



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಲ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited
'A' Grade 2014

website: kud.ac.in

KU/Aca(S&T)/RIH-257/AD-HOC /MTA /20-21/ 122

Date: 30 JUN 2020

NOTIFICATION

Sub: Introduction of Master of Tourism and Travel Management (MTTM)
Five (5) years Integrated Course w.e.f. 2020-21 & onwards.

- Ref: 1. Ad-hoc Committee Res. No. 03, dt. 04.10.2019.
2. Social Science Faculty Res. No. 26, dt. 11.11.2019.
3. A.C. Res. No. 24, 28.12.2019.
4. Vice-Chancellor's order dated 29.06.2020.

Adverting the above it is hereby notified to the Principal, Karnatak Arts College, Dept. of Tourism, Dharwad that the Master of Tourism and Travel Management Five (5) years Integrated Course (MTTM) is introduced w.e.f. 2020-21 & onwards, subject to the approval by the Government.

Further, you are requested to bring the contents of the same to the notice of all the concerned and display a copy of the notification on the notice board.

The notification with syllabus and regulations may also be obtained through K.U. website www.kud.ac.in Academic Folder.

(Handwritten signature)

REGISTRAR

To,

1. The Registrar (Evaluation), K.U.Dharwad.
2. The Principal, Karnatak Arts College, Dharwad.
3. The Co-ordinator, Dept. of Tourism, Karnatak Arts College, Dharwad.

Copy FWCs to:

1. Dr. M.A.Jalihal, Dean, Faculty of Social Science, Dept. of Philosophy, K.U.Dharwad.
2. The Chairman, Ad-hoc Committee in MTA, Dept. of Tourism, Karnatak Arts College, Dharwad.

Copy to:

1. PS to Vice-Chancellor, K.U.Dharwad
2. SA to Registrar, K.U.Dharwad
3. The System Analyst, Computer Branch, Examination Section, K.U.Dharwad
4. Office Supdt., P.G. / Confidential / Q.P. / GAD / Examination Section, K.U.Dharwad.
5. Office Supdt., CDC / Academic (PG & Ph.D) Section, K.U.Dharwad.
6. The Director, IT Branch, Examination Section, K.U.Dharwad



KARNATAK UNIVERSITY DHARWAD

REGULATIONS

FOR

FIVE YEAR INTEGRATED

MASTER OF TOURISM AND TRAVEL MANAGEMENT

(MTTM)

(UNDER CBCS)

(As per Section 44(1/ C) of K.S.U. Act 2000)

Regulations, Schemes and Syllabus

Regulations

Governing Five Year Integrated Course

Master of Tourism and Travel Management (MTTM).

1.0 Title:

These regulations shall be cited as Karnatak University's Regulation Governing the five-year integrated MTTM program of the Faculty of Social Sciences

2.0 Extent of Application:

These regulations will apply to the Five year integrated MTTM program being run in the Karnatak Arts College Dharwad.

3.0 Commencement:

These regulations come into force from the date on which they are approved by the Honorable Chancellor or on such other date as directed by the Honorable Chancellor.

4.0 Definitions

In these Regulations, unless otherwise mentioned,:

- a. "University" means Karnatak University;
- b. "Under Graduate Program" means Bachelor in Tourism and Travel Management.
- c. "Post-Graduate Programs" means Masters in Tourism and Travel management (Five year Integrated).
- d. "Student" means the student admitted to Under Graduate Programs like Bachelor in Tourism and Travel Management and to Masters in Tourism and Travel Management (Five year integrated), under these Regulations;
- e. "Degree" means Under Graduate Degree like Bachelor of Tourism and Travel Management (BTTM) and Post-Graduate Degree like Master of Tourism and Travel Management;
- f. "Board of Studies" means U.G and P.G. Combined Board of Studies of Tourism Management of the University in the discipline/subjects concerned to Tourism;
- g. "Fee" means the Tuition fee prescribed by the University for the Post-Graduate and Under Graduate Programs from time to time;
- h. "Compulsory Courses", "Specialization Papers" and "Open Electives" refers to all the papers as per the CBCS Regulations of Karnatak University.
- i. "Advisory Committee" means the Advisory Committee of the UG and PG Program under the Director of the Program and approved by the Registrar of the University;
- j. "Credit" means the unit by which the course work is measured. For this Regulation, one Credit means one hour of teaching work or two hours of practical work per week. Normally a Semester is of 16 weeks duration in any given academic year; As regards the marks for the courses, 1 Credit is equal to 25 marks, 2 credits is equal to 50 marks, 3 credits is equal to 75 marks and 4 credits is equal to 100 marks as used in conventional system
- k. "Grade" is an index to indicate the performance of a student in the selected course. These Grades are arrived at by converting marks scored in each subject by the candidate after completing his/her Internal Assessment and Semester end Examinations. Each course carries a prescribed number of credits. These grades are awarded for each subject after conversion of the marks and after completion of the examinations in each semester.
- l. "Grade Point Average" or GPA refers to an indication of the performance of the student in a given semester. GPA is the weighted average of all Grades a student gets in a given semester. The GPA depends on the number of course a student takes and the grades awarded to him/her for each of the subjects so chosen.

m. “Cumulative Grade Point Average” or CGPA refers to the cumulative Grade Point Averages weighted across all the semesters and is carried forward. The calculations of the GPA, CGPA is shown at the end of this regulation

5.0 Course Offered and Duration:

5.1 Name of the Course: Master of Tourism and Travel Management (Five Years Integrated)

5.2 Duration of the Course: The Duration of the Course shall be 5 years consisting of 10 semesters. However the course has been designed on a completely modular basis giving lateral exit and lateral entry options to students as mentioned later in this regulation.

5.3 Each semester will be of about 16 weeks duration followed by an examination and a small term break. Normally the term breaks are used for projects in the field and summer internship in India or other suitable countries or major projects. Normally each week will consist of 28 contact hours per week for lectures and additional contact hours for practical laboratory, tutorials etc depending on the course content and requirement.

6.0 Eligibility Criteria for Admission: The Eligibility conditions for admission to the Master of Tourism and Travel Management (5 year integrated) is as below:

6.1 For 5 Year Integrated MTTM: He/she should have passed the Pre University Examination (10+2) or equivalent examination (as per the University equivalence norms) in any discipline and should have obtained at least 40 % marks in aggregate in the second year (Board Examination). For candidates belonging to SC/ST and Cat-I the minimum percentage for eligibility is 35%.

6.2 Lateral Entry for 2 year MTTM:

6.2.1 Any candidate who has passed graduation in any discipline with a minimum of 50% in aggregate at the graduation (for SC/ST, Cat-I is 45%) is eligible for lateral direct admission to the fourth year of the Five year integrated **MTTM Course**.

6.2.2 The candidate must have passed any undergraduate/ any degree of a recognized university is eligible for Lateral entry.

7.0 Admission Procedure:

Admission to the Five Year Integrated MTTM program will be only through a **Common Entrance Examination** consisting of Written Test. University will announce the date of Entrance Test for MTTM course along with other professional courses. The Entrance Test will be of Objective Nature and will be of 1 hour duration (50 questions) covering Aptitude, Numerical ability, General Knowledge and English. All eligible candidates will be invited to appear for Entrance Examination. The distribution of the marks for the various components is as follows:

a.	Written Test	50 marks (Weightage)
b.	PUC II year marks	50 marks (Weightage)
Total	100 marks	

7.1 Admissions Committee: The University would appoint an Admission Committee to conduct the whole Admission Process including conduct of the above Examinations as per rules and announcing the final ranking of all candidates. Subsequently the Admissions Committee will admit candidates to the MTTM course based on merit, ranking and seat matrix as finalized by the University in accordance with the current reservation rules of the Government and in force for the concerned academic year. The Admissions Committee constituted for admission to the 5 year integrated MTTM course will also admit candidates seeking lateral admission to the 2 year MTTM course as per the eligibility conditions laid out in this Regulation.

8.0 Course Structure:

8.1 The course is a full time semester course having 16 weeks of contact classes during the semester followed by a full fledged University Examination at the end of each semester. These Semester Examinations will be announced and conducted by the University.

8.2 Each semester shall have courses as shown in the scheme including mandatory papers like Environment Studies and Constitution of India etc., and one or more practical papers / Field Study / Project Work, etc., each carrying 100 marks, of which 20 Marks are allocated for internal assessment and 80 for Semester End Examination. There shall be a minimum of two tests. The practical oriented papers for 100 marks each shall have 80 marks for theory examination, 10 marks for practical examination and 10 marks for class records. Finally all these marks will be converted into credits as per these regulations.

8.3 The duration and calendar of events of the semester shall be as announced by the University from time to time.

9.0 Medium of Instruction:

The medium of instruction shall be English only. The medium of writing the examination and evaluation shall also be in English.

10.0 Attendance:

10.1 A student is required to attend a minimum of 75 % of the classes conducted in each semester.

10.2 A student who does not satisfy the requirement of minimum of 75% attendance is not eligible to take the examination of the concerned semester. A student who fails to satisfy the requirement of minimum attendance in a semester shall join the same semester in the next year by obtaining prior permission from the concerned authorities and registering for the course as a new student as per the existing rule of the University.

10.3 In order to encourage the students to have better attendance, marks for attendance may also awarded on the basis explained below:

Attendance	IA Marks
96 to 100 %	5
91 to 95 %	4
86 to 90 %	3
81 to 85 %	2
76 to 80 %	1

11.0 REGISTERING FOR THE SEMESTER END EXAMINATION:

11.1 There shall be an examination conducted by the University at the end of each semester ordinarily during the month of November / December for the odd semesters and during April / May for even semesters or as notified by the University from time to time.

11.2 The candidates who fail in any odd or even semester, and also the candidates who intend to improve the performance, shall appear for respective examinations only when such odd or even semester exams are conducted in the subsequent academic years.

11.3 A student shall register for all the prescribed papers of a semester when he / she appears for the examination of that semester for the first time.

12.0 IMPROVEMENT OF PERFORMANCE

12.1 The Student, who is intending to improve his / her performance in one or all papers of the respective semester after the declaration of the result of the said semester, is allowed to do so, subject to the payment of fees as stipulated by the University only at the time when the examination of such semester is conducted next time. Such students may improve their performance in the desired papers along with any paper/s, in which they have failed, as per existing syllabus prevailing at the time of examination of the respective semester.

12.2 If the performance of the student, who has applied for improvement is found to be relatively less, when compared with his / her earlier performance, such student shall be allowed to retain his / her earlier performance.

12.3 The student shall be allowed to apply for improvement of his / her results only once in any semester, in respect of any or all paper(s). However, at the end of the course, he / she shall have another chance to improve the overall percentage by repeating any or all papers of all the semesters as and when the examination is conducted, subject to a maximum period of six years from the date of registration to the first semester.

12.4 The students are not eligible for applying for the improvement of their results in respect of internal assessment, practical, project report, viva, fieldwork etc., if any.

12.5 Application for improvement shall be submitted by the students through the Principal of the college, to the Registrar (Evaluation) along with prescribed fees and the necessary documents on or before the last date prescribed for submission of such application forms.

12.6 The student, who applies for improvement, shall not be eligible for the award of any prize, gold medals on improvement of his / her performance.

13.0 Scheme of Examination:

13.1 Each course carrying 100 marks. Each course shall consist of:

- i) Continuous Internal Assessment (IA) 20 marks and
- ii) Semester-end examination 80 marks .

13.2 There shall be a project and viva examination for 100 marks at the end of semester in the Fourth Semester and Eighth Semester. The students shall prepare and submit the project report on the concerned subject of Tourism for which a study tour has been undertaken. 80 Marks are allotted for project reports and 20 Marks for viva examination. The Viva Examination will be conducted by a Panel appointed by the University but consisting of at least half the panel coming from the Tourism and Hospitality Sector.

13.3 Marks and Grading

The grading of successful candidates at the examination shall be as follows-

Percentage marks	Grade Point	Letter Grade	Explanatory
90-100	10	O	Outstanding
80 < 90	09	A ⁺	Excellent
70 < 80	08	A	Very Good
60 < 70	07	B ⁺	Good
50 < 60	06	B	Above Average
40 < 50	05	C	Average
0 < 40	00	F	Fail
	00	AB	Absent

13.4 Passing and Award of Classes:

- 13.5 The aggregate marks of passing the course shall be 50 and the minimum score for each paper shall be 40.
- 13.6 There will not be any pass class. Those scoring 50% and more and less than 60% in the aggregate for all the semesters will be declared to have passed in Above Average/Second Class.
- 13.7 Students scoring 60% or more and less than 70% will be declared to have passed in First Class.
- 13.8 Students scoring 70% or more will be declared to have passed in First Class with Distinction.

All the marks obtained by the students would be converted into Letter Grades as above. The aggregate of all the marks obtained will also be converted into Grade Points and then these Grade Points will be indicated into Letter Grade and the Class.

14.0 Successful Completion, Award of Degree and Lateral Exit Options:

The normal duration of the course is 5 years and it is an integrated course. A student is expected to complete the full five year of the course. Apart from this full five year Integrated Course, the course is also designed to provide lateral entry and exit options. But only if the candidate completes the five years in one stretch is he/she eligible for the award of the **Five Year Integrated Masters in Tourism and Travel Management Degree**.

14.0 Eligibility for Admission to VII Semester: A student should have cleared all the courses of the first six semesters to be eligible for admission to the VII Semester of the 5 year integrated MTTM course. If in case he/she has not cleared all the courses of the first six semesters, he/she will have to appear for all the backlog course supplementary examinations and seek fresh registration after successful completion of the exams.

15.0 Terminal Clauses for all the Courses: All courses in Tourism and Travel Management are professional courses. Hence it is required that the student admitted to the course is expected to complete the same in a stipulated period. However if he/she does not complete the same in the stipulated period, he/she will be given the exit options and will be awarded the lower level degree as Bachelor in Tourism and Travel Management in an Exit Option after successful completion of six semesters.

15.1 Terminal Clause for admission to VII Semester: A student is required to clear all his courses of the first six semesters within 6 years from the date of admission to the First semester. However if he does not complete all the six semesters within 6 years from the date of admission, he will be disqualified for admission to the seventh semester under any condition.

15.2 Terminal clause for completion of the Five year Integrated MTTM course: A student wishing to complete the Five Year Integrated MTTM course is required to do so within a maximum double the period of the course i.e., four years after completion of the Bachelor level course requirement. In other words a student is given a maximum of six years for completion of all the requirements for the award of the Three Year Degree of Bachelor in Tourism and Travel Management. Again he/she is given a maximum of four year for completion of the two year of post graduate level of the Degree in Masters in Tourism and Travel Management. In all he/she is given 10 years for completion of the five year Integrated Masters in Tourism and Travel Management.

17.1 After Completion of the first five years of Course: The normal duration of the course is 5 years and it is an integrated course. However in order to facilitate the student to be on par with the regular graduates, for all official purposes, he/she will be awarded two degrees at the end of the five years. For successfully completing the first three years of the 5 year Integrated MTTM program, he/she will be awarded the **Bachelor of Tourism and Travel Management Degree** and he/she will also be issued a Marks card for the first three years also separately. After successfully completing the Five years of the Five Year Integrated Program, he/she will also be awarded the Degree **Masters in Tourism and Travel Management**. He/she will also be issued a separate Marks Card for the two year program. In this case the Degree will clearly indicate that the candidate has undergone a Five Year Integrated Course leading to the Degree **Masters in Tourism and Travel Management- Five year Integrated Course**.

17.2 Lateral Exit Options and Award of Degree

In the Five Year Integrated MTA degree there is no Exit option until three years. After three years of successful completion (meaning clearing all the courses of the six semesters with letter grade of D and above), the student has the option of exit which are categorized as below:

17.2.1 After Three (3) years: While the normal duration of the course is 5 years consisting of 10 semesters, if the candidate so wishes, he/she may exercise the option of lateral exit after successfully completing the first six semesters and has taken the required number of credits and has successfully cleared all the courses (with no subject having a letter grade of “F”) in the first six semesters. In such cases he/she will be awarded the **Bachelors Degree in Tourism and Travel Management (BTTM)**.

18.0 THE BOARD OF EXAMINERS AND EVALUATION:

18.1 A panel of examiners for MTTM will be prepared by the Board of Studies. The panel will contain both internal and external examiners.

18.2 There shall be only single valuation of the papers till the sixth semester.

18.3 Odd semester Examinations from VIII to X Semester shall be conducted by the concerned department. Only Even semester Examinations will be conducted by the University. For all such University Examinations there shall be double valuation for all the even semester examinations (8th and 10th). The average marks awarded by the internal and external examiner shall be taken as the final marks to be awarded.

18.4 In case there is a difference of more than 20% between the first and the second valuer, then all such papers will be aggregated and evaluated by the Board of Examiners on the date notified by the Chairperson of the board of Examiners and the marks awarded by the Board shall be final and binding. There will be no challenge valuation in all such cases.

18.5 In general there will be no challenge valuation from VII to X semester.

18.6 All papers for Eighth and Tenth Semester will be set by external examiners. However, in exceptional cases internal examiner may help in paper- setting. In any case, the number of papers set by internal examiners should not exceed 50% of the total papers in the examinations.

19.0 Study Tour: The students are expected to go on a study tour including visit to sites and cost of study tour will have to borne by the students

20.0 MISCELLANEOUS:

The Directions, Orders, Notifications issued by the university authorities in respect of matters not covered by these regulations shall be final, provided they are in conformity with the provisions of the Karnataka State Universities Act-2000 and the Ordinances, Statutes, Regulations and Rules made there under.

