

DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT

1. SCHEME OF EXAMINATIONS

PAPER	SUBJECTS	CREDIT	MAX MARKS		TOTAL
			INT	EXT	
I SEMESTER					
Core Paper-I	Management Principles and Business Ethics	4	25	75	100
Core Paper – II	Organizational Behaviour	4	25	75	100
Core Paper-III	Accounting for Manager	4	25	75	100
Core Paper-IV	Managerial Economics	4	25	75	100
Core Paper-V	Innovation and Entrepreneurship	4	25	75	100
II SEMESTER					
Core Paper-VI	Tourism Resources	3	25	75	100
Core Paper – VII	Tour and Travel Management	3	25	75	100
Core Paper – VIII	Travel and Travel Management	3	25	75	100
Core Paper – IX	Ticketing and Fare Construction	3	25	75	100
Core Paper – X	Project Report	8	50	150	200

1. SYLLABUS

SEMESTER -I

PAPER –I

MANAGEMENT PRINCIPLES AND BUSINESS ETHICS

UNIT - I

Introduction: Nature of Management – **Management Skills** - The Evolution of Management Thought – Tasks of a Professional Manager – **Manager – Organisational Culture - Environment** – Systems Approach to Management – Levels in Management

UNIT - II

Planning & Decision Making: Steps in Planning Process – Scope and Limitations – Short Term and Long Term Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management By Objectives (MBO). **Strategic Management Process** Decision Making Process and Techniques.

UNIT – III

Nature of Organizing : Organisation Structure and Design - Authority Relationships – Delegation

of Authority and Decentralisation – Interdepartmental Coordinator – emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organisational design – Mechanistic vs. Adoptive Structures – Formal and Informal Organisation. Span of control – Pros and Cons of Narrow and Wide Spans of Control – Optimum Span - **Managing Change and Innovation.**

UNIT – IV

Control: Concept of Control – Application of the Process of Control at Different Levels of Management (top, middle and first line). Performance Standards – Measurements of Performance – Remedial Action - An Integrated Control system in an Organisation – Management by Exception (MBE) – **Leadership – Approaches to Leadership and Communication.**

UNIT – V

Business Ethics: Importance of Business Ethics – Ethical Issues and Dilemmas in Business - Ethical Decision Making and Ethical Leadership – Ethics Audit - **Business Ethics and - CSR Models.**

Reference Books

1. Certo, S C. and Certo, T, Modern Management, 12th Edition, Prentice Hall, January 2011.
2. Griffin, R. W., Management, 11th Edition, South-Western College Publication, January 2012.
3. Koontz, H. and Weihrich, H., Essentials of Management: An International Perspective, 8th Edition, Tata McGraw Hill Education Private Ltd., July 2009.
4. Mukherjee, K., Principles of Management, 2nd Edition, Tata McGraw Hill Education Pvt. Ltd., 2009.
5. Robbins, S and Coulter, M, 11th Edition, Management, Prentice Hall, January 2011.
6. Scherhorn, J.R., Management, 11th Edition, Wiley, July 2012.

PAPER II

ORGANISATIONAL BEHAVIOUR

UNIT - I

Introduction to Organisational Behaviour: Historical background of OB - Concept Relevance of OB - Contributing disciplines - to the field of OB, challenges and opportunities for OB, foundations of Individual Behaviour. Theory - social theory-

UNIT - II

Individual Difference - Personality - concept and determinants of personality - theories of personality - type of theories - trait theory - psycho analytic theory - social learning theory - Erikson's stages of Personality Development Chris Argyris Immaturity to Maturity Continuum. Personality - Job fit. Perception: Meaning Process - Factors influencing perception - Attribution theory

Learning: Classical, Operant and Social Cognitive Approaches - Managerial implications. Attitudes and Values:- Components, Attitude - Behaviour relationship, formation, values.

Motivation: Early Theories of Motivation - Hierarchy of needs theory, Theory X and Theory Y, Two factor theory, McClelland's theory of needs and Contemporary theories of motivation - Self - Determination theory, Job Engagement, Goal Setting theory, Self - efficacy theory, Reinforcement theory, Equity theory, Expectancy theory.

