland, U.S.A, New Zealand, Gulf Countries, India Oceanic Islands, Singapore, Thailand, Hong Kong, Overview & world's continents

Longitude & Latitude of map-reading skills, Exploring the earth's countries ,Major cities around the world, Definition of tourism & geography of tourism

Scope, contents & interrelation between & geography of Tourism, Basic components of Tourism, Elements of Tourism, Geographical components of Tourism, Limitations of Tourism, Classification of tourist spots, Approaches, Methodology, Analysis & Techniques in the context of geography of tourism, Development of tourism in India with reference to geography, Impact assessment

planning, Currencies around the World, Type of local currencies, Identification of different local currencies & country currency codes, Review of Literature & identification of development issues, Conceptual frame work of models, spatial perspectives and development strategies in geography of tourism – Use of GIS modules in Tourism planning in development

Unit- IV: Sustainable Tourism

Meaning of environment – Man – environment relationship – environment and society – environment and resources – approaches to the study – Ecology – definition. Ecological concepts and principles. Ecosystem – meaning, types, productivity and stability. Biosphere as an Ecosystem – ecosystem/environment, Abiotic & Biotic components. Ecological production and energy flow in the ecosystems. Biomes – meaning & types – spatial perspectives.

Tourism & environment – need for environmental perspectives in Tourism – awareness, consciousness, maintenance - legislation, monitoring – pollution problems & issues, degradation and Control measures at national and global levels. Environment planning and management at various areas and area levels (regional perspective). Environmental problems at global level and international co- operation. Changing perspectives in tourism & emerging trends in relation to environment and ecology.

Environment / ecology of sea beaches, resorts, tribal areas, national parks, wild life sanctuaries, safari and other places of tourist interest. Identification and infrastructure development in potential areas of tourism. Himalayan ecology, hill resorts, trekking and adventure tourism , Water based recreation including water sports – Identification, possibilities for development of potential and places from

tourism view points. Tourism development in industrial centers keeping in view environment in religion places, tourist inflow – infrastructure development – pollution problems, conservation of cultural heritage and resources. National committee on tourism, ecology & provision – Environmentalist Groups – Evaluation of environment in relation to tourism, provision & recommendations.

Unit- V: Tourism Management

Management- Concept, Principles, Levels of Management, Functions- Planning, organizing, directing, co-ordination & Controlling(In details), MBO and MBE, MIS (Management Information System), Social responsibility and Business ethics.

Human Resource Management – Meaning, Nature, Objectives & Functions, Manpower Planning, Job Analysis, Job design, Recruitment and Selection, Training and Development, Methods of performance Appraisal, Industrial relations – Trade Union – Recent Trends in HRM.

Organization Behavior – Meaning, Definition, Nature, Approaches, Personality- Personality Traits, Perception Process- Perceptual errors, Theories of Motivation & learning, Group Dynamics, Sources of Conflict- Ways of resolving conflict.

Unit- VI: Business Environment and Legal System

Business: Meaning – nature and scope – Objectives of business – Characteristics of today's business – Environment: meaning – constituents of environment (external and internal environment) – factors influencing environment

Economic Environment & Political Environment: Meaning – factors constituting economic environment -Impact of Business Environment on Tourism, Political

Institutions: Legislative, Executive, and Judiciary –Interface between Political Environment and Tourism Industry.

Social-Cultural Environment: Meaning of Culture, Elements of Culture - Interface between Culture and Tourism.

Global Environment & Technological Environment: Why firms go globally, MNC's- Criticizes the role of MNC's on Indian Economy, WTO- Impact on Indian Economy, Global Environment and its effects on Tourism Industry, Technological Environment : Meaning – Features of Technology - Interface between Technology and Tourism. Natural Environment and its impact on Tourism Business.

Tourism Legal System: The passport Act, 1967- Foreigner Act 1946- Guidelines for Foreigners visiting India as a Tourist, Rules and Regulation of Foreigners wishing to stay in India as a Tourist, Legislation for Hotel Industry , The Consumer Protection Act –Redressal Agencies ,Ancient Monuments and Archaeological Sites and Remains Act 1958 , Antiquities and Art Treasures Act 1972, Wild life protection Act 1972, Forest (Conservation) Act 1980, The Environmental Protection Act 1986.

PART---B

Unit-1: Tourism Marketing

Marketing – Definition, Concepts, Characteristics of tourism Marketing, Market segmentation – Importance and Bases of Market segmentation, Consumer Buying Behaviour –Meaning, Factors affecting consumer buying Behaviour and Consumer Buying process – Models – Howard Sheth Model –Nicosia Model & Engel-Kollat-Blackwell Model.

Elements of tourism Marketing Mix – Product- meaning, Importance of new product, steps in new product development, why new product fails, New product strategies, product life cycle. Branding - meaning of brand & branding, role, merits of branding, essentials of a good brand name. Product packaging- meaning, objectives, functions.

Price: Meaning and definition of price & pricing, objectives of pricing, factors influencing pricing decisions, pricing Strategies

Place: Channels of Distribution.

Promotion: Sales Promotion- Meaning, objectives, role of sales promotion, limitations, kinds of sales promotion. Advertising – Meaning, role, types of advertising. Personal selling- definition, methods, essentials of effective selling, merits and demerits. Other P's: People, Physical Evidence and Process.