MTTM Ist Semester

AECC-1A 1.1 Business Communication and Correspondence –I (English)

Total Number of Teaching Hours = 64 hours

80 Marks Theory and 20 Marks Internal Assessment

MTTM Ist Semester

AECC-2A 1.2 P° P A° P A° (P A°)

Total Number of Teaching Hour = 64 hours

80 Marks Theory and 20 Marks Internal Assessment

MTTM I Sem

AECC-2A 1.2 P A° P A° - 1

Total Number of Teaching Hour = 64 hours

80 Marks Theory and 20 Marks Internal Assessment

AECC-3A ENVIRONMENTAL SCIENCE
Total Number of Teaching Hour = 30 hours
50 Marks Semester End Examination

SECTION-A: ENVIRONMENTAL SCIENCE

Unit I :

Nature of environmental studies, Definition , scope and importance

Multidisciplinary nature of environment studies, Need for public awareness

Natural resources and associated problem

- Forest resources: use and over-exploitation, deforestation timber extraction, mining, dams and their effects on forests and tribal people.
- Water resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- Mineral resources: use and exploitation, environment effects of extracting and using mineral resources.
- Food resources: world food problems, changes caused by effects of modern
- Energy resources: growing energy needs, renewable and non renewable energy sources use of alternate energy sources.
- Land resources: land as resource, and land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit II :

Ecosystems : Concepts of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers , Energy flow in the ecosystem , Ecological succession

Food chains, food webs and ecological pyramids, introduction, types, characteristic features, structure and function of the following ecosystem

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit III :

Biodiversity and its conservation

Introduction-definition: genetic, species and ecosystem diversity

Bio-geographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values

Biodiversity at global, national and local levels

India as a mega-diversity nation

Western ghat as a bio-diversity, hot-spots of biodiversity

Threats to biodiversity: habitat loss, poaching wildlife, man-wildlife

Endangered and endemic species of India

Conservation of biodiversity: in-situ and ex-sit conservation of biodiversity

Unit IV :

Environmental pollution

Definition, causes, effects and control measures of

- Air pollution
- Water pollution
- Soil pollution
- Marine pollution
- Noise pollution
- Thermal pollution
- Nuclear hazards
- Solid waste management: causes, effects and control measures urban and industrial wastes.
- Role of an individual in prevention of pollution
- Disaster management: folds, earthquake, cyclone and landslides, tsunami.

Unit V :

Social issues and environment from unsustainable to sustainable development urban problem related to energy water conservation, rain water harvesting, watershed management resettlement and rehabilitation of people: its problem and concerns. Environmental ethics: issues and possible, solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust wasteland reclamation consumerism and waste product environment protection act air (prevention and control of pollution) act water (prevention and control of pollution) act wildlife protection act forest conservation act issues involved in enforcement of environmental legislation.

Unit VI :

Human population and environment

Population growth, variation among nations

Population explosion, family welfare programme

Environment and human health

Value education

Women and child welfare

Role of information technology in environment and human health

Work: visit to a local area to document environmental assets river / forest/ grassland / hill mountain.

Visit to a local polluted site-urban/rural/ industrial / agricultural

Study of common plants, insects, birds

Study of simple ecosystems-ponds, river, hill slopes, etc.

BOOKS FOR REFERENCE

- Text book of Environmental Studies by S.Sinha, M. Shukla & R. Shukla (2005) Aitbs publishers, Delhi.
- Agarwal k.c. 2001, Environmental Biology, Nidi publ. Ltd., Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin publishing pvt.ltd, Ahmedabad-380013, India
e – mail : Mapin (Ticenet, net
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- Cunningham, W.P. Cooper, T.H. Gorhal, E & Hepworth, m.t.2001 Environmental Encyclopedia, Jaico publ. House, Mumbai, ii 96p
- De A.K. Environmental Chemistry , Wiley Eastern ltd,
- Down to earth, Centre for Science and Environment
- Gleick, H.P.1993, Water in Crisis, Pacific Institute for Studies in Dev. Environment & Security, Stockholm Env. Institute. Oxford university press 473p
- Hawkins R.E. Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay
- Jadhav H & Bhosie V.M.1995, Environmental Protection and Laws.
Himalayas pub. House Delhi, 284p
- Mckinney M L. & Schoci R.M. 1996, Environmental Science Systems & Solutions Web.
Enhanced edition 639p
- Heywood, V.H. & Watson R.T. 1995, Global Biodiversity Assessment, Cambridge univ. Press
1140p
- Mhaskar A.K. Matter Hazardous, Techno-science publications
- Miller T.G. jr. Environment Science, Wadsworth publishing co.
- Odum E.P.1971, Fundamental of Ecology, W.B. Saunders co. USA, 574 p
- Rao M.M. & Datta A.K.1987, Waste Water Treatment, Oxford & IBH publ. Co.pvt., ltd 345p
- Sharma B.K. 2001, Environmental Chemistry, Goel pub. House, Meerut.
- Townsend C. Harper j and Michel Begon, Essentials of Ecology, Blackwell
- Trivedi R.K, Handbook of Environmental Laws, Rules.
- Trivedi R.K. & P.K. Goel, Introduction to Air Pollution, Techno-science publications.
- Wagner K.D. 1998, Environmental Laws, rules,

DSC-1A INTRODUCTION TO TOURISM IN INDIA
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Tourism in History – History, growth of Travel and Tourism in India, Tourist Accommodation, and Study of important Tourist places in India

Unit II :

Tourism Resources – Cultural Tourism Resources, Museums, Music, Dance forms of India, Handicrafts, Festivals, Folk customs etc.

Unit III :

Natural Tourism Resources National Parks, Wildlife Sanctuaries, Hill station , Beaches, Deserts etc.

Unit IV :

Tourism Transport and Tourism services.- Travel by air, Road, Rail- Ancillary services shops, *melas* and emporium, Etc.

Unit V :

Tourism policy and planning- introduction to Tourism policy and planning- infrastructural development and infrastructural planning for tourism in India. Karnatak Tourism policy and Programme, Tourist attraction and entertainment needs.

Unit VI :

Tourism Development – Travel circuits, destinations, pilgrim centers, cafeterias, Restaurants, wayside amenities and public conveniences.

INTERNAL ASSESSMENT

BOOKS FOR REFERENCE:

1. R. C. Majumdar, H.C. Roychoudhuri and K. Dutta- An Advanced History of India- Mac Milan –1967.
2. Goeldner, R. and Ritchie B(2010) Tourism, principles, Practices and philosophies, John wiley and sons, London.
3. Tourism Development- A new approach by K.S.Nagapathi
4. K. Bhatia: Tourism Development Principles and Practices- Starting Publishers pvt. Limited
5. Krishna K Kumar and Mohinder Chand-Basics of Tourism: Theory, Operation and Practice.

DSC-2A ACCOMMODATION OPERATION-I
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

INTRODUCTION TO HOSPITALITY & HOTEL INDUSTRY, CLASSIFICATIONS OF HOTELS

Hospitality and its origin, Hotels, their evolution and growth, Brief introduction to hotel core areas with special reference to Front Office. Size, Star, Location, Clientele, Ownership basis, Management contracted hotel, Groups and Chains, Heritage Hotels, Supplementary accommodation, Tariff structure .

Layout of housekeeping department, staff organization of the department, duties and responsibilities of the staff, attributes and qualities of housekeeping staff .

Unit II :

FRONT OFFICE AND ITS ORGANISATION

Layout , Front office equipment,(non-automated , semi-automated and automated) Front office hierarchy , duties and responsibilities , front office salesmanship , functional areas of Front Office , co-ordination with departments .The guest cycle .

Unit III : RESERVATIONS

Reservations , importance of reservation , sources and modes of reservations , reservation enquiry , group reservations , instant reservation systems , central reservation systems , Group reservations, cancellation and amendments of cancellations , forms and formats used in reservations. Reservation terminology. Tariff structure

Unit IV :

HOUSEKEEPING DEPARTMENT & CONTROL DESK

Importance and role of housekeeping control desk registers used in housekeeping, duty allotment, Briefing and debriefing, key handling in housekeeping. Emergency handling. Purchases and indents, lost and found, handling guest queries

Unit V :

THE HOTEL GUEST ROOM

Hotel guest room layout Types of guest rooms, Layout of corridor and floor pantry, furniture's, fixture and fitting used in hotel guest rooms , Guest room amenities, Guest supplies.Maid's cart.

Unit VI :

CONTRACT SERVICES & PURCHASE PROCEDURES

Reasons for using contract services, types of contract services, advantages and disadvantages of contract services, factors to be considered when deciding the contract services, pricing a contract, pest control.

PRACTICALS

1. Forms and formats used in Front office and housekeeping
2. Telephone etiquettes
3. Front office salesmanship.
4. Maid's trolley
5. Identification of Cleaning agents and equipment's in housekeeping

BOOKS FOR REFERENCE

- Hotel Front Office Management and Operations – Sudhir Andrews
- Hotel Front Office Training manual – Sudhir Andrews
- Hotel Front office Management - Jatashankar Tiwari
- Hotel Housekeeping Management and Operations – Sudhir Andrews
- Hotel Housekeeping – Sudhir Andrews
- Hotel housekeeping Operation – Jaya B George and Shalini Singh

MTTM I SEM
DSC-3A FUNDAMENTALS OF TOURISM & HOSPITALITY MANAGEMENT
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Introduction to Tourism and Hospitality Management:

Definition, nature, important components and understanding Tourism and Travel Tech, objectives, operating concepts, importance of hotels.

Unit II :

Tourism Industry –types of Tourism, types of Tourists constituents of Tourism - Leiper model

Unit III :

Basic concepts of Hotel Management: types of hotels. Hotel categorization, difference between group and chains of hotels, ownership and management, franchising and marketing staff.

Unit IV :

Hotel Organisation - organization of hotels, staff organization, manager and department heads, job specification staff.

Unit V :

Organization structure of tourism & hospitality – organization, facilities, services, departments, manager & communication.

INTERNAL ASSESSMENT:

Library material based work. (eg:magazine, article sources)

Making list of all commodities including vegetables and fruits.

Maintaining the journal for equipment and tools used in the kitchen

BOOKS FOR REFERENCE

1. Professional hotel management –Jagmohan Negi
2. Hand book of modern tourism -Praveen Sethi
3. Tourism management :Ravila Tourism Management: S.C. sinha
4. Role of ICTs in Tourism by Rajender Pal
5. Historical Development of World Tourism
6. Tourism Development- A new approach by K.S.Nagapathi

MTTM I SEM
DSC-4A Airport Management –I
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Airport Management

Unit I :

Introduction to Airline and Aviation Management - Introduction to the Business of Airlines, Airport Terminologies, Freedoms of the Air, IATA Traffic Conference Areas and Sub-Areas, International laws and conventions, Basic properties and Physical Principles of flight

Unit II :

Introduction to OAG, Travel Information Manual (TIM), International Time Calculations, International Organizations – IATA, ICAO, FIATA, DGCA, AAI

Unit III :

Airport Services and Operations - Functional Layout of the Airport, Passenger and Cargo Services, Airport Access, Check-In procedures, Pax Needing Special Attention, Air port Operations Management, Basics of Airline Catering and Airport Housekeeping

Unit IV :

Ground Control and Baggage Handling – Ground Handling Procedures, Baggage Allowance, EB Charges, Mishandled Baggage

Unit V:

Airside Planning and Air Traffic Control System – Standard Operations and Procedures, Ramp Services and Air Side Safety, IATA six point safety strategy, Medical services in aircraft, First Aid and Universal Precaution Kit, Air Traffic Control System

BOOKS FOR REFERENCE

1. Thomas. L.Seamster & Barbara. Kanki, Aviation information Management, Ashgate Publishing,USA. 2002
2. ,Airport planning and Management, Seth. B . Young and Alexander. T. wells , Mc Graw Hill companies, USA. 2011
3. Peter. J. Bruce Contemporary issues in Human Factors and Aviation Safety,Ashgate Publishing,New York,USA. 2011
- 4 Pushkar Singh, Modern aviation Management, Cyber Tech Publications, New- Delhi.2013
5. Unnikrishnan K.M, Air cargo Management and Airport Handling , Gemini Publishers Bengaluru. 2016,
6. Nawal. K. Taneja, Airline industry poised for disruptive innovation ? Routledge, London and New York, 2017.

BOOKS FOR REFERENCE

1. M.V. Pylee: an introduction to the constitution of india, new delhi, Vikas 2005.
2. Subhash C. Kashyap: our constitution: an introduction to india's constitution and constitutional law, new delhi, national book trust, 2000.
3. Durga Das Basu: introduction to the constitution of india, new delhi, prentice hall of india, 2001.
4. D.c.gupta: indian government and politics, viii edition, new delhi, vikas , 1994
5. V.d. mahajan: constitutional development and national movement in india, new delhi. S. And co., latest edition
6. Constituent assembly debates, new delhi, lok sabha secretariat 1989.
7. Granille austin: working of democratic constitution: the indian experience, new delhi, oxford university press 1999.
8. A.p.avasthi: indian government and politics, agra, naveen agarwal, 2004
9. S.a. palekar: indian constitution, new delhi serials publications, 2003
10. Brij kishore sharma: introduction to the constitution, mysore, prabodha, 2005
11. J.N. Pandey: Constitutional Law of India, Allahabad : central law agency, 2004
12. H.m. rajshekhhar: bharaT sarkar mattu rajakiya, mysore, kikiran prakashan, 2004.

MTTM II SEM
DSC-1B INTRODUCTION TO HUMAN RESOURCE MANAGEMENT
(MAN POWER PLANNING)
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Meaning and scope of HRM-PM-HRM-HRD- role of HR managers-organization of HR department –HR policies –objectives and functions.

Unit II :

Manpower planning –job analysis-job description –job specification- job evaluation –methods-job rotation.

Unit III :

Recruitment –Process, sources-Internal sources, External sources – Benefits and limitations, Purpose and Importance.

Unit IV :

Selection– Nature, Procedure, Methods, Tests, Interview – Types, Barriers to Effective Selection, Induction.

Unit V :

Training and development –importance of training-methods career development steps in individual career development-incentives –empowerment.

Unit VI :

Performance appraisal –Types, TQM in HR –Transfer-Promotions –Demotions-Separations.

Unit VII :

Compensation Management-Philosophy, Components, Theories of Compensation, Factors Influencing Employee Compensation, Compensating Special Groups.

INTERNAL ASSESSMENT

BOOKS FOR REFERENCE:

1. Subba Rao: Human Resource Management - Himalaya Publishing House. Is an 2010
2. Keith Davis: Human Resource Management- 7 Personnel Management, Mc Graw – Hill Education, January 1, 1982.
3. C.B.Memoria: Personal Management and Industrial Relations-
4. M.V.Moorthy: Human Resource Management
5. Biswanath Ghosh: Human Resource Development and Management - Sangam Books Ltd. 2000
6. K Aswathappa: Human Resource Management- Mc Graw Hill Education 1 may 2013
7. M.V.Moorthy: Human Resource Management
8. K.S.Aswathappa: Human Resource Management
9. Gary Dessler, ‘Human Resource Management ‘ Tata Mc Graw Hill, New Delhi.
10. Aparna Rey – ‘training – Theory and Practice, Kalyani Publishers, New Delhi.

MTTM II Semester
DSC-2B ACCOMMODATION OPERATION –II
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

REGISTRATIONS & RECEPTION

Qualities and duties of receptionist, Reception Terminology, Room Assignment Morning shift. Upselling , methods of upselling .
Types of registrations and methods , documents generated in registrations, registration procedure for Indians , Foreigners , walk-ins , guests with reservations, crews , transit passengers , procedure for scanty baggage guest , handling arrivals . Registration terminology.

Unit II :

Guest Services in Hospitality Industry

Handling Guest Mail, Message Handling, Custody and Handling of Guest room Keys, Guest Paging, Safe Deposit Locker, Guest Room Change, Left Luggage Handling Wake-up Call, Handling Guest Complaints, ·Exchanging Foreign Currency

Unit III :

Front office accounting, auditing and cashiering

Front office Accounting System and its functions, cash and credit control, handling bill settlement and checkouts, Night auditing and cashiering, front office forecasting.

Unit IV : INTRODUCTIONS TO CLEANING

Definition and principles of cleaning. Identification of surfaces and its cleaning. Identification of cleaning resources and its uses cleaning schedules – daily weekly and spring cleaning

Unit V :

Housekeeping Cleaning and maintenance procedures

Cleaning a occupied room, departure room and vacant room, making a bed, turn down services, cleaning and maintenance of rooms, types of floor, cleaning and maintenance of floors, floor polishes, carpets, cleaning public area, care and storage of cleaning agents and equipment.
Flower arrangements - Basic materials used, Types of flowers, containers types of flower arrangements, elements and principles of flower arrangements, preservation of flowers

Unit VI :

Linen and Laundry Management

Linen, types and sizes of linen, floor pantry, linen room and its location, conditions for storage of linen par stock, linen control, and linen discard. The laundry, types of laundries, handling guest laundry, laundry services, Stains, identification of stains, stain removal procedures .
Equipment's used in laundry Cleaning agents used in laundry

PRACTICALS

1. Handling reservations
2. Handling Registrations
3. Bed making turn down services
4. Handling mails and parcels

5. Handling messages
6. Left luggage procedure
7. Scanty baggage procedures
8. Flower arrangements
9. Public area cleaning
10. Stain removals

BOOKS FOR REFERENCE

- Hotel Front Office Management and Operations – Sudhir Andrews
- Hotel Front Office Training manual – Sudhir Andrews
- Hotel Front office Management -Jatashankar Tiwari
- Hotel Housekeeping Management and Operations –Sudhir Andrews
- Hotel Housekeeping –Sudhir Andrews
- Hotel housekeeping Operation – Jaya B George and Shalini Singh

DSC-3B Principles of Management
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Concept of Management

- Meaning and definition of Management
- Nature and scope of Management
- Characteristics of Management
- Role and responsibilities of Management
- Management skills
- Levels of Management

Unit II :

Evolution of management thought

- Pre-scientific era, scientific era, human relations era, behavioral science era
- Management science era
- Management thought today.

