Subject: Master of Tourism Administration
(For MTA Candidates)

Subject: Tourism Administration

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 – Badami Chalukyas, Rastrakutas, Hoyasalas, Vijayanagar, Sangam cultures & Cholas, Pallavas, Adil Sahis of Bijapur and Wodeyars of Mysore.


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**


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

**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.


**Unit- VI: Business Environment and Legal System**


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.


PART---B

Unit-1: Tourism Marketing


Price: Meaning and definition of price & pricing, objectives of pricing, factors influencing pricing decisions, pricing Strategies
Place: Channels of Distribution.


**Unit-2: Enterpreneurship 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 assistance through 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.


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**

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.


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

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

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