UNIT - III

Group Dynamics - Foundations of Group Behaviour - Group and Team - Stages of Group Development-Factors affecting Group and Team Performance - Group Decision making Interpersonal Communication - Communication Process - Barriers to Communication - Guidelines for Effective Communication

UNIT - IV

Leadership - Trait, Behavioural and Contingency theories, Leaders vs Managers Power and Politics: Sources of Power - Political Behaviour in Organisations - Managing Politics.

Conflict and Negotiation: Sources and Types of Conflict - Negotiation Strategies - Negotiation Process

UNIT - V

Organisational Culture : Concept and Importance – Creating and Sustaining Culture. Emotional Intelligence, Work Life Integration Practices.

Reference Books

1. Stephen P. Robins, Timothy A. Judge and Neharika Vohra, Organisational Behaviour, 15th Edition, Pearson Education, Inc. publishing as Prentice Hall, 2013.
2. K. Aswattappa, Organisational Behaviour, Himalaya Publishing House, 10th Edition, 2012.
3. Luthans, F. Organizational Behavior, 12th Edition, Tata McGraw Hill Education, 2011.
4. McShane, S.L., Von Glinow, M.A., and Sharma, R.R., Organizational Behavior, 5th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2011.
5. Blanchard, K.H., Hersey, P. and Johnson, D.E., Management of Organizational Behavior: Leading Human Resources, 9th Edition, PHI Learning, 2008.
6. Newstrom, J.W., Organizational Behavior, 12th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2010.

PAPER -III
ACCOUNTING FOR MANAGER

Unit I

Financial Accounting – Meaning - Objectives - functions. Branches of Accounting: Financial, Cost and Management Accounting - Accounting Concepts and conventions. Journal – Ledger – Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet (problems)

UNIT II

Financial Statement Analysis - Objectives - Techniques of Financial Statement Analysis: Accounting Ratios- Classification of Ratios: Profitability, Liquidity, Financial and Turnover Ratio - problems.

Fund Flow Statement - Statement of Changes in Working Capital - Preparation of Fund Flow Statement - Cash Flow Statement Analysis- Distinction between Fund Flow and Cash Flow Statement - problems

UNIT – III

Marginal Costing - Definition - distinction between marginal costing and absorption costing - Break even point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Problems.

UNIT – IV

Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Problems -Zero Base Budgeting. Standard costing and variance analysis.

UNIT – V

Cost Accounting : meaning – Objectives - Elements of Cost – Cost Sheet(Problems) – classification of cost – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing. Standard costing and variance analysis Reporting to Management – Uses of Accounting information in Managerial decision-making.

Reference Books

1. Gupta, A., Financial Accounting for Management: An Analytical Perspective, 4th Edition, Pearson, 2012.
2. Khan, M.Y. and Jain, P.K., Management Accounting: Text , Problems and Cases, 5th Edition, Tata McGraw Hill Education Pvt. Ltd., 2009.

3. Nalayiram Subramanian, Contemporary Financial Accounting and reporting for Management – a holistic perspective- Edn. 1, 2014 published by S. N. Corporate Management Consultants Private Limited
4. Horngren, C.T., Sundem, G.L., Stratton, W.O., Burgstahler, D. and Schatzberg, J., 14th Edition, Pearson, 2008.
5. Noreen, E., Brewer, P. and Garrison, R., Managerial Accounting for Managers, 13th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2009.
6. Rustagi, R. P., Management Accounting, 2nd Edition, Taxmann Allied Services Pvt. Ltd, 2011.

PAPER-IV

MANAGERIAL ECONOMICS

Unit 1 : Fundamentals of Economics

Economics-twin theme of economics- three economic problems -production possibility frontier (PPF)- Firm objectives and individual decision making- Economy model in circular flow- Externalities-Demand & Supply- Types of demand -Determinants of Demand & Supply – Types of goods- types of elasticity in D & S, Utility, Indifference curve, market equilibrium of D & S- price control mechanisms -Case study.

Unit 2 : Production function and Market structure

Production function-short and long run relationship- Isoquants-Isocost-Returns to scale – Characteristics of Monopoly, Perfect, Monopolistic competition, Oligopoly market structure- Profit maximization, price and output relationship in long run and short run- types of pricing- Case study.