Unit III :

MANAGEMENT FUNCTIONS

- Planning –meaning and importance of planning, types of planning, advantages and limitations of planning, steps and stages of planning, components of planning, forecasting and decision making, importance and limitations of rational decision making, management by objectives.
- Organization- meaning, nature and importance of organizing, organization levels and span of management, factors determining an effective span, the process of organizing, organization structure and organization manuals, basic department, types of internal organization (functional, line, staff and committee organization)
- Staffing –meaning and definition of manpower planning, job evaluation management development, importance of staffing in the success of organizations.
- Directing-meaning, nature of directing, characteristics of directing, principles and importance of directing, orders, supervision.
- Leadership-meaning and importance, leadership styles, qualities of a leader, leadership as an effective tool for successful organizations.
- Communication- meaning and nature of communication, types of communication, barriers to communication, communication process, communication as an effective means for profitable organizations.
- Coordination-need for coordination, principles and techniques of coordination
- Controlling –meaning, control process, need for control, techniques, types of control- budgetary and non-budgetary.

Unit IV :

AUTHORITY AND RESPONSIBILITY

- Meaning of authority and responsibility
- Sources of authority, features of authority and responsibility
- Meaning and importance of delegation of authority
- Steps in delegation of authority
- Difficulties in delegation of authority
- Steps to make delegation more effective
- Centralisation and decentralisation, types, advantages and disadvantages

BOOKS FOR REFERENCE

1. Teare, Richard and boer: stragetice hospital; ity management
2. Tom Ponurs: introduction to management in hospitality industry
3. Principles of Management – Harold Koenty

MTTM II Semester
DSC-4B Air Cargo Management
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

The Prospects of Aviation and Cargo Industry – Overview of Cargo Business, History of Air Cargo, Cargo Airlines, Cargo and Dangerous Goods Terminologies, Fleet management and network planning, Drivers and challenges of Air Cargo Operations in India, Current Industry Trends

Unit II :

Cargo Handling – Air cargo Acceptance – Terms, Regulations, Shippers Rights and Consignee Rights, TACT Manuals, Various Types of Cargo, Cargo Needing Special Attention, Packaging, Labelling and Documentation Procedures, Airway bill, reports

Unit III:

IATA Cargo rating Structures, Precedence, Chargeable weight rating- Specific Commodity Rates, Class Rates, General Cargo Rates, Valuation Charges

Unit IV:

Introduction to Dangerous Goods Regulations – Introduction to DG Manual, Specific Requirements of Packaging, Labelling, Documentation and Handling.

Unit V:

Requirements of Air Cargo at the Airport – General and Operational requirements, Air cargo Infrastructure and Facility Development, Guidelines and Initiatives issued by the competent authorities

BOOKS FOR REFERENCE

1. Thomas. L.Seamster & Barbara. Kanki, Aviation information Management, Ashgate Publishing,USA. 2002
2. ,Airport planning and Management, Seth. B . Young and Alexander. T. wells , Mc Graw Hill companies, USA. 2011
3. Peter. J. Bruce Contemporary issues in Human Factors and Aviation Safety,Ashgate Publishing,New York,USA. 2011
- 4 Pushkar Singh, Modern aviation Management, Cyber Tech Publications, New- Delhi.2013
5. Unnikrishnan K.M, Air cargo Management and Airport Handling , Gemini Publishers Bengaluru. 2016,
6. Air Cargo Management By Michael Sales Routledge,19 Dec 2016

MTTM IIIrd SEMESTER
DSC-1C TOURISM AND TRAVEL MANAGEMENT-I
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Management concept–basic concepts of tourism, functions, management levels, skills of a manager, personality and attitude concepts.

Unit II :

Corporate forms of tourism – introduction, objectives, service, market & industry sole proprietorship, partnership, the company forms of organizations-

Unit III :

Tourism Department Tourism Development corporations, State Tourism Development Corporations, Local bodies. Co-operatives.

Unit IV :

Geography – geography of the world, time differences, international date time, the hemisphere and the seasons.

Unit V :

Travel formalities and regulations. Passport, visa, foreign exchange, customs, immigration history and role of a travel agency and functions.

Unit VI :

Modern ticketing and fare introduction to airline ticketing, types of air lines, types of trips and fares, tourism statistics.

INTERNAL ASSESSMENT

PRACTICLAS

- Map work- archaeological places, cultural places, religious places. World heritage sites in India
- Study of railway time table
- Marking air routes and rail routes
- Money exchange calculation
- Prepare an itinerary to conduct tour programme in india.

BOOKS FOR REFERENCE

- Foster Douglas: Travel and Tourism Management – Mac Millan –1985
- K. Bhatia: Tourism Development Principles and Practices- Sterling Publishers Pvt. Limited New Delhi 1985
- Prannath seth: Tourism Management, Sterling Publishers Private limited, New Delhi, New Delhi 1992
- Negi. J. Travel Agency Operation- Concepts and Principles, Kanishka, New Delhi. 2005
- Bhatia A.K. Travel Agency and Tour Operations: Sterling Publications New Delhi.
- Chand M, Travel Agency Management- An Introductory Text, Anmol publications Pvt. Ltd. New Delhi, 2002

DSC-2C HISTORY AND HERITAGE OF INDIA
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Introduction - the Concept of Unity in Diversity – Indus Valley and Vedic Civilization – Age of Ramayana and Mahabharata

Unit II :

Religion and Philosophy – Hinduism – Saivism and Vaishnavism, Jainism – Buddhism – Christianity - Islam - Sikhism - Bhakti Movement

Unit III :

Literature: Vedic literature, Epics, Puranas, Dharmasastra, Arthasastra, Sanskrit Dramas

Unit IV :

Maurya Kushana and Gupta periods - History and Culture

Unit V :

History and Culture of South India during–Satavahana - Pallava –Early Chalukya – Rashtrakuta – Chola – Kalyani Chalukya -Hoysala- Kakatiya Vijayanagara, Bahmani, Adil Shahi and Barid Shahi kingdoms

Unit VI :

Delhi Sultanate and the Mughals with special reference to Art and Architecture, Literature - Rajput and Mughal Paintings

Unit VII :

Emergence of foreign rule in india –Portuguese –Dutch – French and British - Colonial Architecture.

Unit VIII :

The Struggle for Freedom and Independence

Unit IX :

World Heritage Sites in India

INTERNAL ASSESSEMENT

BOOKS FOR REFERENCE

A.L.bashiam: *The wonder that was India*. London, 1991

- R.C. Majumdar, et al., *An Advanced History of India*, 1967
- K.A. Nilakantha Sastri: *A History of South India*, 1958
- Percy Brown: *Indian Architecture*, 2 vols. 1971
- C. Sivaramamurthi: *Indian Painting*, 1970
- S. Rajasekhara: *Karnataka Architecture*, 1985
- S. Rajasekhara : *Early Chalukya Art at Aihole*, 1985
- Bharatiya Vidya Bhavan Series

MTTM III Semester
DSC-3C TOURISM DEVELOPMENT
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

The concept of Tourism– an overview-historical development of tourism- parts of tourism industry- the product / industry / destinations - purpose of visits by tourists- attractions and amenities – component products i.e. transport / accommodation / catering / entertainment / other services.

Unit II :

Mass Tourism- Definition, Characteristics, Urban Tourism, Rural Tourism, Farm Tourism, Culture and Tourism, - Tourism Impact on Economics –Social-Cultural-Environment and Political aspects.

Unit III :

Transportation- structure, patterns and economic characteristics - recent developments - link between passenger transportation and development of tourism - economic forces affecting transportation supply and price- statutory regulation of transport and its effect on supply.

Unit IV :

Tour operators and travel agents- function and inter-relationship- structure and organization of tour operations and travel agency sectors. Regulations of activities of travel agencies and tour operators. The relationship between tourism projects- relationship between tour operators, travel agents and hotels, restaurants, - advantages in representing local/ regional tourism organizations- tourist attractions and its effect on volume of trade for hotels / restaurants-integration of airlines, hotels, restaurants and tour operators- case studies

Unit V :

Tourism development in india - itdc, role of itdc, itdc hospitality privatization of ITDC hotels, other states tourism development and growth, policy etc.,-tourism development in Karnataka - KSTDC, important places of attraction for tourists and their brief history, role & functions of KSTDC, tourism promotion on Karnataka policy etc.,

Tourism industry in India - major issues of development, growth and development of tourism industry in India, income generation, employment generation, factors influencing

The growth of tourism industry - the relationship between tourism and the hotel and catering industry - loans and grants for tourism projects-relationship between tour operators, travel agents and hotels and restaurant, tourist attractions and its effect on volume of trade for hotels and restaurants

Unit VI :

Tourism Organizations – identification of organizations operating internationally and domestically – statutory and voluntary organizations – effectiveness of each organization-major organizations in india- intra-relations of the work of these organizations to each sector of the tourism industry.

Unit VII :

Tourism Laws And Regulations: laws and regulations, functions of the ministry: tourism policy guidelines for recognition as an approved tour operator, guidelines for recognition for agencies in the north east: guidelines for recognition as an adventure tour operator, guidelines for safety and rescue in adventure sports, guidelines for water sports: guidelines for aero sports; guidelines for mountaineering and trekking.

INTERNAL ASSESSMENT

Make the list of all ITDC and KSTDC hotels

Transport arranged by ITDC and KSTDC

Package tours by the above

Privatization of ITDC hotels

Detailed practice of maps and symbols

Visit to the tour operators - travel agents to know the method of functioning

BOOKS FOR REFERENCES

1. The Business of Tourism by A.K.Bhatia
2. An Introduction to Travel and Tourism by Pran Nath Seth, Sushma Seth Bhat
3. Principles of Tourism Development by M.A.Khan
4. Trends in Travel Tourism and Law by L.K.Singh
5. Successful Tourism Management by Pran Seth
6. Tourism and Transport Management by Ratandeep Singh
7. Tourism Transport and Travel Management by P.C.Sinha
8. Tourism Development by Yashodhara Jain

DSC – 4C FOOD & BEVERAGE MANAGEMENT

Unit I :

Fundamentals of Food and Beverage Management

- The Food Service Industry
- Fundamentals of Management
- Organisation of Food and Beverage Operations
- Fundamentals of Food and Beverage Marketing

Unit II :

The Challenge of the Food and Beverage Operations

- The control function
- Customer expectations and service delivery
- Logistics of supply

Unit III :

Planning for Food and Beverage Management

- Determining food and beverage standards
- Operations budgeting and cost
- volume-profit analysis
- The menu
- The foundation for control

Unit IV :

Menu Management

- Nutrition
- The Menu
- Standard Product Costs and Pricing Strategies
- Pricing Menu Items
- Principles of Gross Profits
- Stock Control

Unit V :

Product Costs and Pricing Strategies

- Pricing Menu Items
- Break Even Analysis
- Stock Control Methods
- Controlling Margins / Profitability

Unit VI :

Managing Labour Costs

- Labour cost controls
- Implementing labour cost management
- Formulation of Rosters

Unit V :

Quality and Quantity Concerns

- Quality as product/service features
- The value of customers
- The value of hospitality staff
- Quality Management - ISO 9000 quality standards

BOOKS FOR REFERENCE

- Kinton&Ceserani, *Practical Cookery*, Edward Arnold Ltd, London, 1970.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2002.
- Bernard Davis, *Food Commodities*, Butterworth-Heinemann Ltd, United States, 1978.
- Inder Singh Kalra, *Prashad*, Allied Publishers Pvt. Ltd., New Delhi, 1986.
- ThangamE Philip, *Modern Cookery Vol I & II*, Orient BlackSwan, New Delhi, 2009.
- Mohini Seth &SurjeetMalhan, *Catering Management*, Macmillan Publishers, New Delhi, 1995.
- Gacknell H. J & Kaufmann R. J, *Practical professional cookery*, Macmillan Publishers, New Delhi, 1992.
- S. Roday, *FoodHygiene & Sanitation*, Tata McGraw-Hill Publication, New Delhi, 2009

SEC-1C FOOD AND BEVERAGE PRODUCTION (Practical)

PRACTICAL

To be skilled in various particular course of menu, regarding region, characteristics, ingredients used, method of cooking, recipes, presentation forms etc.

HORS D'OEUVRE—Sandwich, Cold cuts, Salads, Force meat preparation. POTAGE—Stress to be put on National and International soups.

OEUFS

FARINEUX

POISSON

ENTRÉE

RELEVÉ

SORBET

ROTI

LEGUME

ENTREMETS

SAVOUREAUX

DESSERT

REFERENCE BOOKS:

- Kinton & Ceserani, *Practical Cookery*, Edward Arnold Ltd, London, 1970.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2002.
- Bernard Davis, *Food Commodities*, Butterworth-Heinemann Ltd, United States, 1978.
- Inder Singh Kalra, *Prashad*, Allied Publishers Pvt. Ltd., New Delhi, 1986.
- Thangam E Philip, *Modern Cookery Vol I & II*, Orient BlackSwan, New Delhi, 2009.
- Mohini Seth & Surjeet Malhan, *Catering Management*, Macmillan Publishers, New Delhi, 1995.
- Gacknell H. J & Kaufmann R. J, *Practical professional cookery*, Macmillan Publishers, New Delhi, 1992.
- S. Roday, *Food Hygiene & Sanitation*, Tata McGraw-Hill Publication, New Delhi, 200

MTTM IV Semester
DSC-1D TOURISM AND TRAVEL MANAGEMENT – II
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Business travel- introduction –travel trading, hotel industry, types-international hotels, commercial hotels- residential hotels, floating hotels, supplementary accommodation- hotel / youth hostel / camping sites tourism holiday villages / transports government tourist agencies.

Unit II :

Tourism organizations – role of tourism organization and their functions – UNWTO, I.A.T.A., T.A.A.I., A.S.T.A., P.A.T.A., U.F.T.A.A.

Unit III :

Organization structure in a Travel Agency –organization structure and job structure in a Travel Agency- case study.

Unit IV :

Tour operator- role, functions, types of tour operators, types of Tourism, Tourism classification, guidelines for Recognition As an Approved Tour Operator.

UNIT V :

Tourist services-Tourist Guides, definition, duties and responsibilities of Tourist guides - categories of tourist guides-guiding in monuments, guiding in wild life parks, training of a tourism guide.

INTERNAL ASSESSMENT

PRACTICALS

- Package tour preparation
- Customer care –visit to travel agency and get the details
- Health polices and overseas insurance
- Travel circuits

BOOKS FOR REFERENCE

- Jagannathan Shakunthala: India-Travel Agents Manual, Department of Tourism, GoI, new delhi.
- Rodeay S. Biwal. A Joshi V. (2009) tourism Operations and Management, Oxford Univesity Press New Delhi.
- Foster Douglas: Travel and Tourism Management – Mac Millan –1985
- AK. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt. Limited New Delhi
- Prannath seth: Tourism Management, Sterling Publishers Private limited, New Delhi
- Negi. J. (2005) travel Agencyey Operations. Concepts and Principles. Kanishka, New Delhi.
- Bhatia A.K. Travel Agency and tour Operations: Sterling Publications New Delhi.
- Chand M. (2002) Travel Agency Management- An Introductory Text, Anmol publications Pvt. Ltd.New Delhi

DSC- 2D History and Heritage of Karnataka
Total Number of Teaching Hours = 64 Hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Concept, nature and antiquity of Karnataka

Unit II :

Archaeological sites: Brahmagiri, Chandravalli, Maski, Talakad, Banavasi, Vadagaon Madhavapur, Sannati and Hallur

Unit III :

Mauryas, Satavathanas Kadambas and Early Chalukyas - History and Cultural contribution.

Unit IV :

Gangas - Rashtrakutas – Kalyana Chalukyas – Hoysalas - Yadavas – History and Cultural Contribution

Unit V :

Vijayanagara, Bahmani, Adil Shahi and Barid Shahi Kingdoms – History and Cultural Contribution

Unit VI :

Religious Movements with special reference to Sankara, Ramanuja, Madhva and Basavesvara

Unit VII :

Keladi and Wodeyars of Mysore, Hyder Ali and Tipu Sultan

Unit VIII :

Modern Karnataka

Unit IX :

Literary developments in Kannada with reference to Kavyas, Vachana Sahitya and Dasa Sahitya

INTERNAL ASSESSMENT

BOOKS FOR REFERENCE

1. R.R.Diwakar (ed): Karnatak Through the Ages, 1968.
2. P.B.Desai et.al.: A History of Karnataka, Kannada Research Institute, Dharwad, 1970.
3. Suryanath Kamath: A Concise History of Karnataka, 1997
4. H.V.Srinivasa murthy and \$R. Ramakrishna: History of Karnataka, 1978
5. K.V.Basavaraj : History and Culture of Karnataka, 1984
6. A.V. Narasimha murthy (ed):Archeology of Karnataka. 1978.
7. S.\$Rajasekhara :
8. Karnataka Architecture, Dharwad1985.
9. *Early Chalukya Art at Aihole*, New Delhi, 1985
10. *Masterpieces of Vijayanagara Art*, Bombay, 1983
11. *Karnatakada Vastushilpa mattu Chitrakale*, Dharwad,1986

DSC-3D TOURISM SALES AND MARKETING
Total Number of Teaching Hours = 64 Hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Introduction to Marketing Management : Meaning and nature of marketing management-objectives, scope and philosophies of Marketing Management, - Functions of Marketing Management Marketing Planning : Meaning and significance of marketing planning – Strategic planning – Marketing planning process – Managing the marketing effort – Planning of marketing mix elements of marketing mix and place of marketing mix in marketing planning.

