

DR. RAM MANOHAR LOHIA AVADH UNIVERSITY, FAIZABAD

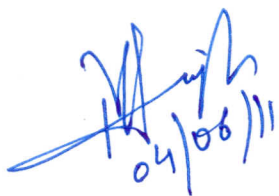
DEPARTMENT OF M.T.A.

M.T.A.

SESSION : 2011-2012

The following changes/ modifications are proposed in the ordinance of the department :

- (1) The re will be four semester overall stretched in to two full academic sessions.
- (2) Each semester will have five papers with maximum of 100 marks. Out of these 100 marks, 70 marks will be acquired by a student through theory examination and rest 30 marks will be awarded by the course teacher.
- (3) Each paper will be of three hours and the questions will be covered evenly from each and every unit of the prescribed syllabus of the course.
- (4) There should be two sections in each question paper one of very short answer type (1×10) and other of long answer type (15×4).
- (5) The internal assessment will be evaluated by Tutorials (at least four sheets per course), Seminars, Tours, Projects, Attendance and self assessment of the course teacher.
- (6) Minimum marks requirement should be 33% of the aggregate in each semester.


04/06/11





Prof. ALOK MANI TRIPATHI

Course Co-ordinator.

Co-Ordinator

Dept. of M.T.A.

Dr. R.M.L.A. University, Faizabad

Master of Tourism Administration (MTA) Course Structure

First Semester

Paper Code	Paper Name	External Marks	Internal Marks	Practical/ Viva voce
MTA 101	Tourism Concept & Principle	70	30	
MTA 102	Tourism Products of India	70	30	
MTA 103	Principal & Practices of Management of Tourism	70	30	
MTA 104	Management of Travel Agency & Tour Operation	70	30	
MTA 105	Cultural Tourism	70	30	

Second Semester

Paper Code	Paper Name	External Marks	Internal Marks	Practical/ Viva Voce
MTA 201	Hotel Management	70	30	
MTA 202	Communication Skills & Personality Development & Public Relations	70	30	
MTA 203	Tourism Marketing	70	30	
MTA 204	Transport Management	70	30	
MTA 205	Tour Packaging Management	70	30	
MTA 206	Tour Report & Viva Voce		50	50

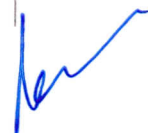


Third Semester

Paper Code	Paper Name	External Marks	Internal Marks	Practical/ Viva Voce
MTA 301	HRM for Tourism	70	30	
MTA 302	Air Line Ticketing	70	30	
MTA 303	Foreign Language (French)	70	30	
MTA 304	Research Methodology in Tourism	70	30	
MTA 305	International Tourism & Contemporary Issues	70	30	

Fourth Semester

Paper Code	Paper Name	External Marks	Internal Marks	Practical/ Viva Voce
MTA 401	Adventure & Wild Life Tourism	70	30	
MTA 402	Tourism Impact	70	30	
MTA 403	Tourism Ethics & Laws	70	30	
MTA 404	Geography of Tourism	70	30	
MTA 405	Specialization (Choice between one) i) Management of Inbound & Out Bound Tourism ii) Cargo Management	70	30	
MTA 406	Training Report & Comprehensive Viva Voce		100	100



Tourism Concepts & Principles

(MTA-101)

Unit - I

- Introduction : Tourism Concepts , Definition and History
- Forms of Tourism : Domestics and International
- Types of Tourists: Tourist, Traveler and Excursionist
- Determinants and motivators of tourism
- Components of Tourism
- Tourism as a Industry : Nature and Characteristics

Unit - II

- Travel Motivators
- Measurements of Tourism
- Planning a survey for tourism
- Emerging Trends in Tourism
- New Thrust area.

Unit- III

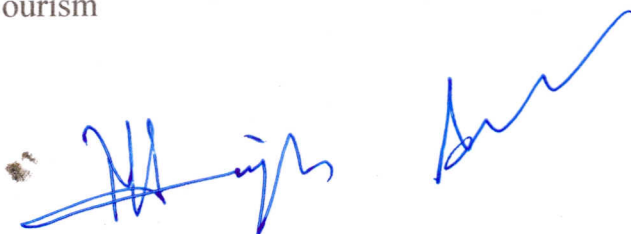
- Ministry of Tourism & Tourism Department
- Tourism Policies & National Action Plan
- Tourist Offices in India & Abroad
- Significance of Tourism: Economic, Social and Environmental

Unit - IV

- National Trade Association : ITDC, TAAI, IATO etc.
- International Trade Association : NTO, WTO, PATA, IATA etc.