Unit 3: Macro economics

Objectives, scope of Macroeconomics-Aggregate demand – Aggregate supply – Variables of macroeconomics- output & Income determination, - unemployment -inflation, Economic growth, International trade, Business cycle, Exchange rate -National income determination and its measurement – Multiplier effect- Case study.

Unit 4 : Role of Money and Economic policy

Fiscal and monetary policy – Supply & Demand for money- Keynesian theory of money and interest -IS-LM model with foreign sector- Case study.

Unit 5 : International Aspects of Economics

Foreign Exchange market – Exchange rate determination -Balance of payment-Trade policy – International monetary system and Financial institutions- trade organization- Heckscher-Ohlin theory of trade- Case study.

References:

1. Foundation of Economics, Andrew Gillespie, Oxford University press.
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2005.
3. N. Gregory Mankiw, Principles of Economics, 3rd edition, Thomson learning, New Delhi, 2007.
4. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
5. Karl E. Case and Ray C. fair, Principles of Economics, 6th edition, Pearson, Education Asia, New Delhi, 2002.
6. International Economics: Theory and Policy, D. N Dwivedi, Vikas publishing house.

PAPER -V
INNOVATION AND ENTREPRENEURSHIP

UNIT I

Introduction: The Entrepreneur – Definition – Characteristics of Successful entrepreneur. Entrepreneurial scene in India: Analysis of entrepreneurial growth in different communities – Case histories of successful entrepreneurs. Similarities and Distinguish between Entrepreneur and Intrapreneur.

UNIT II

Innovation in Business: Types of Innovation – Creating and Identifying Opportunities for Innovation – The Technological Innovation Process – Creating New Technological Innovation and Intrapreneurship – Licensing – Patent Rights – Innovation in Indian Firms

UNIT III

New Venture Creation: Identifying Opportunities for New Venture Creation: Environment Scanning – Generation of New Ideas for Products and Services. Creating, Shaping, Recognition, Seizing and Screening of Opportunities.

Feasibility Analysis: Technical Feasibility of Products and Services - Marketing Feasibility: Marketing Methods – Pricing Policy and Distribution Channels

UNIT IV

Business Plan Preparation: Benefits of a Business Plan – Elements of the Business Plan – Developing a Business Plan – Guidelines for preparing a Business Plan – Format and Presentation.

UNITV

Financing the New Venture:Capital structure and working capital Management: Financial appraisal of new project, Role of Banks – Credit appraisal by banks. Institutional Finance to Small Industries – Incentives – Institutional Arrangement and Encouragement of Entrepreneurship.

Reference Books

1. Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rdEdition, Pearson, 2011.
2. Bessant, J., and Tidd, J., Innovation and Entrepreneurship, 2nd Edition, John Wiley & Sons, 2011.

3. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
4. Reddy, N., Entrepreneurship: Text and Cases, Cengage Learning, 2010.
5. Roy, R., Entrepreneurship, 2nd Edition, Oxford University Press, 2011.
6. Stokes, D., and Wilson, N., Small Business Management and Entrepreneurship, 6th Edition, Cengage Learning, 2010.

SEMESTER -II

DIPLOMA COURSE IN TOURISM AND TRAVEL MANAGEMENT REGULATIONS

LEARNING OBJECTIVES

- (i) The Course is intended for candidates who desire to have knowledge about Tourism industry. It is the world's largest in terms of employment. The industry has immense scope for employment and growth. Job seekers will find new avenues in the industry.
- (ii) To promote simultaneous learning of multi-disciplinary nature, in order to face the demands of the society and job market.

ELIGIBILITY FOR ADMISSION

- (a) Admissions are open to persons all over India. The minimum qualification for Admission is a Bachelor's Degree of this University and of other University accepted by the Syndicate as the equivalent thereto.
- (b) Students studying in Post Graduate courses in affiliated colleges or through Distance/Correspondence are also eligible for this course.