Unit II :

Marketing Information System (MIS) : Meaning , Importance and scope of MIS-Components of MIS – Process of MIS – Marketing decisions and MIS. Consumer Buying Behaviour : Nature of consumer behaviour – Consumer buying process – Types of buyers, Individual and Institutional buyers – Buying motives – The buyer decision process – Types of buying decision behaviour and business buyer behaviour

Unit III :

Product Strategy : Meaning and concept of products – Product classification – Product line decisions – Product mix decisions – Branding and Packaging decisions – New product development strategy – Product life cycle strategies. Pricing Strategy : Importance of pricing decisions in marketing – Factors affecting pricing decision, Price determination, Pricing methods, New product pricing strategies – Product mix pricing strategies – Price changes.

Unit IV :

Promotion Strategy : Meaning of marketing communication, Importance of promotion – Promotion mix, Forms of promotion – Personal selling, Nature, Scope and importance – Advertising, Meaning, Objectives and importance – Media sales promotion – Nature, importance and techniques. Distribution Strategy : Meaning, Nature and importance, Alternative channels of distribution – Factors to be considered for selecting channel. Functions of distribution channels.

Unit V:

Service Marketing : Meaning and characteristics of Service – Importance of Service Marketing – Classification of services – Developing services – Problems of service marketing – Marketing strategies for service firms – The future of service marketing.

BOOKS FOR REFERENCE

1. Philip Kotler - Marketing Management, pearson publication
2. William J. Stanton - Fundamentals of Marketing
3. Philip Kotler - Marketing management for hospitality industry, pearson publication, 12 edition
4. S.A. Sherlekar - Marketing Management , Himalaya publishing house 13 edition
5. S. M. Zha. - Service Marketing

DSC-4D Study Tour and Project Report on Heritage Sites
80 Marks Project and 20 Marks for Viva

Student have to carry out study tour in any Heritage site / Travel and Tourism, Hotel, National Parks, Wildlife Sanctuaries etc. and Prepare a project for 80 marks attend the viva voce for 20 marks

GE-1D FRENCH-1 (50 MARKS)

(SEC-1D) FOOD AND BEVERAGE SERVICE (PRACTICAL) (50 Marks)

- Apprising and drawing of silver, cutlery, crockery and special equipment.
- Hygienic handling of cutlery, crockery, glassware and trays.
- Proper laying and relaying of table cloth during meals.
- Correct use of waiter's cloth.
- Arrangement of silver and other tables, side board appointments according to different menus.
- Correct methods of handling and relaying of silver, glassware etc., during the meals.
- Correct handling and practice of service spoon and service fork for silver service.
- Service and clearing of a meal, course by course.
- Different methods of service.
- Napkin folding
- Receiving and seating the guests, presenting the menu, and taking order from the customer.
- Passing the order to the kitchen, coordinating orders.
- Making and presentation of bills.
- Service of breakfast: English, Continental, Indian and American
- Preparation of Egg, cereals and other Breakfast items
- Room Service Mis-en-place for meals, snacks and beverages, both for tray and trolley service proper loading of trays, carrying and service. Execution of orders to the room.
- Layout and service of small tea parties.
- Sandwiches - preparation and service.
- Banquet laying and formal & semi – formal service
- Coffee shop service

✓ **REFERENCE BOOKS:**

- John Fuller, *Modern Restaurant Service*, Copp Clark Pitman Publication, Canada, 1983.
- Dennis Lilicrap & John Lousins, *Food & Beverage Service*, Hodder Arnold, London 2006.
- Peter Dias, *The Steward*, Orient Blackswan Publishers, Delhi, 2012.
- Brian Varghese, *Food & Beverage Service*, Laxmi Publications, Solapur, 2002.
- S. Roday, *Hygiene & Sanitation*, Tata McGraw-Hill Publications, New Delhi, 1990.
- Sudhir Andrews, *Food & Beverage Management*, Tata McGraw-Hill Publications, New Delhi, 2008
- Vijay Dhawan, *Food & Beverage Service*, Frank Bros.& Co., New Delhi, 2009.
- Jagmohan Negi, *Food & Beverage Management & Cost Control*, Kanishka Publishers, Distributors, New Delhi, 2007.
- Bobby George, *Food & Beverage Service*, Jaico Publishing House, Mumbai, 2006.

MTTM Vth Semester
DSC-1E Management of Ticketing and Fares
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

History of aviation industry in India, Air Travel Geography and Global Indicators, Air Ticketing Terminologies

Unit II :

Introduction to domestic and international airlines, types of airlines, Airport and Airline Codes

Unit III :

Airline reservations : place of reservation in airlines, organization of reservation office, job description of airline reservation office staff, AIRIMP Codes, IATA global indicators, , Fare Types, Fare construction, Special Assistance Services, Payment Modes, Currencies and taxes

Unit IV :

IATA- UFTAA: organization, trade activities, Agency Programme Members, International conventions and guidelines

Unit V :

Travel Formalities and Customer facilities - Baggage Handling, Airport facilities, in-flight services, Travel formalities and Documents

Unit VI :

Ticketing- computerized and manual, format of a E- ticket, MCO, PTA, Rerouting (voluntary and involuntary), software's used in airline ticketing, software format, Selling and Managing Airline Reservations using GDS, Trends in Ticketing Management – NDC fares, Ancillary services in Airline Ticketing

Books for References

1. Jaganmohan Negi, Air Travel Ticketing and Fare Construction, Kanishka Publishers, New-Delhi, 2004
2. Ratandeep Singh, Aviation Management, Kanishka Publishers, New-Delhi. 2008,
3. Jitendra.K.Sharma,Flight Reservation and Airline Ticketing, Kanishka Publishers, New-Delhi. 2009,
4. Seth. B . Young and Alexander. T. wells, Airport Planning and Management, Mc Graw Hill Companies, USA. 2011,
5. Peter. J. Contemporary Issues in Human Factors and Aviation Safety, Ashgate Publishing, New York, USA. 2011

DSE-1E EVENT MANAGEMENT
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Introduction – Historical Background – Definition of Events and Event Management – Types – Overview of the Events Industry – Event impacts

Unit II :

Planning for Events – strategic planning – its elements, process and evaluation – Conceptualizing the Event – stakeholders – Evaluation

Unit III :

Management of Events – phases – techniques – Finances – budget, costing and estimation – Human Resource – planning, recruitment, induction, volunteers – Evaluation

Unit IV :

Marketing of Events – planning, steps in strategic marketing process of Events- People and Partnerships – Promotion of Events – sponsorships – Evaluation

UNIT V :

Event Operations – Staging – Staging – Logistics – Legal Issues – Risk Management Evaluation – Sustainable Development and Events Assignments (For 25 Marks)

Books for References

- Events Management by Glenn Bowdin, Johnny allen and others
- Meeting Conference Association, Event & Declaration Management by Retandeep Singh
- The Meeting Spectrum by Reddy Wright
- Meetings Conference & Expositions by Rhonda Sande
- Events Management by R.K. Singh

OR

DSC-1E CUISINES OF INDIA

Unit I : Indian Cookery

- Indian Curries and Gravies
- Indian Salads and Soups
- Indian Bread
- Indian Rice Preparation

Unit II : Tandoori Cooking

- Introduction
- History
- Seasoning of Tandoor
- Tandoori Marination
- Tandoori Recipes

Unit III : North Indian Cuisine

- Important spices and Ingredients
- Mughlai Cuisine
- Kashmiri Cuisine
- Rajasthani Cuisine
- Cuisines of Uttar Pradesh
- Bihari Cuisine

Unit IV : East Indian Cuisine

- Introduction
- Common Ingredients used
- Bengali Cuisine
- Oriya Cuisine
- Common Recipes of East Indian Cuisine

Unit V : West Indian Cuisine

- Introduction
- Maharashtrian Cuisine
- Goan Cuisine
- Gujarati Cuisine
- Common Recipes of West Indian Cuisine

Unit VI : South Indian Cuisine

- Introduction
- Andhra Cuisine
- Karnataka Cuisine
- Tamil Nadu Cuisine
- Common Recipes of South Indian Cuisine

Unit VII : Indian Festive Dishes

- Introduction
- Diwali, Holi, Id, Christmas, Onam, Pongal, Ganesh Chaturthi.
-

Reference Books:

- J Inder Singh Kalra, *Prashad – Cooking with Indian Masters*, Allied Publishers Pvt. Ltd., New Delhi 2007.
- Thangam E Philip, *Modern Cookery*, Orient Longman Pvt.ltd. New Delhi, 2003.
- Nita Mehta, *Curries*, SNAB Publishers Pvt.ltd., New Delhi 2007.
- Vimla Patil, *Food Heritage of India*, Vakils, Feffer And Simsons Ltd., Mumbai 1999.
- Shubha Narayanan, *Poornakala – The Complete Art (South Indian Cuisine)*, Edu Gate Publishers, New Delhi, 2008.
- Rajalakshmy Subramanian, *Indian Vegetarian Cookery*, Chennai, 2006.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co., New Delhi, 2011.
- Monisha Bharadwaj, *The Indian Cookery Course*, 2011.

DSE-2E COMPUTER APPLICATIONS
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Management Information System (MIS): Introduction to MIS, characteristics and components of MIS, information requirements of different levels of organization.

Unit II :

Introduction to computers: Definition, history and generation , characteristics, classification of computers, components of computer, CPU, motherboard, primary storage devices: ROM, RAM, secondary storage devices: Floppy, Hard disk, CDROM, pen drive, input and output devices: keyboard, mouse, scanner, display units, printers (dot matrix, inkjet and laser), multimedia components, liquid crystal display (LCD) projector, modems and network interface card.

Unit III :

Windows operating system: introduction, loading and starting windows, concept of plug and play, active desktop environment, control panel, adding new programs and hardware, menus, folders, shortcuts, display properties, system tools, multimedia programs, editing pictures using paint.

Unit IV :

Ms-word: Introduction to ms-office, installing and removing word, running programs and managing files, opening, creating and saving documents, templates, navigating and selecting, editing and sorting, checking spelling and grammar, formatting, importing graphics and pictures, tables, long documents, sharing data with other users, security, creating , mail merge, editing equations, printing.

Unit V :

Ms-excel: Introduction, creating, opening, and saving files, working with workbooks and worksheets, basic features of spreadsheets, entering data and selecting cells, editing and formatting worksheets, working with functions-Mathematical functions, statistical functions, date and time functions, text functions, financial functions, lookup and reference functions, creation of charts and types of charts, automated tasks, macros, switching from other presentations and slides.

Unit VI :

Ms-power point: Introduction, auto-content wizard, design templates, adding and formatting text, making notes and handouts, adding clip arts, drawings and other objects, equations, tables and charts, controlling the slide show, animations, printing presentations and slides.

Unit VII :

Ms-access: Introduction, databases, data structures, creating tables, importing and linking tables, working with data, working with queries, creating forms and reports, writing expressions, working with macros, modules and events, replication, data access objects, data access methods and properties.

Unit VIII :

Internet: Introduction, dial-up and broadband networking, internet protocols, Microsoft internet explorer, Netscape navigator, URL, WWW, search engines, chatting, e-mail.

PRACTICALS

BOOKS FOR REFERENCE:

1. Itl esl fundamentals of information technology, pearson education
2. Peter norton: introduction to computers, 4th edition, tata mcgraw hill
3. Sagman, microsoft office 2000 for windows, pearson education

4. Microsoft – ms – office 2003 step by step
5. Microsoft – ms – word 2003 step by step
6. Microsoft – ms – excel 2003 step by step
7. Microsoft – ms – power point 2003 step by step
8. Microsoft – ms – access 2003 step by step
9. Sanjay Saxena, First Course in computers, Vikas Publishing House, New Delhi.

OR

DSE- 2E Personality Development & Communication Skills

Total Number of Teaching Hour = 64 hours

80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Meaning and definition of personality: personality development as a process – importance of personality development – theories of personality: psychoanalytical theory (Sigmund Freud) – phenomenological theory (Carl Rogers) cognitive theory (George A. Kelly) – a trait actor – analytic approach (Raymond B. Cattell) – psychosocial development theory (Erickson)

Unit II :

Determinants of personality: physical, intellectual, emotional, social, educational, familial

Unit III :

The self concept: individual as a self sculptor – process of perception cognition and their impact – learning process – what is attitude - the process of attitude formation

Unit IV :

Communication and its Impotence: process of communication – written and oral communication – process of listening body language or non verbal communication – the art of public speaking

Unit V :

Leadership as a process: working in a team – management of conflict – interpersonal and intrapersonal intergroup – profiles of great personalities – career planning and role of career planning in personality development - how to face personal interview and group discussion

INTERNAL ASSESSMENT

BOOKS FOR REFERENCE:

- Cloninger Susan C: Theories of Personality, London, 2000
- Eriksen Karin: Communication Skills for Human Services, 1979
- Johnson Roy Ivan: Communication: Handling Ideas Effectively, New York, 1969
- Hurlock Elizabeth B: Personality Development
- Kagan Jerome: Personality Development, New York, 1969
- Kundu C.L: Personality Development, Bangalore, 1989
- Pervin Lawrence : Personality: Theory, Assessment and Research, New York, 1980
- Ryckman Rrichard M: Theories of Personality, New York, 1978
- Smith Henry Clay: Personality Development, New York, 1968
- Taylor Anita et.al: Communicating, New Jersey, 1992

DSE – 3E Tourism Finance
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Meaning, Scope of finance, Finance functions, Job of finance manager, Finance goals-profit maximization versus wealth maximization. Sources of finance- short term and long term sources of finance. Shares debentures, money market and other sources.

Unit II :

Cost of capital- concept, classification, computation of specific and weighted average cost of capital. Capital budgeting decisions-Meaning nature, types. Capital project appraisal techniques- traditional and discounted techniques.

Unit III :

Working capital management-concept, components and determinants of working capital. Gross and net working capital. Operating cycle. Management of cash, inventory and receivable management.

Unit-IV :

Lease financing and venture capital-concept, classification of lease financing. Financial evaluation from lessor's and lessee's perspective. Meaning of venture capital, characteristics, stages of finance, advantages and investment process.

Unit V :

Analysis of project proposal-meaning of project. Market and demand analysis. Project report contents, importance, proforma of project report.

Books for reference:

1. Khan and Jain- Financial Management (TMH)
2. I.M.Pandey-Financial Management, Vikas Publication, New Delhi
3. S.N.Maheshwari- Financial Managements, S. Chand & Co.
4. Prasanna Chandra- Financial Management

OR

DSE-3E Fine Arts of Karnataka
Total Number of Teaching Hour = 64 Hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Classical Music - Carnatic and Hindusthani forms- well-known musicians and their contribution to music

Unit II :

Dance –Bharatanatyam and other forms of classical dance, Folk art- different forms

Unit III :

Yakshagana and its variants, Theatre- Classical, Folk and Contemporary

Unit IV :

Sculpture: stone - wood – metal images

Unit V :

Karnataka Paintings: Early Chalukya, Hoysala, Vijayanagara, Adilshahi and Mysore Schools of Painting – Mss. Paintings

Unit VI :

Textiles – Toys – Metal Images - Miscellaneous Crafts

Unit VII :

Puppetry

Unit VIII :

Art of writing inscriptions and copper-plates – Memorial Stones

Unit IX :

Art of Coinage- Coins of Karnataka Royal Families

Internal Assessment

Books for References

1. S.R.Rao: Traditional Paintings of Karnataka, 1980
2. A.V.Narasimha Murthy: Coins and Currency System in Karnataka
3. P.Sambamurthy: South Indian Music, 1941
4. H.K.Ranganath: Karnataka Theatre
5. Suryanath Kamat: Karnataka –a Handbook, 1977
6. R. Satyanarayana: Studies in Dance
7. Mrinalini Sarabhai: Understanding Bharatanatyam
8. Enakshi Bhavani: Dances of India
9. A.Hiriyanna: Studies in Kannada Folklore
10. Shivarama Karant: Yakshagana
11. ----- Karnataka Paintig, Prasaranga, Mysore,1973.
12. Paramesvari Lal Gupta: Coins,National Book Trust, New Delhi,1969.
13. C.Sivaramamurti,: South Indian Paintings, Govt. of India, New Delhi,1985
14. Vijayanagara Paintings, Govt. of India, 1985
15. Veena Shekar: Historical Paintings of Srirangapatna, Harman Pub., New Delhi,2010
16. S.R.Rao and B.V.K.Sastry: Traditional Paintings f Karnataka, Bangalore, 1980

DSE – 4F HEALTH TOURISM (YOGA)

Unit I :

Introduction to Yoga – Definition of Yoga according to Pathanjali, Vasistha – Bhagavdeetha – Swami Vivekananda Shri Aravindo

Unit II :

Streams to Yoga – Jnana Bhakti raja and Karma Yoga – a brief glimpse into each of these streams- Unity in Diversity.

Unit III :

Astanga Yoga – Yama, Niyama, Asana, Pranayama, Prathyahara, Dharana, Dhyana, Samadhi

Unit IV :

Indian culture and application to modern society- Prayer and its importance, Indian Culture and its foundations: life Sketches and Contributions of Sri. Ramakrishna, Maa Sharada and Swami Vivekananda.

Unit V :

Application of Yoga in the fields of Health Education, Management, Arts, Music, Sports Physically, Mentally and Socially deprived persons etc.