References:

1. Bhatia A.K. : Tourism Development
2. Negi Jagmohan : Travel & Tourism – Concepts & principles
3. Bhatia A.K.: International Tourism
4. Tiwari S.P. : Tourism Dimension
5. Mill & Morrison : Concepts & Principles
6. Chand Mohinder : Basics of Tourism



Tourism Products of India

(MTA 102)

Unit- I

Tourism Product : Meaning , definition and concept. Elements and characteristics and classification , difference between tourism product and consumer product. Sources of tourism product and motivators. PLC.

Unit-II

Indian Heritage – Ancient, Medieval and Modern
Important Archaeological sites, World Heritage Sites
Different Stupas, caves and rock cut architecture

Unit – III

Museums: Definition, History and Types.
Historical and Religious monuments: Hindu, Buddhist, Jain, Muslims and Christians
Important cities of India .

Unit- IV

Medical Tourism : Definition, growth and promotions
Beach Tourism : Concepts and Developments in India.
Yoga and Meditation : Concepts and their importants.
India's main desert areas: development of desert tourism, important islands in India.

References:

1. Dixit and Charu Sheela : Tourism Products of India
2. Basham, A.L.: The wonder that was India
3. Gupta IC: Tourism Products of India
4. Shobita Punja : Museums of India
5. Shobita Punja : Great Monuments of India



Principal and Practices of Management in Tourism

(MTA 103)

Unit –I

Management concept, nature, process and functions, management levels. Management skills and roles. The external environment, social responsibility and ethics.

Planning: Nature, purpose, types and process. Management by Objectives, Strategies and policies.

Unit-II

Organising: Concept of organizing and organization. Line and staff authority and responsibility, span of control, organizational structure and design. Organizational development.

Unit-III

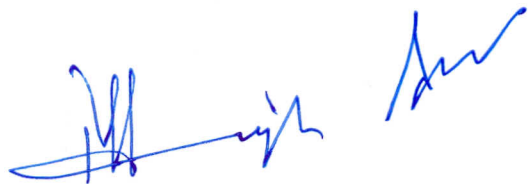
Directing: Communication process, types, barriers and principles of effective communication. Fundamental of directing. Motivation theories and practices, leadership concept.

Unit-IV

Management Art/ Science. Controlling: Process, methods and techniques, MIS : Introduction, definition, status, framework of understanding and designing MIS.

References:

1. H. Koontz: Management
2. V.S.P.Rao: Management Concept
3. Prasad L:M : Organisational Behaviour
4. Peter F Drucker : Principles of Management

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Management of Travel Agency and Tour Operation

(MTA 104)

Unit-I

Travel Agency: History, concept definition & types of Travel agency. Present scenario of Travel agency in India , Rights and duties of Travel agents. Travel agency linkage and resources.

Unit-II

Process for approval of travel agents , tour operator by Govt. Dept. of Tourism, Govt. of India and IATA. Forms of Travel agency business.

Tour Operator : concept, types and functions, difference between wholesaler And tour operator.

Unit-III

Traffic document , travel insurance policy, baggage transportation. Booking Tools, Hub and spokes, No show and stand By travel. Different types of Rail Passes- Ind rail, Eu rail, Amtrack, Brit Rail etc. Car booking procedure.

Unit-IV

Tour Package- definition and types , Itinerary Preparation. Liabilities of travel agencies. Inbound and Outbound tourism : definition and operation.

References:

1. Negi Jagmohan : Travel Agency and tour Operator
2. Chand Mohinder : Travel Agency Management
3. K.K Kamra & Mohinder Chand : Basics of Tourism, theory and operation.
4. Foster Dennis L : The Business of Travel Agency , Operator and Administration.
5. Syrat Gwenda : Manual of Travel Agency Practice.



Cultural Tourism

(MTA 105)

Unit-I

Outline of Indian History:- Ancient, Medieval and Modern like – Indus Valley Civilization, Vedic period , Aryans , Maurayans, Ashokan and Gupta Period.

Unit-II

Indian Culture traditions and customs. Buddhist Circuit. Popular religious centers : Hindu, Buddhist, Jain , Muslims and others. Temples in India, difference between South and North India temples.