DURATION OF THE COURSE

The duration of the course will be 1 year under the non- semester pattern ANA MEIJUOT

ATTENDANCE

No candidates shall be admitted to the examination unless he/she has attended not less than 75 percent of the classes held. (Applicable to candidates studying in affiliated colleges)

COURSE OF STUDY

The course of study for the Diploma shall consist of 4 papers including Viva-Voce/Practicals whichever applicable according to the Syllabus duly approved by the Chairman of the Board of Studies concerned from time to time. There shall be a

minimum of 4 UNITS in each paper.

SCHEME OF EXAMINATIONS

Paper	Title	Hours	Marks
Paper I	Tourism Resources	3	100
Paper II	Tour and Travel Management	3	100
Paper III	Travel and Travel Management	3	100
Paper IV	Ticketing and Fare Construction	3	100

CLASSIFICATION OF SUCCESSFUL CANDIDATES

Successful candidates passing the whole examinations and securing the marks (i) 60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Course shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful Candidates shall be declared to have passed the examinations in the THIRD Class.

PATTERN OF QUESTION PAPER

PART A

Answer all the questions (10 questions)
(Not exceeding 50 words)

10 x 3 = 30

PART B

Answer all the questions (5 questions of either / or pattern)

PART-C

Answer all the questions (3) questions of either / or pattern)

3 x 10 = 30

Total 100 marks

APPENDIX 37E

UNIVERSITY OF MADRAS
DIPLOMA COURSE IN TOURISM AND TRAVEL MANAGEMENTG018

SYLLABUS

SEMESTER II

PAPER I-TOURISM RESOURCES

1. Fundamentals of Tourism Concepts of Tourism and Tourist Motivations for Travel - Forms of Tourism Classification of Tourism : Domestic International- Development of Tourism through the Ages.
2. Physical Geography and Cultural and Religious Tourism : Indian Landforms - Its Diversity and Landscape-Hills, Mountains, Coast and Reports - Indian Climate, Weather and Seasons - Indian Rivers, Floods, Cyclones- Historical Sites and Monuments - Museum - Libraries Archaeological sites - Handicrafts, fair and festivals - Customs, Food and Drinks - Religion - Places of Hindu, Buddhist, Jain, Sikkism, Islam and Christianity and their importance.
3. Social - Cultural inputs for Tourism and ECO Tourism : Population, Linguistics and Cultural Region - Indian Tribes - Native communities and Traditions - Indian Agriculture - Varieties of Crops, Food and other.Agricultural products - Indian Forest. Wildlife Sanctuaries, National Parks, Flora and Fauna
4. Indian Towns, Cities and Infrastructure for Tourism: Classification of Towns and Cities - Harbour, Airports. Railway Networks and Major Destination - National and State Highways Boats and Shipping Facilities - Educational Institutions - Banking.

BOOKS FOR REFERENCE

1. Pran Seth - Successful Tourism Management
2. Jhonlea Mollway & R.V. Plant - Tourism Development in 3rd world
3. J.C. MOT - Marketing for Tourism
4. Alister Matheson & - Tourism - Economic, Geoferywall Physical and Social impact .
5. A.K. Bhatia - Tourism Development, Principal and Practice.
6. A.J. Burrat & S. Mealick - Tourism - Past, Present, Future
7. Dayglas Pearce Tourism Today - A Geographical Analysis.
8. R.N. Gaul - Dynamic of Tours
9. A.K. Bhatia - Tourism Managemnt and Marketing
10. A.K. Bhatia - International Tourism Managemental.

PART II-

TOUR AND TRAVEL MANAGEMENT

1. TRAVEL AGENCY AND TOURISM PROMOTION

General Functions of Travel Agent - Operations of Travel Agent and tourist Guide - Cox & King Thomas Cook American Express - Role played by advertising Agency Tourism Publicity - Itinerary.

2. TOUR OPERATIONS ADMINISTRATION AND TOURISM

The Role of India Tourism Development corporation (I.T.D.C) Tamilnadu Tourism Development Corporation (T.T.D.C) - World Tourism Organisations (WTO).

3. PLANNING & DEVELOPMENT OF TOURISM

Factors influencing Tourism Development - Government Role in Planning Tourism - Travel Trade Fairs & Festivals Benefits of Fairs.