Public relations: meaning, Definition - Nature – Functions – Role of Public Relations- Principles of public relationship- Tools and medias of public Relations. Communication — Definition - Role of Communication- Classification of Communication – Verbal Communication – Print Communication – Visual Communication- Classification of News Paper.

Unit-2: Entrepreneurship Development

Entrepreneurship: Introduction to entrepreneur, entrepreneurship and enterprise- importance and relevance of the entrepreneur-factors influencing entrepreneurship- pros and cons of being an entrepreneur-women entrepreneurs, problems and promotions-types of entrepreneurs-characteristics of a successful entrepreneur-

competency requirement for entrepreneurs-awareness of self competency and its development.

Small Scale Industries: Small scale industries\tiny industries\ancillary industry\cottage industry-definition, meaning, product range, capital investment, ownership patterns-importance and role played by SSI in the development of the Indian economy-problems faced by SSI's and the steps taken to solve the problems-policies governing SSI's.

Starting a Small Industry: Business opportunity, scanning the environment for opportunities, a valuation of alternatives and selection based on personal competency-an overview of the steps involved in starting a business venture-location clearance and permits required, formalities, licensing and registration procedures-assignments of the market for the proposed project.

Preparing the Business Plan (BP)-financial, marketing, human resource, technical, social aspects of Business plan.

Implementation of the Projects: Financial and non-financial assistancethrough financial institutions related to entrepreneurs. Sickness in SSI's-- Meaning and definition of a sick industry –Causes of industrial sickness Preventive and remedial measures of sick industries.

Unit: 3: Tourism Research and Quantitative Techniques

Research-meaning and definition of research, requisites of good research –qualities of researcher,types of research---historical-descriptive-analytical research-Ex-post –facto research-experimental-field study-conceptual and empirical-action research-

explorative research-inter disciplinary research-case study method-applied research.

Research Process---introduction-research problem-approach in selection of problem-sources of problem-formulation of research problem-components of Research design-Hypothesis:meaning and definition-types and sources of hypothesis-hypothesis testing.

Sampling—introduction-objectives of sampling-characteristics of good sample-sampling methods: simple random sampling, stratified random sampling, cluster random sampling, multi stage and multi phasesampling, Quota sampling, judgment sampling-sample design-sample size.

Sources and collection of data—primary data-secondary data-planning and statistical investigation-method of collecting primary data: observation method-experiment method-interview method-mail survey –tools for data collection-need for pilot study and pre-test study-measurement of scale.

Statistical analysis of data-functions of statistical methods-statistical analysis-descriptive analysis: averages. Dispersion, relationship analysis-inferential analysis-theory estimate, parametric test: Z-test,F-test and F-ratio-Non –parametric tests: Chi-square test-literature on statistical analysis-computer use in research.ANOVAs, correlation and regression analysis,

Report writing –meaning, purpose of research report-types of report- qualities good research report-planning report writing work, synoptically outline of chapters, steps in drafting the final report.

Unit:4: Airline Ticketing and ICT

Basic Concepts of Airline Ticketing –Aviation Terminology - Domestic and International City & Airport Codes (Important one), Major Airline codes, IATA areas and Sub areas, Global indicators, NUC conversion Procedures - Rounding off LCF (Local Currency Fare).

Air Fare calculation- Types of Airfare-Normal Fare, Special Fare, Concept of Journey-Counting transfer-stopover, No-stop over points, Types of Journey, IATA/UFTAA Air fare calculation for one way Journey with BHC and Round Trip with CTM.

Ticketing Documents- Paper Ticket, E-ticket, Difference between Paper ticket and E-ticket, MCO (Miscellaneous Charges Order)-Specified MCO, Unspecified MCO, MPD (Multi-Purpose Document), and BSP Operation Procedure.

Airport management - Airport Facilities – Departure and Arrival formalities - In-flight services - Classes of service - Special passengers - Baggage handling – Procedures and Practices. Freedoms of Air.

Information and Communication Technology in Tourism - Global Distribution system (GDS) – Functions, Advantages, Major GDS- AMADEUS, ABACUS, GALILEO, SABRE –Usage of Information Technology by Transport Sector, Accommodation Sector, Government tourism organizations and by Travel agencies and tour operators.

Unit:5:Tourism Accounting, Costing and Finance

Accounting- Meaning, Features, Accounting concepts and conventions, Golden rules in accounting –Journal, Ledger, Trial Balance, Preparation of Trading, Profit & Loss account and Balance sheet, Preparation of Cost sheet , Hotel costing,

Transport costing, Costing of Tour packages, Funds flow statement, Cash flow statement and Ratio Analysis.

Financial Management – Meaning, objectives –Profit maximization and Wealth maximization, Functions and Approaches.

Capital Structure –Meaning, forms/Patterns of capital structure, Leverages – Meaning and Types, Capital budgeting- Meaning, Nature, importance & methods. Working Capital- types, importance and factors affecting working capital requirements.

Dividend- Types of Dividend, Dividend policy -Determinants of Dividend policy.

TFCI – (Tourism Finance Corporation of India)-Aims, Objectives, organization and functions.