Unit-III

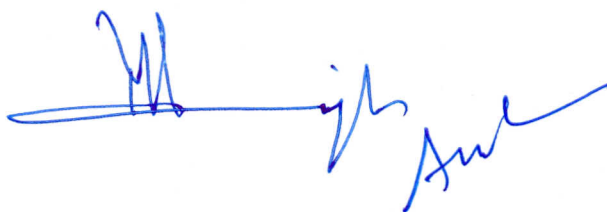
Music: Classical and Folk lore, musical instruments, different schools of Indian music.
Indian classical dances, Indian folk dances.
Fair and Festivals: Social, Religious and commercial .
Handicraft: History and different types.

Unit-IV

Cuisine: Varied Cuisines of India
Importance of Religious centers like : Ayodhya, Allahabad, Haridwar, Sarnath etc.
Case Study of Khajuraho Festival.

References:

1. Agarawal VS: The Heritage of Indian Art.
2. Basham AL : A Cultural History of India.
3. Dixit & Yadav : The Tourism Products of India.
4. Ambrose Kay : Classical Dances and Customs of India.



Hotel Management

(MTA 201)

Unit- I

Orientation to the Hospitality Industry. Definition , size and scope of Hotel industry, growth of industry. Types of Hotel, classification. Star categorization.

Unit-II

Type of Rooms and rates, plans in the hotel, license, permit and regulatory condition and guideline for hotel. All about hotel : organization, departments etc.

Unit-III


Front office techniques: Front office activity, , guest activity in the hotel reservation. Role of Reception: Forecasting room availability, registration procedure. Handling guest on arrival and departure , billing procedure, Food and beverage. Group handling, role of front office manager and personnel's.

Unit-IV

Banquet function, definition of conference and exhibitions, meeting room arrangement for general meetings, business meetings , convention halls & procedure for arrangement of conference. Functions of banquet personnel's. Exhibition in hotels.

Reference:

1. Sudhir Andrews : Hotel Front Office Training Manual
2. Zulfikar Mohammad : Introduction to Tourism and Hotel industry.



Communication Skills and Personality Development & Public Relations

(MTA 202)

Unit-I

The meaning of Personality , The Personality determinants. General Etiquette and manner, Business Etiquette, ethics and time management.

Unit-II

Communication theory : meaning , significance and scope of communication.. process of communication. Communication personality, art of listening , Barriers of communication. Types of Communication.

Unit-III

Report Writing, Business letter, making Bio Data and Job application, essentials of Bio Data, commercial correspondence. Telephonic conversation.

Unit-IV

Understanding Public Relations : Meaning, definition, effective public relations. Attitude, Motivation and Public Relations in Tourism.

Reference:

1. Pease Allan : Body Language
2. Sharma R N : Fundamentals of Psychology
3. Morgan and King : Fundamentals of Human Psychology



Tourism Marketing

(MTA 203)

Unit-I

Marketing : An overview. Core concept of marketing- Needs, Wants, Demands. Concept of Marketing, components of marketing Mix. Nature classification and characteristics of services and their marketing. Definition of product marketing & Tourism Marketing. PLC

Unit-II

Marketing Environment – Micro and Macro. Marketing Research. Mission, Goals and Objectives. Concepts of segmentation & Target marketing, strategies for marketing.

Unit-III

The service concept: application of marketing principles in service / tourism. New development in service marketing. Consumer behaviour and forecasting market demand for service/ tourism industry.

Unit-IV

Destination Marketing
Accommodation Marketing
Transport and Travel service marketing
Some related case studies.

Reference:

1. Kotler Philip: Marketing Management
2. Jha S.M. : Tourism Marketing
3. Sinha PC : Tourism Marketing
4. Foster, Denniks L : Sales & Marketing for Travel Professional



Transport Management

(MTA 204)

Unit-I

Meaning, Importance and Overview of Surface Transport industry. History of different modes of transportation. General trends , demand and supply. Development and present status of means of transportation in different parts of India.

Unit-II

Airlines and Tourism : History of Airlines in India. Role and contribution of airlines in India. Role of airlines in tourism promotion : recent policies regarding airlines, problems of airlines business.