Unit VI :

Yogic concepts of Ahara and Vihar

1. Naturists Yogic components of food and their classification
2. Yogic principles of Diet
3. Concept of Mitahar, Pathya and Apathya
4. Importance of Diet in Yogic curriculum
5. Yogic Concept of Vihar
6. Yogic Principles of Healthy Living

Unit VII :

Brief Survey of Traditions of Yoga

1. Yoga in the early Vedic period and Vedic period
2. Yoga in the Braahmanas and Upanishads, specially in Upanishads
3. Yoga in the age of Epics and Puraanas
4. Yoga in Jainism and Buddhism.
5. Yoga in Darshans, specially in Saamkhya – yoga and Vedaanta
6. Yoga in Mediaeval Literature, specialy Hatha Yoga traditions
7. Yoga in Modern Times

PRACTICALS

1. Breathing Exercise – Surya Namaskara 12 steps – Asanas – Samasthithi Ardhakati- Parashwakti- Chakrasana – Vrukshasana – Trikonasana Samasthalasthithi – Vajrasana – Yogamudra – Ustrasana – Supta Vajrasana Paschimathnasana – Vakrasana – Gomukhasana – Ardmatsendrasana Suryamangalasana – Matsyasana – Shirshasana – Yoga Nidra Shavasana
2. Mudra, Pranayama and Kriya Kapalabhti- Sectional breathing Nadishodana Bharamari Jala and Sutra Neeti – Trataka
3. Om Meditation & Chanting
4. Prayer and Chanting – Emotional Culture

BOOKS FOR REFERENCE

1. Life and message of Sri. Ramakrishna
2. Gospel of Sri. Ramakrishna
3. Yoga for Positive Health
4. Pranayama
5. Rajayoga
6. Swami Rama : Lectures on Yoga (The Himalaya International Institute, Pennsylvania, 1979)
7. Ajit Kumar : Yoga Pravesh (Kannada) Rastrothana Sahitya Bangalore, 1990

OR

DSE – 4F Tour Guiding

Part - A

History, Heritage Sites and Tourist Destinations in Karnataka

- I. Physical Features and Pre-Historic Culture
- II. Mauryas-Satavahanas-Kadambas-Gangas-Early Chalukyas - Rashtrakutas-Kalyana Chalukyas and Hoysalas, Vijayanagara and Sultanates of Deccan
- III. Post-Vijayanagara--Wodeyars-Tipu Sultn- British rule
- IV. Heritage Sites in South Karnataka- Halebid, Talkad, Belur, Arasikere, Somanathapur, Sravan Belagol, Kambadhalli, Mysore, etc.
- V. Heritage Sites in North Karnataka - Mahakuta, Aihole, Badami, Pattadakal, Hooli. Basava Kalyana, Belgaum, Gulbarga, Bidar, Bijapur, Firuzabad, Mudgal, etc.
- VI. Heritage Sites in Coastal Karnataka- Karkala, Venur, Bhatkal, Mudabidire' Mirjan fort

Part - B Karnataka Tourism

- I. Waterfalls - Hill stations
- II. Wild life Sanctuaries and National Parks-
- III. Ecotourism-Beach Tourism-Adventure Tourism - Sports Tourism -Medical Tourism -MICE - Rural Tourism
- IV. Fairs and Festivals of Karnataka -Mysore Dasara, Bengaluru Karaga, Melukote Vairamudi, Hampi Utsava , Chalukya Utsava, Navarasapur Utsava And other Utsavas of Karnataka.
- V. Pilgrimage Centers - Udupi, Sravana Belgola, Sringeri, Nanak Jhara (Bidar), Gulbarga, Kudala Sangama, Savadatti, Ganagapura, Dharmasthla, Mundagod, Bailakuppe, Mysore (St.Philomena Church), Mangalore (St.Aloysius Church)
- VI. Customs, Traditions and Costumes
- VII. World Heritage Sites in Karnataka : Hampi and Pattadakal

Part – C Guiding

- I. Definition of a Tourist Guide -
- II. Duties and Responsibilities of Guides -
- III. Guiding in Monuments -
- IV. Guiding in Wild Life Parks and Sanctuaries
- V. Knowledge regarding local culture including cuisine
- VI. Categories of Tourist Guides - “A” Class, “B” Class and “C” Class Guides
- VII. Travel Agencies and Guides
- VIII. First Aid
- IX. Map Reading - GPRS

Books for Reference

- Tour Guiding By Kumar C. , Chiranjit, Create Space Independent Pub, 8 may 2016
- How to be a Tour Guide By Nick Manning, Nick Manning 24 Aug 2014
- Jagnnathan Shakunthala: India-Travel Agents Manual, Department of Tourism, GoI, new delhi.
- Rodeay S. Biwal. A Joshi V. (2009) tourism Operations and Management, Oxford Univesity Press New Delhi.
- Foster Douglas: Travel and Tourism Management – Mac Millan –1985
- AK. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt. Limited New Delhi

SEC- 1E
Food and Beverage Management (Practical) 50 Marks
PRACTICAL

To be skilled in various particular course of menu, regarding region, characteristics, ingredients used, method of cooking, recipes, presentation forms etc.

HORS D'OEUVRE—Sandwich, Cold cuts, Salads, Force meat preparation. POTAGE—Stress to be put on National and International soups.

OEUFS

FARINEUX

POISSON

ENTRÉE

RELEVÉ

SORBET

ROTI

LEGUME

ENTREMETS

SAVOUREAUX

DESSERT

REFERENCE BOOKS:

- Kinton & Ceserani, *Practical Cookery*, Edward Arnold Ltd, London, 1970.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2002.
- Bernard Davis, *Food Commodities*, Butterworth-Heinemann Ltd, United States, 1978.
- Inder Singh Kalra, *Prashad*, Allied Publishers Pvt. Ltd., New Delhi, 1986.
- Thangam E Philip, *Modern Cookery Vol I & II*, Orient Black Swan, New Delhi, 2009.
- Mohini Seth & Surjeet Malhan, *Catering Management*, Macmillan Publishers, New Delhi, 1995.
- Gacknell H. J & Kaufmann R. J, *Practical professional cookery*, Macmillan Publishers, New Delhi, 1992.
- S. Roday, *Food Hygiene & Sanitation*, Tata McGraw-Hill Publication, New Delhi, 200

MTTM VI Semester

DSC -1F On the Job Training in Travel/ Hotel / Event Management- 4 weeks. 80 Marks for JOT
& 20 for Viva

DSE-1F Introduction to Catering Management

Unit I :

Catering establishments, types, organization, cuisines, Kitchen planning

Unit II :

BASIC PREPARATION OF STOCKS,

APPETISERS

SALADS

SOUPS

SAUCES

Unit III :**PRINCIPLES OF MENU PLANNING FOR TYPES**

Planning a menu for various occasions

Accompaniments garnishes & salads types and preparation

Food preservation, vinegar, sauces, pickles, flavors, essences, colours used in production industry.

Unit IV :**BAKERY AND PATISSERIE AND KITCHEN MANAGEMENT**

BAKERY ORGANIZATION

KITCHEN PLANNING

PURCHASING CONTROL AND PORTION CONTROL

Unit V :

CEREALS

PULSES

VEGETABLES

FRUITS AND NUTS

FAT AND OILS

MILK AND ITS PRODUCTS RECIPES

CHEESE, PASTAS TYPES USE IN THE CATERING INDUSTRY RECIPES

Unit VI :

FOOD PRODUCTION MANAGEMENT –II BRIEF NOTE ON

EGGS

MEAT AND POULTRY

FISH & SEAFOOD

BEET, VEAL AND GAME RECIPES

REFERENCE BOOKS

1. Modern Cookery, Vol-I-and Vol-II-Thangam Philip
2. Theory of Cooking –Molihi Seth
3. Theory of Cookery-Krishna Arora
4. Profession Chef
5. Cook book –Encyclopedia.
6. Dennis Lillicrop: Food and Beverage Service
7. Vijay Dhawan: Food and Beverage Service
8. Gagchi and Anita Shooke: Front Beverage Service

OR

MTTM VI Sem

DSE-1F

DSE-1F History of Modern Karnataka (Selected Themes)

Unit I :**Freedom Movement in Karnataka**

A. Rise and Growth of Nationalism - Home Rule Movement - Salt Satyagraha - No Revenue Campaign - Forest Satyagraha

B. Responsible Government in Mysore - Shivapur Congress and Vidurashwatha - Quit India Movement in Karnataka.

C. Unification Movement in Karnataka : Role of Organizations, Press and Leaders - Hyderabad Libration Movement.

Unit II :

Backward Classes Movement in Karnataka: 16 Hours

A. Satya Shodhak Movement of Mahatma Phule and Shahu Maharaj and its Impact on Karnataka.

B. Backward Class Movement in Bombay Karnataka – Non –Brahmin Conferences of Hubli (1921) -Sir Siddappa Kambali, Hosamani Siddappa, K.G.Kundanagar and others

C. Nalwadi Krishnaraj Wodeyar-Miller Commission.- Reservation Movement.

Unit III :

Dalit Movement in Karnataka: 16 Hours

A. Dr.B. R.Ambedkar's Movement in Karnataka And it's Impacts

B. DevarayIngale and B. Shamasundar.

C. Boosa Episode – B. Basavalingappa and Emergence of Dalit Sangharsh - Samiti.

Unit IV :

Inter States Disputes and Pro-Kannada Movement: 16 Hours

A. Border Disputes – Belagavi and Kasaragodu

B. Water Disputes – Krishna, Kaveri and Mahadayi- Kalasa Banduri

C. Gokak Movement for Primacy of Kannada.

Unit V :

Socialist and Peasants Movements in Karnataka: 16 Hours

A. Socialist Movements in Karnataka-

B. Peasant Movement - the Role of Shantaveri Gopal Gouda and Prof. Nanjundaswamy

C. Peasant Uprisings in Naragund- Navalagund and Nipani

Reference Books:

1. Patil, P.G.; 1991, Collected Works of Mahatma Jotirao Phule Vol-1 &.II, Govt. of Maharashtra Publication, Bombay.
2. KeerDhanajay , 1991, Mahatma Phule- Social Revolutionary , Popular Prakashan, Bombay.
3. Lathe A.B. ,1924, Memories of His Highness ShriShahuChhatrapatiMaharaj of Kolhapur, Vol-I & II, The Times Press, Bombay.
4. Salunkhe, P.B.,1994, ChhatrapatiShahu the Pillar of Social Democracy, Govt. of Maharashtra, Bombay.
5. Vijay Mankar ;,2010 , Poona Pact: Historical Harms by Gandhi, Gandhism and Congress-An Inquiry, Blue world Series, Nagapur.
6. Patil Puttappa,1998,SirSahebaru, Life and Work of Sir SiddapaKambli, SahityaPrakashana, Hubli.
7. Halappa.G.S. ,1964, History of Freedom Movement in Karnataka, Vol-II, Govt of Mysore.
8. Vasant Moon, 2002, Dr. BabasahebAmbedkar Writings and Speeches, (Vol.1-18) MaharastraGovt, Bombay.
9. Zello Eleanor, 1969,Ambedkar and the Mahar Movement, University of Pennsylvania.
10. S.K. Kallolikar& Y.B. Himmadi (Eds.) , 2009, B. Basavalingappa Commemoration Volume, HDMC, Hubli.
11. V.T. Rajasekhar; History of Dalit Movement in Karnataka, Bangalore
12. «dAIA ¥A/E t ZAMIA SQA (¥AIA) «AAVIAE EAB, Á&Á ÉEÁ, Á É (ÁA); ÁAÁPA ° ÁEA PÁEÁÖI PA-ZAJ VÉAÁ
13. ««ZÁ DAVIA AÁAUVÁÁ, , 2010, PÁEÁQA «Á&ZÁÁÁÁ, °AA | .

DSE-2F Health Tourism – Ayurveda
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Meaning of Ayurveda- Brief history- basic principles of ayurveda-branches of ayurveda (kaya, balagrha & urdhapya)

Unit II :

Home remedies- difference between ayurveda, allopathy and homeopathy.

Unit III :

Preventive and wellness aspects of ayurveda dinacharya – ruthcharya panchakarma purva karma (panchak) & pradnana pasenat karma commonly used herbs and their med uses. And slices used on health ayurvedic therapies.

Unit IV :

PATHYAPATHYA

VIRUDDHARA

VEGAADHARANEEYA

Unit V :

AYURVEDA COOKING- AAHAR KALPANA

VITAMINS

PRACTICALS

BOOKS FOR REFERENCE

Frawley, David. *Ayurvedic Healing*. 2nd ed., Lotus Press: Twin Lakes, WI, 2000.

Frawley, David, and Vasant Lad. *The Yoga of Herbs*. Lotus Press: Santa Fe, 1986.

Lad, Vasant. *Ayurveda: The Science of Self-Healing*. Lotus Press: Santa Fe, 1984.

Lad, Usha and Dr. Vasant. *Ayurvedic Cooking for Self-Healing*. 2nd ed. The Ayurvedic Press: Albuquerque, 1997.

Lad, Vasant. *Secrets of the Pulse*. The Ayurvedic Press: Albuquerque, 1996.

Lad, Vasant. *The Textbook of Ayurveda, Volume One*. The Ayurvedic Press: Albuquerque, 2002.

Morningstar, Amadea, with Urmila Desai, *The Ayurvedic Cookbook*. Lotus Press: Santa Fe, 1990.

Morrison, Judith H. *The Book of Ayurveda: A Holistic Approach to Health and Longevity*. New York: Simon & Schuster Inc., 1995, A Fireside Book.

Svoboda, Robert E. *Ayurveda: Life, Health and Longevity*. The Ayurvedic Press: Albuquerque, 2004.

Svoboda, Robert E. *The Hidden Secret of Ayurveda*. The Ayurvedic Press: Albuquerque, 1997.

Svoboda, Robert E. *Prakruti: Your Ayurvedic Constitution*. Lotus Press: Twin Lakes, WI ,1998

OR

DSE-2F Heritage Management

Unit I :

Indian Culture: General Features.

Unit II :

What is Heritage? Meaning and Concept- Criteria for Selection as Heritage Site.
Monument and Zone by UNESCO (WHC)- Types of Heritage Property

Unit III :

Heritage Management, Objectives and Strategies, Protection Conservation and Preservation; Case Study of one destination in Karnataka- Heritage Marketing. Destination Development.

Unit IV :

National and International Organizations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOS)

Unit V :

Some famous Heritage Sites outside India

Unit VI :

UNESCO World Heritage Sites in India- Hampi and Pattadakal- Heritage Hotels in Karnataka - Wild life Sanctuaries and their Management.

Books for reference:

1. Allchin.B. Allchin. F.R. et al (1989) Conservation of Indian Heritage. Cosmo Publishers. New Delhi
2. New Inskeep. Edward. Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR. New York.
3. Ashworth. G.J. (2000) The Tourist Historic City. Retospect and Prospect of Managing the Heritage City. Pergamono. Oxford
4. UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature. Pantoga, Australia.
5. Robinet Jacob, et.al.,: Tourism Products of india – A national Perspective, Abhijeet Publications, New Delhi,2012
6. Jeevan Nair: *Rich Heritage of Ancient India*, Jaipur, 1999
7. R.S. Tripathi: *History of Ancient India*, Motilal Banarasidas, New Delhi.
8. Vettam Mani: *Puranic Encyclopedia*, Motilal Banarasidas, New Delhi, 1993.
9. *Accounts of Foreign Travelers* – A.S.I.
10. Sachindra Sekhar Bisklas – *Protecting the Cultural Heritage*, Aryan Book. International, New Delhi, 1999.
11. Gooch, G.P. – *History and Historians I the Nineteenth Century*, Longmans London, 1952.
12. Dawson and Elliot, *History of India by its own Historians*

DSE- 3F Laws Relating to Tourism Industry
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

General principles of Indian contract act-offer –acceptance-consideration –capacity-free consent-contract of agency, legal frame for protecting tourist's from fraudulent representations by travel agents and tour operators.

Unit II :

The Citizenship Act 1955

The Citizenship Rules 1956

The Citizens (Registration at Indian Consulates) Rules –1956

The Foreign Exchange Management Act

Unit III :

Indian Sale of Goods Act 1930, (Amendments)

Unit IV :

The Passports Act 1967 and Visa

Emigration Rules

Railway Act 1890

Carries Act 1865

Carriage of Goods Act (air, land, sea)

Unit V :

Ancient Monuments and Archaeological Sites and Remains Act - The Karnataka Ancient and Historical Monuments and Archaeological Sites and Remains Act 1961 and Rules of 1965 – Ancient Monuments Preservation Act 1964, Antiquities and Treasures Act 1972.- Role of ASI and State Archaeological Departments in Conservation and Preservation of Historical Monuments

Unit VI :

Indian forest Act, 1927 and Karnataka forest Act, 1963

Wildlife Conservation Laws in India an Overview

Books for Reference

1. Mukesh Ranga & others- *Legal Perspectives in Indian Tourism*, Abhijit Pub. Delhi, 2004
2. Romila Chawla- *Law and Tourism Development*, Sonali Publications, New Delhi, 2011
3. Mukesh Ranga- *Tourism Potential in India*, Abhijit Pub. Delhi, 2003
4. Mukesh Ranga & Devesh Nigam – *New Approaches in Tourism Management*, Abhijit Pub. Delhi, 2003
5. Ravishankar Kumar Singh- *Ecotourism and Sustainable Development*, Abhijit Pub. Delhi, 2003
5. *The Ancient Monuments Preservation Act-1904, Bare Act*
6. *Passport Act, 1967, Bare Act and Rules*

OR

DSE-3F Tourism Products of Karnataka

Unit I

Karnataka as a Tourist Destination-An introduction, major geographical regions and features, World Heritage Sites in Karnataka, major historical locations-palaces, forts, places of worship, botanical and rock gardens-a brief introduction to Ecotourism in Karnataka

Unit II :

Hill stations-Agumbe, Kodachadri, MullaiyanaGiri, Baba Budangiri, Kundadri, Kudremukha, Kemmannugundi, Thandiandmol, Mandalpatti, Yedakumeri, Savanadurga, Madhugiri
Waterfalls- Jog, Magod, Abbe, Sathodi, Shivanasamudra, Gokak

Unit III :

National Parks, Wildlife Sanctuaries- Anshi, Kudremukha, Bannerghatta, Bandipur, Nagarahole, Bhadra WLS, Someshwara WLS, Daroji Bear Sanctuary, BRT WLS, Dubbare Reserve Forest, Ranganathittu Bird Sanctuary, KokkareBellur Bird Sanctuary, Adichunchanagiri Peacock Sanctuary, Gudavi Bird Sanctuary

Unit IV :

Adventure Tourism- Rock Climbing-Yana, Ramnagar, Savanadurga, Trekking-Uttara and Dakshin Kannada, Shivmoga, Cikkamagaluru, Aerosports-Water sports, Beaches

Book for Reference

1. Karnataka- A delight for Tourists : Prof. K.S. Nagapathi
2. History and Tourism- K.S. Vijayalaxmi, Bangalore
3. Ashworth. G.J. (2000) The Tourist Historic City. Retospect and Prospect of Managing the Heritage City. Pergamono. Oxford
4. UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature. Pantoga, Australia.
5. Ashworth. G.J. (2000) The Tourist Historic City. Retospect and Prospect of Managing the Heritage City. Pergamono. Oxford
6. UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature. Pantoga, Australia.

DSE-3F Architectural Heritage of Karnataka
Total Number of Teaching Hour = 64 Hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I :

Prehistoric art with special reference to rock painting

Unit II :

Satavahana art- Kanganahalli, Sannati - Temples of the Gangas and the Rashtrakutas

Unit III :

Early Chalukya art and architecture at Aihole, Badami, Mahakuta and Pattadakal - Kalyana Chalukya and Hoysala schools of art and architecture

Unit IV :

Vijayanagara art and architecture - Islamic architecture- Gulbarga, Firuzabad, Bidar and Bijapur –art and architecture 7nder Hyderali and Tipu Sultan

Unit V :

Mysore Wodeyars: palaces and other heritage buildings at Mysore, Bengaluru and other places – Post Independent Architecture

Unit VI :

World Heritage Sites in Karnataka – Preservation – Conservation -Restoration

Internal Assessment

Books recommended

- Percy Brown: Indian Architecture 2 vols, (relevant chapters), 1971
- A.H. Longhurst: Hampi Ruins
- S. Rajashckhara: Karnataka Architecture, 1985
- A.V. Narasimha murthy (ed.): Archaeology of Karnataka, 1978
- S.Rajaekhara: Early Chalukya Art at Aihole, 1984.
- K.\$R. Srivasan: South Indian Temples, 1971
- D. Devakunrari: Hampi, 1970
- G.V. Rao : Temples and Legends of Karnataka, 2003
- S. Rajasekhara: Rashtrakuta Art in Karnataka, 1991.
- Michell George: Architecture and Art of Southern India, Cambridge, 1995

OR

DSE-4F Study Tour & Project Viva on World Heritages Sights

SEC-1F Classroom Discussion & Presentation on Media & Tourism (50 Marks)

SEC-1F CLASSROOM DISCUSSION, SEMINARS, PRESENTATIONS TOURISM AND MEDIA- Material based on print, electronic and new age media sources)- Students must read the following references and prepare Project on given Tourism/Travel/Hospitality and participate in presentation and discussion.

References

- *Books, Newspapers, Magazines, Brochures, Advertisement, Academic journals, Industry Newsletters and any other published matter pertaining to Travel and Tourism
- * TV channels/programmes, Radio, Computer/desktop/laptop, mobile phone
- *Internet, social media networks/virtual communities (Website, Facebook, Twitter, Blog, Virtual, Pinterest, Instagram)

MTTM VII Semester
TMA 01. Human Resource Management-I
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit-I Introduction: Organisational Behaviour Emerging challenges- Historical Evolution
Contributing disciplines to OB Field OB Model-Implications for Managers.

Unit-II Foundations of Individual Behaviour –Individual in Organisations-Personal-
Environmental- Psychological factors Intelligence.

Unit-III Personality-Theories- Determinants-Traits Values-Attitude-Job related outcomes.
Emotions and Moods –OB application.

Unit-IV Motivation Concepts and Applications, Early and contemporary Theories Concepts to
application- ICM- Employee Involvement- implication for Managers.

Unit-V Perception- Beliefs- Decision making in organisations- Attribution- Learning- Theories
and principles- process of Behaviour- Modifications- Effectiveness of Learning.

Unit-VI Group Discussion and Case Studies.

Books for Reference:

1. *Organizational Behaviour*: Stephen P Robbins; Timothy A. Indge, Neharika Vohra; Pearson's- New Delhi; 2009
2. *Organizational Behaviour: Text, Cases and Games*, K Ashwathappa Himalaya Publishing house, New Delhi; 2017
3. *Organizational Behaviour*: Haet man and Haeris Jacio New Delhi, 2011
4. *Organizational Behaviour*: T M Sharma Pub; S. K.Kataria & Sons, New Delhi; 2011

TMA 02. Karnataka Tourism- I

Unit-I Introduction – Geographical features and Climatic conditions - History of Karnataka
(Political, Religious and Cultural) and Natural Resources.

Unit-II Important Historical Places -World Heritage Sites in Karnataka - Important Tourist
Places of Karnataka: Aihole, Badami, Pattadakal, Mahakuta, Lakkundi, Banavasi,
Belur, Halebidu, Somathapura, Unkal, Hampi, Kalaburagi, Firuzabad, Bidar, Bijapur,
Srirangapattana, and Mysore

Unit-III Tourism Development in Karnataka and Tourism Policy - Role of State Government in
Promoting Tourism - Role of K.S.T.D.C. - Package Tours, K.S.T.D.C. Master Plan

Unit-IV Fairs and Utsavas of Karnataka - Mysore Dasara, Bangalore Karaga,
Melukote Vairamudi, Hampi Utsav, Kadamba Utsav, Chalukya Utsav, Navaraspur
Utsav, Kittur Utsav and other Utsavs in Karnataka

Unit-V Customs, Traditions and Cuisines of Karnataka

Unit-VI Wild Life - Hill Stations - Waterfalls and Beaches - Adventure Tourism in Karnataka

Unit-VII Kannada Literature

Internal Assessment:

- 1 Draw Karnataka Map, Locate Important Tourist Places Of Karnataka, Hill Stations etc.,
2. Collecting details of Fairs and Festivals of Karnataka
3. Collecting details of Kannada Literature
4. Art and Crafts of Karnataka
5. Collecting details of Music and Dance Forms of Karnataka

Book for Reference

1. K. R. Basavaraja: *History & Culture of Karnataka*, Dharwad, 1984
2. *Karnataka Sangathi*, Kannada Development Authority, Bangalore
3. *A Hand Book of Karnataka-2005*.
4. H.S. Krishnaswamy: *Avolokana, a Compendium of Karnataka's Heritage* Directorate of Kannada and Culture, Bangalore, 1985
5. B.S. Badami: *Impact of Tourism in South India*. Commonwealth Publishers, New Delhi 1997.
6. S. Rajasekhara: *Karnataka Architecture*, Dharwad, 1985
: *Early Chalukya Art at Aihole*, New Delhi 1985.
: *Masterpieces of Vijayanagara Art*, Bombay 1984
7. D.Devakunjari; *Hampi*, ASI, 1998

TMA 03. Meetings, Incentives, Conferences and Exposition (MICE)

- Unit-I** Initial Planning –Planning A Meeting-Purpose-Visualization-Organization-Timings-Seasons-Weather Conditions-Critical Path-Function Sheet-Meeting Environment-Preliminary Meeting –Co-Ordination-Time And Date.
- Unit-II** The Budgeting And Fiscal Management –Sources of Funding-Location-Site Selection-Locational Requirements-Hotel-Conventional Centers- Contracts- Suppliers and Services- Food and Beverages.
- Unit-III** Facilities- Stage Management – Sound System- Audio Visual Facilities-Lighting – Accommodation And Housing – Transportation-Entertainment – Registration And Site Management- Gifts And Mementos.
- Unit-IV** Special Events–Family Friends – Sports-Cultural-Corporate-National-International Event Promotion-Publicity-Communication-Professionalism Emergencies–Safety And Security.
- Unit-V** Understanding Trade Fair and Exhibition-Objectives-Functions-Benefits-Exhibits-Corporate Sectors And Business Traveler-Incentive Travel-Linkage With Tourism Incentive To Achievers- Kinds Of Incentives- Rewards And Recognition

Internal Assessment

Books for Reference

1. *Event Planning* –Mr. Juddy Aleen, wiley, 2010
2. *Planning Successful Meeting And Events-Anhj* –Boehme, ACAcom, 1998
3. *Meeting Spectrum*- Rudi R. /Right, B HRD Dress, 2005
4. *Meeting Conventions and Exposition and Introduction To Industry* –Rhonda J. Montgomery and Sandra .R. Strick, wiley, 1994

TMA04. Karnataka Architecture, Sculpture and Painting

Unit I

Ancient Texts on Architecture, Sculpture and Painting (*Vishnudharmottara, Manasara, Silpa Ratna, Agamas and Chitralakshana*)

Unit II

Maurya, Satavahana, Early Kadamba and Ganga art and architecture

Unit III

Early Chalukya and Rashtrakuta architecture, sculpture and painting

Unit IV

Kalyana Chalukya and Hoysala architecture and sculpture

Unit V

Jaina art and architecture and painting

Unit VI

Vijayanagara architecture (religious, secular and defense architecture) –
Vijayanagara Sculptures and Paintings

Unit VII

Bahmani, Adil Shah and Barid Shahi architecture and painting

Unit VIII

Art, architecture and painting under Wodeyars of Mysore

Unit IX

World Heritage sites in Karnataka

Book for Reference

1. Percy Brown: *Indian Architecture- Part 1 and 2*, D. B. Taraporewala, Bombay, 1956
2. K.U Sunrdara Rajan: *Cave Temples of the Deccan* ASI, New Delhi, 1981
3. S. Rajasekhara: *Karnataka Architecture*, Sujata Publication Dharwad, 1985
-*Early Chalukya Art at Aihole*, Vikas, New Delhi 1984
-*Rashtrakuta Art in Karnataka*, Sujata Publication, Dharwad, 1991
-*Masterpieces and Vijayanagara Art* D. B Taraporabla, Bombay, 1986
4. K.R. Srinivasan: *South Indian Temples*, 1971
5. Henry Cousens: *Chalukyan Architecture of the Kanarese Districts*, ASI, Calcutta, 1926
6. D. De: *Hampi*, ASI, New Delhi, 1970
7. C. Sivaraman: *Jaina Art in South India*, 1982
8. D Hanumantha Rao: *Lepakshi Temple -A Cultural and Architectural Study* Bharatiya Kala Prakashan, Delhi, 2004
9. I.K Sarma, *Temples of Karnataka*, ASI, New Delhi, 1992
10. Sunder Sahai: *Temples of South India*, Prakash Books India Pvt.Ltd, New Delhi. 2010

TMA.05 Tourism Marketing-I

Unit – I: Understanding Marketing: Understanding Markets, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Plan

Unit – II: Tourism Services Marketing: Concept, Definition, Service Characteristics with Special Emphasis on Tourism Services, Characteristics of Tourism and Hospitality Marketing, The P's of Marketing Mix and Service Mix, Management strategies for service business - Managing Service Differentiation and Service Quality, Model of Service Quality

Unit – III: Consumer Markets - Concept of Consumer Behaviour, Characteristics affecting consumer behavior and Buyer Decision Process, Tourist Behaviour, Conceptual Models of Tourist Behaviour, Concepts relevant to Tourist behavior, Organizational Buying Decision and Process, Corporate Accounts Management

Unit – IV: Market Analysis: Marketing Information System, Market Research – Need and Importance, Measuring and Forecasting tourism demand, Market Segmentation, Targeting and Positioning (STP)

Unit – V: Designing and Managing Tourism Products: Designing Tourism Product – Branding and Packaging, Product Development, Product Life Cycle strategies, Understanding Destination Life Cycle, Pricing Strategies, levels of Distribution Channels

Unit –VI: Relationship Marketing: Customer Relationship Management (CRM) Emergence, Need and Importance, stakeholders and Segments in CRM, Significance of Customer Satisfaction and Retention

Books for reference:

1. *Marketing for Hospitality and Tourism* - Philip Kotler John T. Bowen James C. Makens, Pearson publication, 7th edition
2. *Marketing for Hospitality and Tourism Services* – Prasanna Kumar
3. *Hospitality Marketing Management* – Reid and Bojanic, Wiley India, 5th edition
4. *Hospitality and Travel Marketing* – Alastair Morrison, Cengage Learning, 2010
5. *Tourism Marketing* – Maricell Gatchallanand Badilla, Rex Book Series, 2015

TMA 06. TOURISM AND TRAVEL MANAGEMENT-I

UNIT-I

Basic concepts of tourism- Tourism Transport - Role of Surface Transport, Railway and Road Travel and Air Travel.

UNIT-II

Corporate forms of tourism – introduction, sole proprietorship, partnership, the company forms of organizations- tourism department, tourism development corporations, local bodies, co-operatives.

UNIT-III

Geography – geography of the world, time differences, international date time, the hemisphere and the seasons.

UNIT-IV

Travel Agency and Tour Operations: Historical Development of Travel Agency and Tour Operations, Types, Functions and Responsibilities of Travel Agency, Organization structure of Travel Agency, Guidelines for Recognition as an Approved Tour Operator.

UNIT-V

Tourist services-Tourist guides, definition, duties and responsibilities of tourist guides - categories of tourist guides-guiding in monuments, guiding in wild life parks, Training of a tourism guide.

UNIT-VI

Tourism organization – Role of Tourism Organization and their functions UNWTO, PATA, IATA, TAAI, IATO, ATOI.

PRACTICES

- Map work- Archaeological Places, Cultural Places, Religious Places, World Heritage Sites in India, National Parks, Wildlife Sanctuaries, Hill Stations, Beaches of India.
- Study of Railway Timetable
- Marking Air Routes and Rail Routes
- Money exchange calculation
- Time difference calculation

BOOKS FOR REFERENCE

1. Foster Douglas: *Travel and Tourism Management*, Mac millan –1985
2. A.K. Bhatia: *Tourism Development Principles and Practices*, Sterling publishers pvt. Limited
3. Prannath seth: *Tourism Management*, Sterling Publishers private limited, new delhi
4. Jagannathan Shakunthala: *India-Travel Agents Manual*, Department of Tourism, NewDelhi.
5. A.K. Bhatia, *The Business of Travel Agency and Tour Operations Management*

TMA 07. HOTEL INDUSTRY AND HOSPITALITY SERVICES - I

UNIT - I - ACCOMMODATION OPERATION (FRONT OFFICE)

- Organization of Front Office and Reception – Layout, staff, duties and responsibilities of front office staff.
- Symbols used in front office.
- Flow chart of front office, Co-ordination of front office with other departments.
- Functions of Receptions- Qualities and duties of receptionist.
- Registration - Pre-Registration, Registration, Guest Registration Card (GRC), Form C, Registration process, Check-in and check-out procedures, late check-outs, Self Check-out, Scanty Baggage Guest.
- Guest Services - Handling Guest Mail, Message handling, Control of Keys, Guest Paging, Safe deposit locker, Guest room change, Left luggage handling,
- Guest Complaints - Types of guest complaints, handling guest complaints.
- Forms and formats used.

UNIT - II ACCOMMODATION OPERATION (HOUSE KEEPING)

- House Keeping Organization - Layout, Staff Organization.
- Brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper.
- Hotel guest room-Layout, types, pantry, furniture, fixtures and fittings.
- Different department that Housekeeping co-ordinates within the hotel.

UNIT - III FOOD & BEVERAGE MANAGEMENT FOR HOTEL AND TOURISM (PRODUCTION)

- Food Management, Characteristics of Food, Food Purchasing, Receiving & Storage of food.
- Hygiene Sanitation & Safety Kitchen Hygiene Pantry Hygiene of equipments Hygiene in food handling.
- Personnel Hygiene Safety procedure safety training.
- Accidents and safety devices used in the kitchen.
- Hygiene storage of perishable and non perishable items

UNIT - IV FOOD & BEVERAGE MANAGEMENT FOR HOTEL AND TOURISM (SERVICE)

- Food Service Planning & Management - Types of Food service Operations.
- Sectors of Food service Industry, Food and Beverage service areas, Layout of the restaurant & coffee shop.
- Waiter - Physical & Personnel attributes, Receiving Guest, Methods of taking order, Sequence of Food and Beverage Service.
- Beverages – Definition, Classification of beverages, alcoholic beverages
- Types of beverages with example.
- Accounting, Audit and Control of Food and Beverage, Beverage sale and service, Beverage control, Bar Management, purchase receiving and storing.

BOOKS FOR REFERENCES

- S K Bhatnagar, *Front Office Management*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2007.
- Sudhir Andrews, *Front Office Management & Operations*, Tata McGraw-Hill, New Delhi, 2010.
- Peter Abbott and Sue Lewry, *Front Office Procedures, social skills, yield and management*, Butterworth Heinemann, New Delhi, 2001.
- Dr.B.K.Chakravarti, *Hotel Front office Training Manual*, A.P.H. Publishing Corporation, New Delhi, 2011.
- Sudhir Andrews, *Hotel Front Office A Training Manual*, Tata McGraw-Hill, New Delhi, 2009.
- Sudhir Andrews, *Hotel Front Office A Training Manual*, Tata McGraw-Hill, New Delhi, 2007.
- Schneider & Tucker, *The Professional Housekeeper*, John Wiley & Sons Publications, Canada, 1999.
- Branson & Lennox Hotel, *Hostel & Hospital Keeping*, Hodder Education, London, 1998.
- Margaret M. Kappa, *Managing Housekeeping Operations*, Educational Inst of the Amer Hotel, 1997.
- Hotel Housekeeping, Sudhir Andrews Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2009.
- Kinton & Ceserani, *Practical Cookery*, Edward Arnold Ltd, London, 1970.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2002.
- Inder Singh Kalra, *Prashad*, Allied Publishers Pvt. Ltd., New Delhi, 1986.
- Thangam E Philip, *Modern Cookery Vol I & II*, Orient BlackSwan, New Delhi, 2009.
- Mohini Seth & Surjeet Malhan, *Catering Management*, Macmillan Publishers, New Delhi, 1995.
- S. Roday, *Food Hygiene & Sanitation*, Tata McGraw-Hill Publication, New Delhi, 2007.
- John Fuller, *Modern Restaurant Service*, Copp Clark Pitman Publication, Canada, 1983.
- Dennis Lilicrap & John Lousins, *Food & Beverage Service*, Hodder Arnold, London 2006.
- Peter Dias, *The Steward*, Orient Blackswan Publishers, Delhi, 2012.
- Brian Varghese, *Food & Beverage Service*, Laxmi Publications, Solapur, 2002.

TMA 08:Accounting and finance – 1

UNIT 1: Accounting- meaning, functions, Accounting concepts and conventions, basic concepts of single and double entry, journal, ledger and subsidiary books, three column cash book, trial balance.

UNIT 2: final accounts – balance sheet and profit and loss account, final accounts of non trading concern – income and expenditure accounts, Receipts and payment account

UNIT 3: Management accounting – meaning and importance, Ratio analysis – meaning, types – liquidity ratios, turnover ratios, solvency ratios, profitability ratios

UNIT 3: Product costing – meaning and methods, Process costing – nature and application.

UNIT 4: Marginal costing – concept , contribution, PV ratio, BEP, margin of safety, make or buy decisions

UNIT 5: Budget and budgetary control – meaning, basic concepts, types of budgets, Zero based budgets.

Books of reference:

1. R L Gupta : Advanced accountancy, S Chand Pub . (17 Th edition) 2014
 2. B S Raman : Advanced accountancy, Himalaya Pub (6th edition) 2015
 3. S N Maheshwari : Advanced accountancy, Vikas Pub, 2010
 4. Sharma and gupta : Management accounting, 133th edition
 5. Management accounting – S N Maheshwari, vikas publication, 4th edition
 6. Cost and Management accounting – Ravi M Kishore, Taxman's publication, 6th edition
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MTTM VIII Semester

TMB 01. Human Resource Management-II

- Unit 1:** Organization Behavior- Diversity in Organizations- Implementing Diversity Management Strategies – Global Implications.
- Unit 2:** Foundations Of Group Behavior, Nature, Types, Size, Group Decision Making, Emerging Team Concept- Effective Teams-Groups and Team Differences- Types of Team And Performance.
- Unit 3:** Leadership- Trait Theories- Behavior Theories- Contingency Theories-Styles- Charismatic and Transformational Leadership – Contemporary Issues on Leadership- Power-Bases-Causes and Consequences-Managing Power and Implications.
- Unit 4:** Conflict And Negotiations- Conflict Process-Negotiation Process-Styles and Rules of Negotiating-Cultural Differences in Negotiations.Workstress- Meaning, Sources of Stress, Stress Management –Organisational Strategies.
- Unit 5:** Foundations of Organizational Structure-Common Organisations;L Designs – Organisational Culture-Functions-Employees Learn Cultures-Creating Positive Organizational Culture-Organisational Change and Development.
- Unit 6:** Group Discussion and Case Studies.

Books for Reference;

- *Organizational Behavior* –Stephen Robbins,T,A.Judge ,Neharica Vohra- Pearsons Prentice Hall- New Delhi.
- *Organizational Behavior- Text, Cases And Games* – K.A. Ashwathappa Himalaya Publishing House- New Delhi
- *Organizational Behavior* – Hartman And Harris-JACIO

TMB 02. Karnataka Tourism-II (Eco and Adventure Tourism)

- Unit-I** Eco-Tourism, Introduction - Importance of Eco-Tourism, Eco-Tourism Spots in Karnataka
- Unit-II** Hill Stations of Karnataka Introduction - Important Hill Stations Of Karnataka, Tourist Facilities
- Unit-III** Wild Life Sanctuaries and National Parks, Introduction - Important Wild Life Sanctuaries and National Parks of Karnataka - Detailed Study of Flora and Fauna - Importance of Wild Life Sanctuaries and National Parks in Promoting Tourism
- Unit-IV** Adventure Tourist Spots of Karnataka, Introduction - Types of Tourist Sports- Air, Land, Water- Facilities Available
- Unit-V** Environmental Protection, Legal Aspects of Environmental Protection, Legal Provisions, -The Wild Life Protection Act-1972. The Forest Conservation Act-1980, the Environment Protection Act-1986.

Practicals:

1. Collecting The Details Of Important Wild Life Sanctuaries And National Parks Of Karnataka
2. Identify The Places For Adventurous Activity In Karnataka
3. Field Visit.
4. Visit Any Of The Important Tourist Place And Collect The Tourism Information Both Domestic And International (Ex. Mysore)
5. Prepare An Itinary To Conduct Tour Programme In Karnataka.

Books for Reference:

1. Eagles, 2000. *Tourism in National Park and Protected Areas*. CABI, UK
2. Rakesh kumar 2014: *Adventure Tourism the New Frontier*, Random publications, ND
3. Arun Pratap Singh. 1989 *Himalayan Environment and Tourism*. Change Publication, Allahabad
4. Chavvahan A 2014, *Environment , Security and Tourism Development*. Publication ND

TMB 03. E-Commerce in Tourism-I

Unit I

Internet: Introduction, LAN and WAN, Internal Protocols Network Topologies, Browser, Search Engines, E-mail.

Unit-II

Introduction to E-Commerce, types of E-Commerce, E-commerce legal issues and cyber Laws, Definition of M-Commerce Benefits, Impact of M-Commerce, Classification of M-Commerce Application of M-Commerce technology, Business Models in M-Commerce.

Unit: III

Introduction to ICT in tourism – History and Evolution, Introduction to E-Tourism, Typologies and Business Models, Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G)

Unit-IV

Use of ICT in Managing Tourism Business – GDS, CRS, Hotel Distribution System, Travel Blogs and OTAs, Case Studies,

Unit-V

Securing Business of Network: Security Policy, Procedures and Practices, Site Security, Firewalls, Securing web service, Transaction security Cryptology, Digital signature, Digital certificate, Security protocols for Web Commerce.

Electronic Data Interchange(EDI): Definition, Benefits of EDI, applications, Advantage and disadvantage of EDI

Unit-VI

Electronic Payment system: Online Electronic Payment System, Prepaid and Post- paid Electronic Payment system.

PRACTICALS.

1. HTML, Tags, Creation of Web Pages
2. Creation of minimum 5 web pages- add sound, Picture and Give Hyper link for each page.
3. Creation of form and frame.
4. Creation of web pages with order and un order list, Scrolling text.

REFERENCE BOOKS:

1. *E-Commerce*, Shivani Arora R Chand and Co, New Delhi.

TMB 04

HOTEL INDUSTRY AND HOSPITALITY SERVICES - II

UNIT - I - ACCOMMODATION OPERATION (FRONT OFFICE)

- Communications - Preparing for guest arrivals, check in and check-out system- checking of reservation correspondence- preparing night clerks reports.
- Records and formats used in receptions.
- Guest activities and Guest arrival flow charts.
- Settlement – Mode of Settlement of bills, Credit Settlement, Travel Agent Voucher, Corporate billing (Bill to Company letter).
- The Concept of Professionalism In Hotel And Tourism Industries.
- Hotel Tourism Information Technology – Hotel Guide –With Star Categories.
- Computer Reservation System.
- Accounting & Budgeting – Front office accounting, Types of accounts, Vouchers, Folios, Ledger, Accounting cycle, Settlement of final accounts. Glossary, Definition of budgeting, Advantages of budget control.

UNIT - II ACCOMMODATION OPERATION (HOUSE KEEPING)

- Cleaning – Knowledge & Practice – Introduction, Dust or Dirt, Cleaning Agents, Methods of cleaning, Stain Removal.
- Cleaning Equipments – Types of equipments used, Selection of equipments, Care & Storage.
- Linen Management – Linen Sizes, Types, Linen Room, Linen Hire, Purchase of linen, Par Stock, Control.
- Laundry – Guest laundry, Types, Handling guest’s laundry, Laundry equipments, Valet Service, Dry Cleaning, Flow Chart.
- Safety and First Aid – Importance of safety, Safety Awareness, Accidents and their Prevention, Causes of Accident, Accident Report Form, First Aid, Fire Safety.
- Color – Color Wheel, Classification and Characteristics of colors, Basic principles of color, color schemes.
- Flowers – Basic Materials Required, Types of flowers used, Containers, Preservation of flowers, Types of flower arrangements, Ikebana arrangements

UNIT - III FOOD & BEVERAGE MANAGEMENT FOR HOTEL AND TOURISM (PRODUCTION)

- Financial Management, Cost Concepts, Managing food pricing, Cost Control, Calculating Quantity sold and selling prices, Pricing Book keeping & Accounting Menu formats.
- Food Commodities – Classification, Cereals & Pulses, Types & Uses.
- Dairy Products – Types & Uses.
- Meat & Meat Products – Types, Cuts & Uses,
- Sea food - Classification, Types, Cuts & Uses,
- Vegetables & Cuts of Vegetables.
- Fruits – Classification, Types.
- Fats & Oils – Types & Uses.
- Herbs, Spices & Condiments – Types & Uses.
- Methods of Cooking.
- Methods of heat transfer, Effect of heat on Carbohydrates, Proteins, Fats, Vitamins & Minerals.
- Aims & objectives of cooking.
- Modern methods of cooking – Microwave, Solar, Infrared, etc.
- Rechauffe - Meaning, Merits & Demerits.

UNIT - IV FOOD & BEVERAGE MANAGEMENT FOR HOTEL AND TOURISM (SERVICE)

- The food & beverage service industry.
- Types of Service - Mis en Place & Mis en Scene, Service – Carver.
- Beverages – Definition, Classification of beverages, alcoholic beverages
- Types of beverages with example.
- Menu – Origin and types of menu.
- The French classical menu and planning a simple menu.
- French menu terminology.
- Hygiene and Sanitation – Need for Hygiene.
- Back areas of F&B departments
- Kitchen Stewarding - Hierarchy & Responsibility
- Food & Beverage service department- Introduction, f & b service areas, Role of the department & its contribution to the revenue.

● BOOKS FOR REFERENCES

- S K Bhatnagar, *Front Office Management*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2007.
- Sudhir Andrews, *Front Office Management & Operations*, Tata McGraw-Hill, New Delhi, 2010.
- Peter Abbott and Sue Lewry, *Front Office Procedures, social skills, yield and management*, Butterworth Heinemann, New Delhi, 2001.
- Dr.B.K.Chakravarti, *Hotel Front office Training Manual*, A.P.H. Publishing Corporation, New Delhi, 2011.
- Sudhir Andrews, *Hotel Front Office A Training Manual*, Tata McGraw-Hill, New Delhi, 2009.
- Sudhir Andrews, *Hotel Front Office A Training Manual*, Tata McGraw-Hill, New Delhi, 2007.
- Schneider & Tucker, *The Professional Housekeeper*, John Wiley & Sons Publications, Canada, 1999.
- Branson & Lennox Hotel, *Hostel & Hospital Keeping*, Hodder Education, London, 1998.
- Margaret M. Kappa, *Managing Housekeeping Operations*, Educational Inst of the Amer Hotel, 1997.
- Hotel Housekeeping, Sudhir Andrews Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2009.
- Kinton & Ceserani, *Practical Cookery*, Edward Arnold Ltd, London, 1970.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2002.
- Inder Singh Kalra, *Prashad*, Allied Publishers Pvt. Ltd., New Delhi, 1986.
- Thangam E Philip, *Modern Cookery Vol I & II*, Orient BlackSwan, New Delhi, 2009.
- Mohini Seth & Surjeet Malhan, *Catering Management*, Macmillan Publishers, New Delhi, 1995.
- S. Roday, *Food Hygiene & Sanitation*, Tata McGraw-Hill Publication, New Delhi, 2007.
- John Fuller, *Modern Restaurant Service*, Copp Clark Pitman Publication, Canada, 1983.
- Dennis Lilicrap & John Lousins, *Food & Beverage Service*, Hodder Arnold, London 2006.
- Peter Dias, *The Steward*, Orient Blackswan Publishers, Delhi, 2012.
- Brian Varghese, *Food & Beverage Service*, Laxmi Publications, Solapur, 2002.

TMB 05: Tourism Marketing - II

Unit – I : Role of Promotion in the Marketing Mix – Marketing Communication Process, Elements of Promotion Mix – Advertisability, Planning and managing promotional strategy, Activities of PR Departments, Managing Sales Promotion in Service Marketing, Importance of Creativity and Innovation

Unit – II: Introduction to Sales Management: Communication Skills and Sales Presentation Skills, Principles of Effective Presentation, Sales Planning Process and Negotiation Skills, Sales Merchandising and Retail Communication, Managing the Sales Force

Unit – III : Advertising Management -Need, Scope and Importance of Advertising –Role of Advertising In the Economic Development, Advertising and Society, Evolution of Advertising Agency, Different Types of Advertisements, Latest Trends in Advertisements

Unit – IV: Message Design and Advertising Campaign Planning - Advertising Copy Design and Communication Strategy, Copy-Visualization Layout, Advertising Appeals and Themes, Classification of Advertisement Copies, Essentials of a Good Copy

Unit – V: Media Selection, Planning and Scheduling – Advertising Media, Types of Media, - Advertisement Budget-Approaches to Advertising Budget, Measuring Advertising Effectiveness

Unit – VI: Marketing Trends and Ethics - Communicating with the Tourist markets, Direct and Online Marketing, Advertising Aids, Trade Market, Legal and Ethical Aspects of Advertising Business In India, Issues in Global Marketing, Social Responsibility and Marketing Ethics

Books for reference:

- *Marketing for Hospitality and Tourism* - Philip Kotler John T. Bowen James C. Makens, Pearson publication, 7th edition
- *Marketing for Hospitality and Tourism Services* – Prasanna Kumar
- *Hospitality Marketing Management* – Reid and Bojanic, wiley India, 5th edition
- *Hospitality and Travel Marketing*– Alastair Morrison, Cengage Learning, 2010
- *Tourism Marketing* – Maricell Gatchallanand Badilla, rex book series, 2015
- *A Professional Sales Management* – Anderson, B. Robert Prentice Hall Inc.
- *Introduction to Advertising and Promotion: An Integrated Marketing Communication* – Belch G. and Belch M., Richard D. Irwin INC
- *Customer relationship management: Emerging Concepts, Tools, & Applications* – Sheth J N, Parvatiyar A. and Shainesh G. Tata McGraw-Hill Education
- *Customer Relationship Management* – Simon Knox, Adrian Payne, Stan Maklan ,Routledge Inc.

TMB 06. TOURISM AND TRAVEL MANAGEMENT – II

UNIT-I

Functions of Travel Agents and Tour Operations-Provision of Travel Information, Reservation, Preparation of Itinerary- Introduction, Meaning, Importance, Types, Itinerary Planning, Dos and Don'ts of Itinerary, GIT, FIT, Resources for Itinerary Planning

UNIT-II

Travel Documents – Passport, Types, Procedures to apply for Passport. VISA, Types, Procedures to apply for VISA, Tourist VISA On Arrivals. Temporary Landing Permit, Protected Area Permit, Currency Rules, Health Regulation, Travel Baggage Rules.

UNIT –III

Travel Insurance, IATA Accreditation and Recognition from Government. Tour Formulation and Designing –Introduction, Package Tour Formulation Process.

UNIT-IV

Package Tour-Planning and Components of Package Tour for FIT and GIT, Classification and Types of Tour Package.

UNIT-V

Package Tour Costing-Factors Influencing Tour Costing, Components of Tour Costing, Preparation of Cost Sheet.

UNIT-VI

Tour Pricing – Strategies, Types. Marketing and Promotion Strategies for Package Tour.

PRACTICALS

- Travel Documents.
- Prepare an Itinerary to Conduct Tour Programme in India and Abroad
- Package Tour Preparation
- Tour Cost Preparation
- Visit to Travel Agency and get the details

Books for Reference:

1. Dr. Jagamohan Negi: *Tourism Development Resources Conservation* Metropolitan, New Delhi, 1990
2. Sethi Praveen: *Tourism Today Tomorrow*, Anmol Pub; New Delhi, 1999.
3. Chopra Suhita: *Tourism and Development in India*, Ashish Pub; New Delhi 1991.
5. Douglas Foster- *Tourism and Travel Management*, Macmillan, London, 1985.
6. Ramakar. J.G., *Tourism And Transport*, Scientific Commission of The Alliance International Day Tourism 1954.
7. *The Travel Trade*, Practical Press Ltd, London 1958.
8. A.K.Bhatia, *The Business of Travel Agency and Tour Operations Management*

TMB 07
Open Elective Course (OEC) as per Karnatak University Norms

TMB 08
Study Tour, Project Report and Viva Voce Test

MTTM IX Semester
TMC 01. E-Commerce in Tourism-II

Unit-I

Introduction to E-Commerce Tourism, Historical Development- Electronic Technology for data Processing and communication Strategic, tactical and operational use of it in tourism.

Unit-II

Global Distribution System: History and Evolution GDS and CRS- Levels of CRS Participation- Hotel distribution system – cases of Amadeus- Galileo world span, Sabre.

Unit-III

Amadeus Practical- Hands on Amadeus Software- Searching- Building Retrieval, Display and Cancel of PNR- Fare Display- Itinerary Pricing- Issuance of ticket

Unit-IV

Tally Accounting Package.

BOOKS FOR REFERENCE:

1. Sheldon p (2002): *Tourism Information Technology*, CABI
2. Inkpen G (2000): *Information Technology for Travel and Tourism*, Addison Wesley.
3. Buhalis, D(2004): *E Tourism ; Information Technology for Strategic Tourism Management*, Prentice Hall India
4. Poon A (1998): *Tourism Technology and Competitive Strategies*, CABI.

