

M.T.M. 101 FUNDAMENTALS OF MANAGEMENT

- Unit 1 : Meaning, nature and functions of Management, Principles of Management, recent development in Management, Science, Authority, Responsibility, & Accountability.
- Unit 2 : Process of Management, Planning, Organizing, Staffing, Decision Making and Controlling and control Techniques, Span of Management, Management by Objectives, Management by Exceptions.
- Unit 3 : Centralization VS Decentralization, Leadership, Personality values and Attitudes-Perception, Management Control-Its process and techniques, Control System, Total Quality Management.
- Unit 4 : Communication-meaning, importance and essentials of Communication, Process of Communication, Types of Communication.
- Unit 5 : Barriers to effective Communication, Importance of Developing Communication skills.

SUGGESTED BOOKS:

1. Harold Koontz and Heinz Weshrich: Management
2. L.M.Prasad: Principles of Management
3. C.D.Gupta: Management Concepts and Practices
4. B.S.Mashal: Management Theory and Practice
5. Bimon and Thakur: Management Today-Principles and Practice
6. Hawer H.E. : The process of Management
7. Brech E.F.L. : The Principles and Practice of Management
8. Rao and Narayana: Management
9. M.K. Agarwal: Principles of Management
10. Louis A.Allen: Management and Organisation

M.T.M. 102 BASICS OF TOURISM

- Unit 1 : Concept, definition history, nature scope and different ty, Demand, the Determinants and Motivating factors.
- Unit 2 : Forecasting and measuring Tourist Demand, Tourism product.
- Unit 3 : Tourism Infrastructure, Tourism Impact & impact assessment.
- Unit 4 : Indian Tourism today, emerging trends and new thrust areas, Institution for tourism promotion in Indian- ITDC, UPT, USPTDC, Monetary and Fiscal incentives for tourism development.
- Unit 5 : International Tourism Organizations - TAAT, IATO, NRAI, FHRAI, WTAPITA, ASTA UFTAA, ICAO, IATO, UTTAR PRADESH- Main destinations Tourism ~~policy~~ policy and development schemes.

SUGGESTED BOOKS:

1. A.K. Bhatia: Tourism Development: Principles Practices and Philosophies, Sterling Publishers, New Delhi
2. Mc Intosh Robert: Tourism Principles, John Wiley, New York
3. J.M.S. Negi: Tourism Travel-Concepts and Principles, Geetanjali Publications, New Delhi
4. R.N. Kaul: Dynamics of Tourism: A Trilogy, Sterling, New Delhi
5. P.N. Seth: Successful Tourism Planning and Management, Creative Section Publications
6. Holloway, Christopher: Business of Tourism

M.T.M. 103 BASICS OF TOURISM ACCOUNTING AND FINANCE

- Unit 1 : Elements of Book Keeping- definition, objects, system of book keeping, single entry double entry, Classification of Accounts, rules of debit & credit, terms used in book keeping.
- Unit 2 : Journal - form of journal entry, Ledger- forms of ledger posting, balancing of accounts, significance of balance, ^{Trial} balance - preparation, preparation of ~~Balance~~-final accounts, trading and profit and loss account, balance sheet adjustment for stocks accounts, prepayments, provisions for deprecation and doubtful debts.
- Unit 3 : Forms of Cash Book, preparation of Cash book, The Company Accounts - Source of finance, legal provisions relating to final Accounts, interpretation of financial information by reference of ratio analysis.
- Unit 4 : Introduction to Costing- collecting Cost, setting the sales price, operating costs, Introduction to decision marketing costs, cost behavior, marginal costing break- even analysis.
- Unit 5 : Travel Accounting - sales generation, accounting and control, airline sales reporting & payment, other services- cargo, tours, passport, visa, surface transport booking and arrangements etc, net payment reports, General procedure of accounting in a travel agencies- budgetary control, cash budget, bank reconciliation, credit cards, flexible budget, responsibility accounting.

SUGGESTED BOOKS:

1. Donald F. Suttin: Financial Management in Hotel and Catering Heinemann, London
2. C. Boni and F.F.: Hotel Organisation Management and Accountancy, Sir ISAAC, Pitman, London
3. Horwarth and Toth: Hotel Accounting Ronald Press, New York
4. M. Negi: Financial and Cost Control Techniques for Hotel and Catering Industry.
5. Accounting for Management, S.K. Bhattacharyya and Huhn Deardon
6. Gupta R.L.: Advanced Accountancy, Vol. I & II
7. Shukla and Grewal: Advanced Accountancy Volume I & II
8. Dr. D.C. Sharma and K.G. Gupta: Management Accounting
9. Saxena and Vashist: Cost Accounting
10. Maheshwari and Mittal: Cost Accounting

M.T.M: 104-COMPUTER APPLICATION & INFORMATION TECHNOLOGY IN TOURISM

- Unit 1 : History of computers, functioning of Computers, components of computers, Different types of Memory, Input devices, Output devices, Storage devices, