PERIYAR UNIVERSITY
SALEM -11

PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)

REGULATIONS AND SYLLABUS

(MASTER BUSINESS ADMINISTRATION)
HOTEL AND TOURISM MANAGEMENT

(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)
REGULATIONS

1. ELIGIBILITY FOR ADMISSION:
   Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. DURATION OF THE COURSE:
   The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. SUBJECTS OF STUDY:
   The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining 1 will be electives / project.
   The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.
   All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. SCHEME OF EXAMINATION:
   In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.
   The distribution of examination shall be as follows:

FIRST YEAR:

1.1 Principles of Management
1.2 Organizational Behavior
1.3 Managerial Economics
1.4 Human Resource Management
1.5 Marketing Management
1.6 Financial and Management Accounting
1.7 Managerial Communication
1.8 Entrepreneurship in Tourism
SECOND YEAR

2.1 Principles of Hotel Front Office operations Management
2.2 Tourism Planning and Marketing
2.3 International Tourism Management
2.4 Hospitality Management
2.5 Global Tourism
2.6 Emerging Issues in Tourism
2.7 Tour Operations and Travel Agency

2.8 Tourism related Project work/Tourism and Indian Economy

1. The Project Guide should MBA / M.Phil / with two year of Teaching Experience in the concern syllabus and approval must be obtained from the Director PRIDE

2. The copy of the approval must be enclosed in the project at the time of submission of the projects.

3. Other conditions will apply as per PRIDE rules and regulations
Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.  Total Marks: 75

PART-A (5x5 = 25 Marks)

Answer all questions each answer not to exceed one page

1.  (a) Question from Unit-I  or  (b) Question from Unit-I
2.  (a) Question from Unit-II  or  (b) Question from Unit-II
3.  (a) Question from Unit-III  or  (b) Question from Unit-III
4.  (a) Question from Unit-IV  or  (b) Question from Unit-IV
5.  (a) Question from Unit-V  or  (b) Question from Unit-V

PART-B (5x10 = 50 Marks)

Answer all Questions each answer not to exceed four pages

6.  (a) Question from Unit-I  or  (b) Question from Unit-I
7.  (a) Question from Unit-II  or  (b) Question from Unit-II
8.  (a) Question from Unit-III  or  (b) Question from Unit-III
9.  (a) Question from Unit-IV  or  (b) Question from Unit-IV
10. (a) Question from Unit-V  or  (b) Question from Unit-V1.1
1.1. PRINCIPLES OF MANAGEMENT

UNIT-I - Introduction
Definition and Meaning - Introduction - characteristics of Management - Scope and functional areas of management - Level Management and Administration.

UNIT-II - Planning

UNIT-III - Organizing
Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization of authority and Responsibility - Span of control - MBO and MBE - Staffing process.

UNIT-IV - Directing

UNIT-V - Co-ordination and Control
Co-ordination and Control - Meaning - Need - Principles effective Co-ordination - Problems - importance of Control - Span of Control.

Reference Books:
1.2 ORGANISATIONAL BEHAVIOUR

UNIT-I

UNIT-II
Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

UNIT-III

UNIT-IV
Group Dynamics - theories of Groups - Group cohesiveness - Group role - Group decision making techniques - Group conflict.

UNIT-V

Reference Books:
1.3. MANAGERIAL ECONOMICS

UNIT-1

UNIT-II

UNIT-III

UNIT-IV
Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT-V

Reference Books:

1. Gupta G. S.- Managerial Economics
1.4. HUMAN RESOURCE MANAGEMENT

UNIT-I

UNIT-II
The Concept of best-fit employee: Importance of Planning - Forecasting - Internal and external sources. Selection process screening.

UNIT-III
Training and executive development; Training Needs - Types of training methods, purposes, benefits resistance.

UNIT-IV
Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Reference Books:
1.5 MARKETING MANAGEMENT

UNIT-I
Markets and marketing - Scope of Marketing - Fundamental concepts, trends and tasks - Marketing and customer value - Nature and contents of a marketing plan.

UNIT-II

UNIT-III

UNIT-IV
Product Characteristics and Classification - Product and brand relationships - Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

UNIT-V
Role of Marketing Communication - Developing Effective Communication - Deciding and managing Marketing Communication Mix - Advertising versus Promotion - Direct Marketing and Interactive Marketing - New Product Development Process.

Reference Books:
1.6. FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT-V

REFERENCE
1. Advanced Accountancy - R.L.Gupta and Radhaswamy
2. Management Accounting - Khan and Jain
3. Management Accounting - S.N.Maheswari
1.7 MANAGERIAL COMMUNICATION

UNIT-I
Role of Communication in Business - Main forms of Communication in Business - Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II
Active listening - Anatomy of poor listening - Contributors to poor listening - Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III
Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness, call a meeting - Conducting meetings - minutes.

UNIT-IV
Business letters - Stationery - Format and layout -E-mail - Presenting mail - Commonsense and Etiquette. Report Writing - Parts of a report - Qualities of a good report - Improving writing skills.

UNIT-V

Reference Books:


1.8 ENTREPRENEURSHIP IN TOURISM

Unit-I Entrepreneurship
Concept of Entrepreneur and entrepreneurship- its evolution, characteristics, role of entrepreneurship on economic development, Entrepreneurship in India- Factors and Institutional framework. Theories of entrepreneurship

Unit -II Entrepreneur Relationship
Relationship between small and large business, problems of small scale industries in Indian context, growth of SSI's and Entrepreneurial motivation, policy support to small scale industries
and entrepreneurship.

**Unit -III Forms of Ownership**

Structural patterns, entrepreneurial development and training, aspects involved in the growth of entrepreneurial environment.

**Unit -IV Issues of Technological Changes**

Issues relating to small business, financial, marketing channels, technological challenges in small business. Problems and remedies of entrepreneurship in India.

**UNIT-V Managing Power of Entrepreneur**

Growth stages; strategies for stabilization and growth. Management performance, assessment and control. Managing family enterprises

**Reference:**
1. Methew J Manimala- Entrepreneurship Theory at the cross road: Paradigms & praxis- Biztantra, NewDelhi

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**1.9 PRINCIPLES OF HOTEL FRONT OFFICE OPERATIONS MANAGEMENT**

**Unit – I**

Introduction to Hotel Industry, Growth of Hotel Industry in abroad and India, Organization chart of large, medium and small hotels. Classification of Hotels according to the length of stay, clientele, number of rooms, locations.

**Unit – II**

Organization of Front Office Department, various Departments in Front Office and its importance, staff organization of Front Office Department, Job description of various staff in Front Office Department, Different types of Tariff and Plan.

**Unit – III**

Reception-Reservation, Check In, Check out – Pre-registration, Check-in of reserved guest, Walk-in guest, Registration Procedure, Knowledge of various registers and forms used in
Reception, Check out procedure Reservations – Types of reservations, Modes of reservations, Diaries and Charts used in reservation, Group reservation, Over Booking.

**Unit – IV**

Bell Desk – Staff Organisation and Job Description of Bell Desk Staff, Handling of Guest Luggage while check in & check out, Left Luggage Procedure, Mail Handling, Paging. Telephones, Board (PBX, PABX, EPABX), Qualities of Telephone Operator, Wake-up call procedure.

**Unit - V**

Cashier – Job Description of Front Office Cashier, Records & Ledgers maintained by the Cashier, Visitors Tabular ledger, Guest’s weekly bill, Allowance Voucher, Visitors Paid out Voucher, Taxes, Foreign Currency Encashment, Credit Cards, Charge slips, Telephone Voucher, Petty Cash Voucher Cashier report, Types of Guest Folio, Methods settling the Guest Bill – Night auditing – Functions of night auditing, preparing night audit reports – Front Office Terminologies.

**Reference Books:**

3. The Hotel Receptionist – Grace Paige and Jane Paige ELBS Publications

**1.10 TOURISM PLANNING AND MARKETING**

**Unit- I Introduction**

Define: Tourism, Tourism policy, Role of Government public and private sectors, local tourism organizations in carrying out tourism policies.

**Unit -II Tourism Policy**

The concept of national tourism board, national committee on tourism investment, opportunities and government policy for investment in hotel/tourism industry.

**Unit -III Understanding Tourism Planning**
Evolution of tourism planning, managing tourism places of heritage. Significance, public & private sectors role in Tourism development.

**Unit -IV International Agreements**

Chicago conventions, Warsaw convention, open sky policy, Bermuda convention, Euro agreement, Schengen agreement.

**Unit -V Tourism Marketing**

Features of tourist demand and tourism product, tourism marketing mix. Tourism marketing trends in 2012.

**Reference:**

3. Dept. of Tourism, GOI Investment Opportunities in tourism (Brochure).

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**1.11 INTERNATIONAL TOURISM MANAGEMENT**

**Unit -I Globalisation in Tourism**


**Unit -II Emergence of International Hotels**

Historical aspects, development of chains. International organisations dealing with barriers viz: WTO, IMF, IHA need for government support of tourism, national tourism organisations, political risk, crisis management.

**Unit- III International Hotels**
International hotels, balancing global, operate in a multinational environment. Human resources & cultural diversity, cultural perceptions, cultural considerations in negotiations.

**Unit- IV International Tourism Sales & Marketing**

Market research, understanding various travel distribution systems viz GDS product positioning.

**Unit- V Global Competition**

Global competition and the future long-term tourism growth trends, tourism growth in major regions, transportation, development, technology & automation, development issues, tourism and the environment.

**Reference:**

1. Dept. of Tourism, GOI Investment Opportunities in tourism (Brochure).
3. Maclean, Hunter: Marketing Management (Tourism in your business)

**1.12 HOSPITALITY MANAGEMENT**

**Unit- I World of Hospitality**

Introduction to hotel, travel and tourism industry-economic and other impact of hotel, tourism and travel industry-globalisation of the lodging industry.

**Unit -II Organization and Structure of Longing Operations**

Size and scope of the Food service industry. Competition and size of food service industry-organisation of hotel and restaurant food service- management and operation of food service.

**Unit- III Rooms Division**

The front office department, the reservation department, the telecommunications department and
uniformed service department.

**Unit -IV Functional Areas**

Engineering and maintenance division, marketing and sales division, accounting division, human resources division and security division.

**Unit -V Hospitality Marketing**

Distinction characteristics, seven Ps of marketing, segmentation, usage of CSR in hotel industry, role of associations in hospitality management.

**Reference:**

**1.13 GLOBAL TOURISM**

**Unit -I Global Tourism**

State of global tourism, trends and driving forces, tourism trends, demographic developments, socio-cultural developments, world tourism developments.

**Unit -II Micro-level Trends in Tourism**

Motivation, opportunities, ability approach opportunities for need, gratification, travel personalities & general personality theories.

**Unit -III Impact of Global Tourism**

Environmental impacts on tourism, influences of biodiversity, global variety of ecosystems, tourism type and environmental implications.
Unit- IV Role of Communication in Sustainable Tourism

Public events to promote tourism, tourism knowledge management, tourism development in interventions.

Unit -V International Cultural Tourism

Dynamic interaction between tourism & cultural heritage, objectives of charter, principles of cultural tourism charters. Different certification programmes, regulatory complaints.

Reference:

1. Methew J Manimala- Entrepreneurship Theory at the cross road: Paradigms & praxis- Biztantra, NewDelhi

1.14 EMERGING ISSUES IN TOURISM

Unit-I Trends in Tourism Markets

Internet and the travel industry - Internet and accommodation Industry effects of global conditional on travel industry –Emerging factors.

Unit-II New Tourism Demands

Demographic changes development of tourism industry study of England - Formation of economic enterprise and investment - Creation of strategic body of transformation.

Unit-III Quality of Tourism Accommodation

Growth of Business tourism –Improvement in standard of living – Better information for Customers and business – Development of destination management systems.
Unit-IV Marketing of Tourism Destinations

Effects of factors in the marketing environment - Marketing tourism destinations – cultural and factors, subjective factors.

Unit-V Perspectives on Destination Competitiveness

Attractive resources endowed resources - built resources supporting factors – service dimension marketers.

References:


1.15 TOUR OPERATORS AND TRAVEL AGENCY

Unit-I Scope and Role of Travel Agency/Tour Operations

Meaning, definition, types, significance and growth over the years.

Unit-II Travel Agency Appointment

Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business. Trade association activities, traffic conferences activities. IATA allied services and accreditation for travel agency.

Unit-III Travel Agency Organization Structure

Meaning and significance, Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.
Unit-IV Passenger Reservation and Ticketing

Tour Packaging – Concept, meaning, types. Role and contribution of Air Couriers in India and Indian Railways in promotion of tour package business.

Unit-V Understanding the Role of Government and Other Organizations Travel Trade

Role and contribution of Department of Tourism, Government of India, ITDC and State Government Travel Trade Associations and Organizations-Role and contribution of WTO, IATA, TAAI and IATO.

Reference:

2. Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).

1.16 TOURISM & INDIAN ECONOMY

Unit-I Introduction of Tourism

Nature and type of Tourism – Motives for tourism – Please travel- some general features of tourism – seasonality- frequency – characterizes features various types of tourists.

Unit-II Components of Tourist Demand

Attractions – facilities – Accessibilities - Mass Tourism – Economic and other factors - Growth and development of International Tourism in India.

Unit-III Domestic Tourism

Factors determine the volume of domestic tourism – economic rationale for third world tourism
Regional development - Human resource development.

**Unit-IV Approaches of Tourism**

Different approaches towards estimated Multiplier- involvement of union government in tourism development in the post intendance period.

**Unit-V Number of Tourists and Net Contribution**


**Reference:**

5. Ashworth, G.J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
6. Dept. of Tourism, GOI Investment Opportunities in tourism (Brochure).