Unit-III

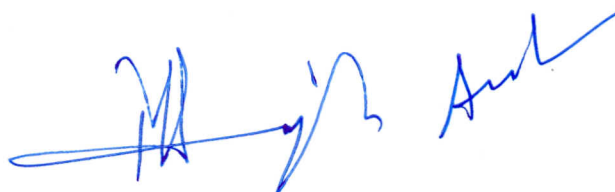
Approved transport operators, car hire companies including rent – a- car scheme and tourist coach companies, state and inter- state bus and coach network. Car rates and agreement for car hire.

Unit-IV

Railway and Tourism: History and present status of India railways. Zonal distribution , net work and infrastructural basis on India railway. Role of India railways in tourism promotion. Special trains and packages for tourist. Govt. policies regarding railways. Public Grievances and redressal system. Carriage handling and procedure for dangerous goods.

Reference:

1. Sinha PC : Surface Transport in Travel & Tourism
2. Tiwari SP : Tourism Dimensions
3. Mill & Morrison : The Tourism System and Introductory Text.



Tour Packaging Management

(MTA 205)

Unit-I

Meaning, definition, development, types components and significance of tour packages. Role and input of public and private tourism organizations in the promotion of tour packaging business.

Unit-II

Tour Formulation: Influencing factors, stages involved in tour formulation- initial research, itinerary development, negotiation, costing & pricing , brochure designing , printing and distribution.

Unit-III

Defining the concept of tour cost, components of tour cost- fixed and variable costs, direct and indirect cost, costing procedure for independent foreign tours and inclusive tours. Conference and convention package , calculation of tour pricing.

Unit-IV

Defining Itinerary , types of itinerary. Itinerary preparation and costing of itinerary. case studies of tour package offered by Govt. and Private sectors.

Tour Report & Viva Voce

(MTA 206)



HRM For Tourism

(MTA 301)

Unit-I

HRD Concept, objective, need and importance. Personnel management definition and difference between HRM and Personnel. Constraints of HRM.

Unit-II

Acquisition of Human Resource: Tourism man power planning: Job Analysis, Recruitment and selection procedure. Employees training and executive development. Placement and transfer and promotion procedures.

Unit-III

Performance appraisal,; career planning. HRD in tourism and travel industry. HRD in public and private sector of tourism in India.

Unit-IV

Wages and salary administration

Motivation

Grievance and dispute management

Developing personnel strategies.

Case studies of personnel management in tourism industry.

Reference:

1. Flippo Edwins: Personnel Management
2. Monappa, Arun : Personnel Management
3. Verne MM : Human Resource Development



Air Line Ticketing

(MTA 302)

Unit-I

Air Transportation Industry :

International Organization - ICAO, IATA, Bilateral agreement , freedom of air, Warsaw convention, evolution of Hub and Spoke , carrier codes. Role of DGCA.

Unit-II

Airlines geography, definition , latitude, longitude , international date line, time zone. Calculation of time, time difference, GMT variation concept of elapsed time. Minimum connecting time , IATA three letter codes and airport codes.

Unit-III

Travel Formalities- Passport, Visa, Health , Custom and Currency services.

Baggage allowances – weight concept, piece concept, checked and unchecked baggage. Free baggage allowances, lost and found baggage.

OAG – Airline schedule , planning , Air itinerary, reservations.

Unit-IV

Basic international air fares & ticketing. Domestic and international tickets , mileage principle, higher intermediate fares. Circle trip and round trip. Back Haul check, Add-ons , Mixed class travel , special fares.

Reference:

1. ABC world wide Airways Guide
2. Air Traffic Book1 : World wide Fares
3. Air Traffic Book1 : World wide rules
4. Air Traffic Book1 : World wide minimum permitted mileage
5. Travel Information Manual



Foreign Language (French)

(MTA 303)

Unit-I

Knowledge of the fundamental elements in the French grammar e.g tense , future , past.
French expression relevant for the tourist management personnel (e.g. Good morning, introduction , welcome , thank you etc)

Unit-II

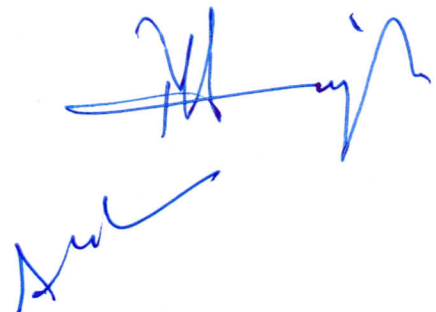
Names of days, month, seasons
French numbers, Name of colours, animals, birds etc.