TMC 02
INDIA TOURISM

Unit-I Introduction and Heritage tourism • Tourism products: meaning, characteristics, classification • Heritage: meaning, types, history, evolution, continuity • Heritage management organizations: UNESCO, ASI, ICOMOS, INTACH • Historic monuments of tourist significance: forts, palaces, museums, art galleries

Unit-II Architecture and religion • Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period. • Different style of architecture in India - Hindu, Buddhist and Islamic. • Popular religious centers: Hindu, Buddhist, Jain, Sikh, Muslim and Christian.

Unit-III Nature based products • Islands and beaches • Deserts and Hill stations • Protected areas: Wildlife sanctuaries, national parks & biosphere reserves • Adventure and Eco- Tourism

Unit -IV Special interest tourism products • Performing art of India: classical dances, folk dances and folk culture • Handicrafts and textiles: important handicraft objects and centres, craft *Melas*, souvenir industry. • Fairs and Festivals • Medical, health and rejuvenation tourism

Unit -V Emerging products and cases • Emerging: Rural, Gastronomy, Golf, cruise, wine and dark tourism • Case studies of World Heritage Sites: Taj Mahal , Khajuraho,Rani ka Vav, Ajanta and Ellora caves, Darjeeling rail, Sunderban, , Bodh Gaya, Mahabalipuram and Ranathambhor National Park.

Reference Books:

1. *The Wonder that was India*: A.L. Basham
2. *A Cultural History of India*: A.L. Basham
3. *India* - Lonely Planet:
4. *India - Plan your own holiday*: S. Jagannathan
5. *Travellers Indian*: H.K. Kaul
6. *Museums of India*: S. Punja
7. *The Art of Ancient India*: S. Huntington
8. *Indian Architecture*: Percy Brown

TMC 03. International Finance and Management**Unit-I**

Introduction Nature and Scope, meaning and objectives of International Financial management. Trends in international traders and cross border financial border financial flows. Types of international trade, theories of International trade, MNC and agency cost.

Unit-II

International monetary system and financial markets: Overview of international Capital and money markets, arbitrage opportunities, international Capital and money market instruments-GDRs, DRs, Euro bonds, euro equity, euro deposits.

Unit-III

Foreign exchange Rates and determinations. Exchange rates definition, spot, forward and cross exchange rate, foresee trading and financing of international trade.

Unit-IV

Foreign exchange risk Exposure and management: foreign exchange risk exposure-types of exchange risk exposure, economics, transaction and translation, management of foreign exchange risk.

Unit-V

Foreign exchange markets: functions, characteristics, organization and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

Reference Books:

1. Jeevanandan C-*Foreign Exchange and Risk Management*- Sultan chand
2. Andley K. K- *Principles of Foreign Exchange*
3. Apte P.G- *International Financial Management*
4. Khan and others-*International Financial Management*
5. Ian Giddy- *Global Financial Markets*

TMC 04. International Tourism and Marketing

Unit-I Global Tourism Market and Its Participants–International Tourism –Introduction-Definition–International Marketing-Market Place-Major Participants in International Tourism Market.

Unit-II International Trade and Monetary System in Tourism-International Trading Framework-GATT International Monetary System.

Unit-III Air Transport Facilities-Domestic Carries-Air-Taxies-Air Brokers-Air Transport Regulation-Airport Approval and Licensing –International Agreement On Fares-Functions - Air Transport Facilities-Domestic Carries-Air – Taxies-Air Brokers-Air Transport Regulation-Airport Approval and Licensing –International Agreement On Fares-Functions Of Civil Aviation Ministry Of Civil Aviation Ministry

Unit-IV Reservation Techniques In International Tourism –Airline Reservation-Techniques For Fare Construction –Ticketing Techniques And Procedures-Reservation Of Hotels And Tourism Accommodation-Cruise Reservation Rail Travel Reservation –Overseas Marketing-Channel-Policies And Physical Distribution-Selection Of Customers.

Unit-V International Product Pricing and Issues in International Tourism Market- Overseas Marketing-Channel-Policies and Physical Distribution-Selection Of Customers.

- Internal Assessment

Reference Books:

1. Jagmohan Negi: *International Tourism and Travel*, S. Chand Publisher, New Delhi, 2003
2. Philip Kotler: *Marketing Management*, Prentice Hall (13th ed), 2008.
3. Chokalingam S.M. And Nirmal Kumar R.P.: *International Marketing*, Anmol Publications, Delhi, 2013.
4. Dileep M.R.: *International Marketing in Tourism*, Anmol Publications, Delhi, 2011.
5. Manjula Chaudhuri: *Tourism Marketing*, Oxford University Press, Delhi, 2010
6. Fyall A. & Garrod B. (2006). *Aspects of Tourism: Tourism Marketing. A collaborative Approach*. Viva Books Pvt.Ltd. New Delhi
7. Bhardwaj D.S. (2006). *International Tourism: Issues and Challenges*. Kanishka Publishers, New Delhi
8. Tisdell C.A. (2013). *Handbook of Tourism Economics: Analysis, New Applications and Case Studies*. World Scientific Publishing Co. Singapore

TMC 05. Global Tourism

Unit-I Impacts of Tourism: Physical, Economics and Social and Perceptual Positive and Negative Impacts; Environmental Laws and Tourism – Current Trends, Spatial Patterns and Recent Changes; Role of Foreign Capital and Impact of Globalization on Tourism. Project Report on Relevant Topics Such as Impact of Tourism on Garhwal Himalaya, Dal Lake, Goa and North East India, Impact on A Historic City.

Unit-II Physiography Of Asia- Geography Of Tourism In Asia- Tourism In East Asia (Selected Countries) – Tourism In South – East Asia (Selected Countries)- Tourism In South Asia (Selected Countries) – Tourism In South – Asia (Selected Countries) – Tourism In West Asia (Selected Countries).

Unit-III Physiography Of North America–Status of Tourism In North America–Tourism In Canada–Tourist Points In U.S.A. (West And East Coasts)– Important Tourist Centres In Latin America – Tourism In West Indies – Hawaiian Islands Tourism. Physiography Of South America – Nature Of Tourism In South America – Tourist Sports Of West Coast And East –Coast Of South America (Selected Spots).

Unit-IV Physical Features Of Europe – Status Of Tourism In European Countries – Tourism In West Europe (Selected Countries) – Tourism In East Europe (Selected Countries) – Tourism In North Europe (Selected Nations) – Tourism In South Europe (Selected Nations).

Unit-V Physiography Of Africa – Status Of Tourism In Africa – Tourism In East Africa (Selected Countries) – Tourism In West Africa (Selected Countries) And Tourism In South-Africa. Physiography Of Oceanian Countries (Australia, Newzealand) – Nature Of Tourism In Australia (Selected Sports West And East Coasts) Tourist Points Of Newzealand (Selected Points).

Internal Assessment

Book For Reference:

1. *Travel Geography*, Burton And Rosemary Longman Edn. 1999.
2. *World Wide Destination*, Geography Of Travel And Tourism By Cooper, Chris And Bomifade.
3. *Geography of Travel and Tourism*, Hudson, Lyods And Jackson, Delmar Publishers 1999.
4. *International Destinations*, Perlitz, Lee and Elliots, Prentice Hall Edn. 2001

TMC 06. Religious Pilgrimages in India

Unit-I Historical Background: Religious pilgrimage in ancient India

Unit-II Important Hindu Pilgrimage Centres In India: Char Dham in Himalayas – Jyotirlingas - Kasi, Mathura, Amarnath, Haridwara, Hrishikesh, Kedarnath, Gangotri, Yamunotri, Mata Vaishno Devi, Puri, Nasik, Dwaraka, Dakshinesvar, Kumbha Mela, Pushkar, Gokarn, Madurai, Kanchi, Tanjavur, Guruvayur, Tiruvanantapuram, Ramesvara, Sringeri, Kudalasangama, Savadatti, Shiradi, Dharmasthala, Tirupati, Hampi, Kalahasti, Kukke Subramanya, Mangesh Temple (Goa)

Unit III Buddhist Pilgrimage Centres: Lumbini, Banavasi, (Nepal), Bodh Gaya, Sarnatha, Kushinara, Nalanda, Patna, Rajgir, Vaishali, Sanchi, Amaravati, Nagarjunakonda, Sravasti, Leh, Bylakoppa,

Unit IV Jain Pilgrimage centres: Sravana Belgola, Humcha, Karkala, Mudabidire, Venur, Dharmasthalas, Mt. Abu, Girnar, Palitana, Shikarji, Pawapuri,

Unit V Zoroastrian Centres: Alash Behrams in India

Unit VI Muslim Pilgrim Centres: Jami Masjid Delhi, Fathepur Sikri, Ajmer Shariff, Haji Ali Mumbai, Nizamuddin Dargah, Nakoda Mosque Kolkata , Hazratbal, Kalaburagi, Vijayapura (Bijapur)

Unit VII Sikh Religious Centres: Amritsar, Anandpur, Nanded, Taran Taran, Patna,Gowindwal, Bidar, Hemkund Sahib

Unit VIII Christian Religious Centres: Velankanni, Velha Goa, Mylapore(chennai), Todupuzha, Nasik, Mysore, Mount Mary Church Mumbai, Malayatoor Church(Kerala), Sardhana, Kolkata

Internal Assessment

Books for Reference:

1. Jeevan Nair: *Rich Heritage of Ancient India*, Jaipur, 1999
2. R.S. Tripathi: *History of Ancient India*, Motilal Banarasidas, New Delhi.
3. Vettam Moni: *Puranic Encyclopedia*, Motilal Banarasidas, New Delhi, 1993.
4. Sachindra Sekhar Bisklas: *Protecting the Cultural Heritage*, Aryan Books International, New Delhi, 1999.
5. Shantha N Nair: *The Holy Himalayas: An Abode of Hindu Gods*, Hindology Books, Delhi, 2007
6. The Times Group: *Temples of India*, Times Group Books, Mumbai, 2011

TMC 07 Aviation Management

- Unit I : Introduction to Airport Management - Introduction to Airports, Business of Airlines, History of Aviation, Categories of Airport, Airport Terminologies, IATA Traffic Conference Areas and Sub-Areas, International Air Transportation Laws and Conventions, Basic properties and Physical Principles of flight
- Unit II: Airline and Airport Operations – Introduction, Ownership types in Air Services and Airports, Current Trends in Airport Management, Role of International and National regulatory bodies in Aviation Management, Use of Technology in airport operations and Air Ticketing Management
- Unit III: Airport Infrastructure and Services – Airport Terminal Planning and Design, Passenger and Cargo Services, Baggage Handling System, Concessions Management, Airline Catering, Airport Housekeeping, Ground handling Agreements
- Unit IV: Air Traffic Control – Role and functions of ATC, Air Space Management and navigational Aids, contemporary Air Traffic Control Systems
- Unit V: Airside planning and Aviation Safety – Need and Importance, Aviation safety programmes, maintenance Safety Programmes, IATA six point Safety Strategy, Human Factors and Stress Management , Medical services in aircraft, First Aid and Universal Precaution Kit

References

1. *Aviation Information Management*, authors: Thomas. L. Seamster & Barbara. G. Kanki, published by ashgate publishing, USA. 2002
2. *Human Factors Impacts in Air Traffic Management*, authors : Barry Kirwan, mark Rodgers, ashgate publishing, New York. 2010
3. *aviation management*, author: Ratandeep singh, kanishka publishers, New-Delhi, 2008,
4. *Airport Planning and Management*, authors: Seth. B . Young and Alexander. T. wells , published by mc graw hill companies, USA, 2011
5. 2016, *Air cargo management and airport handling* , author : Unnikrishnan K.M, published by gemini publishers Bengaluru.

TMC 08. Destination Management

Unit I

Introduction to Destination Management: Concepts-definition of tourism destination, destination management, destination marketing-Destination Management roles

Unit II

Destination Planning: Benefits- Timeframes -Content Areas and Geographic Levels-Tourism Planning Process- Specialised forms of Destination Planning

Unit III

Destination Marketing: Planning, Principles, Concepts- Market Segmentation and marketing Mix- Destination Marketing Planning Process- DMO vision, goals, objectives and mission-DMS and PRICE MODEL- importance and benefits of destination branding-Challenges- steps in destination branding- Destination advertising, sales, public relations and promotion, digital marketing- Destination ICTs

Unit IV

Destination Product Development: definition and components of destination product-Destination Product Life Cycle-DMO involvement- product development strategy models- Development of physical products (types and analysis)- HR development strategies for tourism workforce-Development of packages- DMO role in packaging- Event and Activity Programme development and role of DMO- Interpretation-visitor information centers, accessible tourism, tourism signage-sustainability factor

Unit V

Destination Partnerships and Team Building: definitions, Partnerships and destination governance- Identifying destination partners-Partnership types, steps and team building - Tourism sector stakeholder relations-types of stakeholders

Unit VI

Destination governance and leadership: Definition and dimensions- DMO (Accountability, Transparency, structures and functions, funding)- DMO involvement and effectiveness

Books for Reference

1. Morrison A.M. (2013): *Marketing and Managing Tourism Destinations*, Routledge. USA
2. Kamra K.K. (2001). *Managing Tourism Destination*, Kanishka Publishers, New Delhi, India
3. Schaumann P. (2004). *The Guide to successful Destination Management*, Wiley.USA

X Semester MTTM

TMD 01. Four Weeks Classroom Discussion and Seminar

Total Number of Teaching Hour = 16 hours
80 Marks Theory and 20 Marks Internal Assessment

TMD 02. On the Job Training for 12 Weeks in any Hotel and Hospitality or Tourism Industry and Project Report.

Choice Based Credit System (CBCS)

(Any one of the following papers)

TMD 03 Service Marketing

Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit-I

Introduction to Services: What are Services? Why Services Marketing? Myths about Services. The Services Marketing mix. Key competitive trends and conceptual framework. Customer satisfaction and customer focus value. TQM and Services quality.

Unit-II

Focus on the customer-consumer behavior in Services. Customer expectations of Services, customer perceptions of Services. Building Customer Relationships through Segmentation and retention Strategies.

Unit-III

Aligning strategy, service design and standards, customer-Defined Service standards, Leadership and Measurement System for market driven services performance, Service Design and Positioning.

Unit-IV

Delivering and performing service, Employee's roles in Services Delivery, Delivering Service through intermediaries selected cases in Services Marketing viz., and Marketing Services such as Airlines, Hotels, courier and financial services.

Internal Assessments:

Text Book:

Services Marketing by Valarie A-Zenithal and Mary Jo Bitner – Mc Graw Hill international Edition.

Reference Books:

- Adrian Payne- *The Essence of Services Marketing*, PHI, New Delhi, 1999
- Sanjay P. Palanakar- *Services Marketing*, Himalaya Publishing House, 2009
- Dr.S.M Jha- *Services Marketing*, Himalaya Publishing House, 2012
- Harish Varma -*Marketing Services*, , Himalaya Publishing House, 2014
- Christopher H. Lovelock, *Managing Services*, OUP, Delhi, 2006

OR

TMD 04

ECOTOURISM: Concepts, Principles and Practices

Total Number of Teaching Hour = 64 hours

80 Marks Theory and 20 Marks Internal Assessment

UNIT I

Ecotourism (Essence and Principles)- Environmental Management System (EMS)- Environmental Audit- Eco Certification- Eco Labelling- Eco Lodge- Eco Tours- Ecotourist- Eco Guide

UNIT II

Visitor Behaviour - User Payback- Volunteerism- Signage- Visitor Management -Ecotourism Ethics- Key Stakeholders- Wildlife Management

UNIT III

Ecotourism Issues- Ecotourism Assessment- Ecotourism Management- Ecotourism Policy- Ecotourism Programme Planning- Case Studies (Sustainable Tourism Ventures)

References

- Dimitrios D. (2011). *Ecotourism Management and Assessment*. UK: Cengage Learning EMEA
- Black R. & Crabtree A. (Eds).(2008). *Quality Assurance And Certification In Ecotourism*. UK:CABI
- Weaver D.B. (Ed). (2010). *The Encyclopedia of Ecotourism*. UK: CABI

- Newsome D., Moore S.A. & Dowling R.K. (2006). *Aspects of Tourism: Natural Area Tourism*. New Delhi: Viva Books Private Limited
- Bulbeck C (2007). *Facing the Wild: Ecotourism, Conservation and Animal Encounters*. UK: Earthscan
- James Higham (2007). *Critical Issues in Ecotourism*. NY: Routledge

OR

TMD 05 Research Methodology in Tourism
Total Number of Teaching Hour = 64 hours
80 Marks Theory and 20 Marks Internal Assessment

Unit I

Nature of Research and Process: Introduction, disputes in research- the research process- developing a research proposal- reviewing the literature- research ethics

Unit II

Conceptual framework and research methods- developing a conceptual framework- Qualitative research (as applicable to tourism)- Quantitative research- mixed methods and triangulation- Nitrography (internet and e-methods)- online surveys-sampling

Unit III

Analysing Data: analysing qualitative data- grounded theory and data analysis- analysing qualitative data using NVivo- analysing quantitative data- analysing quantitative data using SPSS

Unit IV

Writing and Presentation: research report and presentation

References

1. *Tourism Research* by Jennings G
2. *Tourism Research Methods* by Brent Ritchie
3. *Handbook of Research Methods in Tourism* by Larry Dwyer
4. *Tourism Analysis A Handbook* by Stephen Smith

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Karnatak University, Dharwad
Five Year Integrated Master of Tourism and Travel Management P.G. Degree
Examination
Model Question Paper
(Max. Marks -80)

I. Answer Any Five of the Following, each question carries Three Marks.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

(5X3=15)

II. Answer Any Three of the Following, each question carries Five Marks.

- 1.
- 2.
- 3.
- 4.
- 5.

(4X5=20)

III. Answer any Three of the Following, each question carries Fifteen Marks

- 1.
- 2.
- 3.
- 4.
- 5.

(4X15=45)