M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
FIRST YEAR
MTTS – 11 BASIC CONCEPTS OF TOURISM

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:
28. Weaver, David Bruce, *The Encyclopedia of Ecotourism*,
M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
FIRST YEAR
MTTS – 12 TICKETING AND FARE CONSTRUCTIONS

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
M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
FIRST YEAR
MTTS- 13 FRONT OFFICE MANAGEMENT

BLOCK I

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

BLOCK III

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:
2. Dr. B. K. Chakravarti – Hotel Management Theory
5. Sunil K. Kabia – Tourism and Hospitality Industry
8. Pushpinder S. Gill-Dynamics of Tourism
M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
FIRST YEAR

MTTS-14 INTRODUCTION TO TRAVEL AND MANAGEMENT

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
M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
FIRST YEAR
MTTS-15 COMMUNICATIONS AND PUBLIC RELATIONS

BLOCK I

BLOCK II

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:
5. Murphy, Hildebrandt & Thomas, Effective Business Communication, MaGraw hill.
M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
SECOND YEAR
MTTS-21 TOURISM AND HUMAN RIGHTS

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


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

4. Pandey - Constitutional Law.
6. Human Rights, A Select Bibliography, USIS.
10. Mohanty, Human Rights Education.
M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
SECOND YEAR
MTTS-22 ECO TOURISM

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

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

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

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

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

BOOKS FOR REFERENCES
5. Singh, Historical and Cultural Tourism in India
6. Kumar, Curruise Tourism.
7. Goutham, Cutting Edge Research in Tourism.
8. Nigam, Eco Tourism and Sustainable Development.
10. Mukharjee, Eco Tourism and Sustainable Tourism.
M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
SECOND YEAR
MTTS-23 PERSONNEL MANAGEMENT

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 -

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

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

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

BOOKS FOR REFERENCES

1. Flippo, Principles of personal management
2. Tripathi, Personal Management
3. Jacob, Personal Management in India
M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
SECOND YEAR

MTTS-24 TOURISM: PROMOTION, PUBLICITY AND MARKETING


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


BOOKS FOR REFERENCES

6) Catalogue of Tourist Publicity films
M.A. TOURISM AND TRAVEL STUDIES SYLLABUS
SECOND YEAR

MTTS-25

PROJECT WORK

Project work should carry 100 marks

Internal valuation of the project Report by the supervisor is for 25 marks. The External valuation of the Project Report will be done by Tamil Nadu Open University, for 75 marks. Total of both the valuations are calculated to be 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
Introduction 4 What Is Tourism? 4 Components of Tourism and Tourism Management Basic Approaches to the Study of Tourism 21
Economic Importance 25 Benets and Costs of Tourism 31 Summary 33 Key Concepts 33 Internet Exercises 34 Questions for Review and Discussion 34 Case Problems 34.
CHAPTER 11 Sociology of Tourism 303. Introduction 304 Effects on the Individual 304 Effects on the Family 304 Effects on Society 305 Life Characteristics and Travel 309 Emergence of Group Travel Patterns 317 Social (Subsidized) Tourism 319 Summary of the Principal Social Effects of Tourism The International Tourist 323 Barriers to Travel 326 Summary 327 Key Concepts 328 Internet Exercises 328 Questions for Review and Discussion 329 Case Problems.
Forms of tourism: There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism. These can be combined in various ways to derive the following additional forms of tourism: internal tourism, national tourism and international tourism. Goods: Goods are physical, produced objects for which a demand exists, over which ownership rights can be established and whose ownership can be transferred from one institutional unit to another by engaging in transactions on markets (SNA 2008, p. 623). Nevertheless, the concept of tourism consumption used in the Tourism Satellite Account goes beyond that of tourism expenditure. TOURISM CONCEPTS Topic- Tourism Concept: Tourism in its modern form is not the same as travels of the early periods of human history. In the language of Jews, the word भराअ means study or search and भराउ means to have been derived from it. In भरिं लाई the original word भरिं तभस stands close to it. भरिं तभस was a kind of round wheel-like tool hinting at the idea of a travel circuit or a package tour. In Sanskrit, भरिं पुरातन means leaving one’s residence to travel for the sake of rest and for seeking knowledge. भरिं देशान is another word which means travelling for economic benefits. भरिं रत्न According to the World Tourism Organization भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं भरिं

Tourism can be classified into the following types: Inbound International tourism: Non-residents traveling in the given country. Outbound International tourism: Residents traveling in another country. Domestic tourism: Residents of the given country traveling only within this country. Another classification of types of tourism is given according to the purposes.

Tourism comprises the activities of persons traveling to, and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.