Unit-III

Names of the Indian festivals and their descriptions. Name of the important Indian dishes and general information about their preparation and their ingredients.
Important Indian religious ant their salient features.

Unit-IV

Important social and cultural institutions, their functioning , their relevance. The important political institutions. Number and names of the states in India and their cultural identity.



Research Methodology in Tourism

(MTA 304)

Unit –I

Research meaning, characteristics , types and relevance of research : trends and challenge with special reference to tourism and hotel business. Research process . research methodology : meaning and procedural guidelines

Unit-II

Research design – meaning of research design , need for research design , feature of a good research design: different research design,. Sampling design: the concept of sampling, aims of sampling, census versus sample survey, steps in sampling design.

Unit-III

Measurement and scaling techniques – measurement in research ; source of error in measurement ; test of sound measurement : technique of developing measurement tools. Collection of data, sources of data : method of data collection.

Unit-IV

Probability : concept, theorems- addition, Theorem Multiplication. Conditional probability and Bayes Theorem.

Report writing – meaning , functions, types of research report, significance of report, writing report.

Reference:

1. Gupta SP : Statistical Methods
2. Jain, Gopal Lal: Research Methodology, Tools and Technique.
3. Brunt Paul : Market Research in Travel & Tourism



International Tourism & Contemporary Issues

(MTA 305)

Unit-I

International Tourism – meaning, definition and types. Models in international tourism, economic & accounting indicators in international tourism. International tourism trends. Theory of demand and role of demand in international tourism. Methods of forecasting the future trends.

Unit-II

Understanding the international tourism industry. Methods of operation, corporate strategies for international tourism. International tourism policies. Tourism development , planning and policies.

Unit-III

International tourism industrialised countries, features of industrialised countries. Tourism policies and strategies in selected industrialised countries. International tourism in developing countries. Features of developing countries. International tourism in India, tourism policies in selected states of India.

Unit-IV

Rural Tourism- Concept, scope and avenues of rural tourism. Impact of rural tourism.

Ethnic Tourism- Concept and features.

Heritage Tourism – Defining heritage , various national and international bodies.

Heritage sites in India,

Conference & Convention : Classification of different kind of meetings , planning for conference and convention. Importance of preparing budgets, arranging for transportation, accommodation.

Reference:

1. Francois & Lionel : International Tourism
2. Bahtia AK : International Tourism

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Adventure & Wild Life Tourism

(MTA 401)

Unit –I

Concept of adventure tourism, classification of adventure tourism.

Adventure on Ground- Mountain climbing, trekking, skiing, rock climbing , bunjee jumping etc.

Unit-II

Adventure on Water – River running, canoeing, kayaking, white water rafting, diving, surf boating, wind surfing etc.

Adventure in Air- Ballooning, Parachuting, Sky Diving, Paragliding, Para Sailing, Hang Gliding, Micro lighting etc,

Unit-III

Introduction, wildlife conservation and management, values of wildligfe.

Protected areas & protected area network in India : national parks, wildlife sanctuary & biosphere reserve.

Special conservation programme.

Unit-IV

Selected national parks and sanctuaries in India :

Corbett national park, Dudhwa national park, Dachingam national park, Manas Tiger reserve, Kaziranga National park, Kanha National Park, Gir national park, wild ass sanctuary etc.



Tourism Impact

(MTA 402)

Unit-I

Introduction to tourism impacts: Economics, Environmental, Physical & Socio Cultural impacts, cost and benefits of tourism.

Unit-II

Economic Impacts : Income , employment , foreign currency, multiplier effect, effects on balance of payments, benefits from tourism investments.

Unit-III

Physical Impact: Tourism induced natural environment degradation, loss of scenic value, concept of eco tourism, concept of carrying capacity and sustainable tourism . case study of – Himalayas .

Unit-IV

Socio – Cultural Impacts : Service support, social impacts and cultural erosion, impact assessment methods, managing impacts and developing policies.

Reference:

1. Sinha PC : International Encyclopedia of Tourism Management
2. Tiwrai SP: Essential of Tourism
3. Negi Jagmohan: Travel & Tourism
4. Bhatia AK: Tourism Development



Tourism Ethics & Laws

(MTA 403)

Unit-I

Business ethics and laws – their relevance and applicability in travel and tourism industry. Company – meaning, definition, types, formation and incorporation under companies Act 1956, Contract Act 1932.