4. HOSPITALITY AND ACCOMMODATION

Hotels & Motels - Accommodation Types of Accommodation Lodges Inns - Taverns - Private Accommodation.

BOOKS FOR REFERENCE

1. Pran Seth - Successful Tourism Management
2. Jhonlea Molloway & P.V. Plant - Tourism Development in the 3rd world.
3. Alister Matweson & Geoffreywall - Tourism - Economic, Physical and Social Impact.
4. A.K. Bhatia - Development Tourism Principal and Practice
5. A.K. Bhatia - Tourism Development, Principal and Practice.
6. A.J. Burrat & S. Mealick - Tourism - Past, Present, Future
7. Dayglas Pearce Tourism Today - A Geographical Analysis.
8. R.N. Gaul - Dynamic of Tours
9. A.K. Bhatia - Tourism Managemnt and Marketing
10. A.K. Bhatia - International Tourism Managemental

1. FUNDAMENTALS OF TOURISM Concepts of Tourism and Tourist-Motivations for Travel Forms of Tourism - Classification of Tourism: Domestic International-Travel through the Ages.

2. TRAVEL AGENCY.

General Functions of Travel Agent - Operations of Travel Agent and Tourist Guide - Tourism Promotion Role played by advertising agency - Tourism publicity - Itinerary.

3. TOURISM - PLANNING DEVELOPMENT AND ADMINISTRATION Factors influencing Tourisms Development - Government Role in Planning Tourism Administration - The Role of India Tourism Development Corporation (I.T.D.C.), Tamilandu Tourism Development Corporation (T.T.D.C) World Tourism Organisation (WTO)

4. PRACTICALS .

a. On job training - 15 hours per paper

b. Report

c. Viva-Voce

BOOKS FOR REFERENCE

1. Pran Seth Successful Management Tourism

2. Jhonlea Molloway T& R.V. Plant Tourism Development in the 3rd world

3. J.C. - Marketing for Tourism

4. Alister Matweson & Geoffreywall Tourism - Economic Physical and Social impact.

5. A.K. Bhatia Tourism Development Practice Principal

6. A.J. Burrat & S.Mealick Tourism - Past, Present Future

7. Dayglas Pearce - Tourism Today Analysis - A Geographical Analysis

8. R.N. Gaulova - Dynamic of Tourism

9. A.K. Bhatia - Tourism Management

10. A.K. Bhatia Management

PAPER IV-TICKETING AND FARE CONSTRUCTION

1. AIR TRANSPORT

Airlines abbreviations Codes and Definitions-Arcelt and in-flight services Airport facilities and Special passeng Automation-Baggage International regulevore-Trave Guides

2. AIR FARES AND TICKETING

Arrangement of the tentt manuales Termosand Definitions-Püblished fares Currency/regulations-Round and Circle trip fares - Jouneys in different classes-Spece fares - Discounted fares Taxes Ticketing instructions- BSP procedures-Stock control and security of accountable documents-e-ticketing booking-Around the world ffates- "Open jaw journeys - Special fares - Re-routines- Collection of fares.

3. TOUR PROGRAMMES AND TRAVEL FORMALITIES

Terms and abbreviations-Type of tours-How and Why tours Tour brochures - Items included in a tour brochure- Booking conditions-Reservation Procedures The Flamepon -Health Certificates-Taxes, customs and curenpy Travel insurance - General preventive measures - The Travel information Manual (TIM) - Consequences of negligence

4. PRACTICALS

1. a) On the Job Training - 1. 15 hours for a job training.
 - b) Report of the Training undergone -In Authorised Travel Agency Offices/Travel Organizations Departments
 - c) Itinerary Preparations - Short and Long Toursnius
2. Viva-Voce

BOOKS FOR REFERENCE

1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
3. Jagmohan Negi – International Tourism and Travel, S.Chand & Company Ltd, New Delhi, 2004
4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
- 5.Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributers (P) Ltd.
- 6.Semer-Purzycki, J. (2000). A Practical Guide to Fares and Ticketing. Delmar Thomson Learning.
- 7.Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.
- 8.Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.