Unit-II

Consumer protection Act – meaning and its relevance in travel and tourism business. Laws relating to protection, presentation and conservation of heritage and environment.

Unit-III

Laws and legislation relating to tourist entry, stay and departure. Procedure and requirement for procuring various travel documents (Passport, Visa and Health) with relation to inbound and outbound tourists. Laws relating to currency exchange , FEMA, Passport Act 1967.

Unit-IV

Laws relating to passenger safety, convenience and compensation during air travel , legislation relating accompanied and un accompanied tourist baggage. Compensation for lost and damaged baggage. Insurance for tourist and their baggage. Archaeological sites and remains Act, Wildlife protection Act, Environment protection Act and water and noise pollution Act, Foreigner Act 1946.



Geography of Tourism

(MTA 404)

Unit-I

Understanding Geography, fundamental of Geography, Physical feature, Importance of Tourism geography. Longitude and Latitude. Definition of Geography and concepts. Study of Map.

Unit-II

Tourist flow: Concept and features. Tourist Motivation and different models for motivation like : Cohen, Smith, Butlers etc. Bio Climatic Chart .

Unit-III

Political & Physical feature of the world geography: America , South America, Europe , Asia Africa , Middle East and Australia.

Unit-IV

Indian geography: Physical & Political features of the India subcontinent, Climate condition prevailing in India, some important locations famous for the international tourism.

Reference:

1. Burton Rosemary : Travel Geography
2. A Social & Economic Atlas of India
3. General Geography of India, NCERT
4. Boniface, Brian G : The Geography of Travel & Tourism



Management of Inbound & Outbound Tourism

(Specialization)

(MTA 405)

Unit-I (Concept of Tourism Markets)

Meaning , importance & definition of Tour Packaging

Terms widely used and their meaning – travel dictionary

Understanding the tourist and their markets with prevailing trends (Kinds of Tourists, markets)

Unit-II (Travel Formalities)

Passport & Visa Requirement , Currency regulation, Tax Clearance, Health regulation , credit cards, information on restricted areas in India.

Unit -III (Itinerary Development)

Tailor made and ready made for FIT's and GIT'S

Rate negotiations , booking and corresponding, customer service

Tour escorting , tourist feed back etc.

Unit-IV (Travel Motivation)

Study of world geography with relation to outbound tourist movements.

Study of Indian History & geography

Marketing of the destinations

Organisation that influence tourism

Brochure planning

Reference:

1. Negi Jagmohan : Travel Agency & Tour Operation
2. Jagannathan: Plan your own holiday
3. Deninis L Foster : An introduction to travel and tourism



Cargo Management

(Specialization)

(MTA 405)

Unit –I

Definition, special handling codes, abbreviations , acceptance of Cargo, Acceptance of general Cargo, Instruction for dispatch of goods , responsibility of shipper packaging, labeling, marking of packages.

Shipper right to disposition, acceptance of categorized cargo, acceptance and protection of live animal.

Reservation , feeding, stowage , special load notification.

Delivery to consignee, acceptance of human remains, acceptance and handling of perishable cargo. Acceptance and handling of valuable cargo.

Unit-II

Transportation charges, various type of cargo rates, minimum weight charges, general cargo rates, specific commodity rates, chargeable weight , volumetric weight , Air way bill its definition and composition .

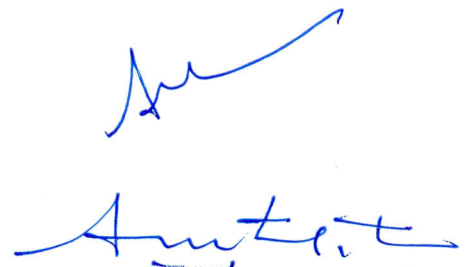
Post office mail, classification , acceptance and handling of postal documents.

Dispatch of cargo from origin station, checking of cargo at destination. Checking against manifest, delivery of cargo, disposal of undelivered cargo, missing cargo tracer , claims, refunds and procedure.

Dangerous goods regulation, classification of dangerous goods, classes of dangerous goods.

Training Report & Comprehensive Viva Voce

(MTA 406)



Co-Ordinator
Dept. of M.T.A.
Dr. R.M.L.A. University, Faizabad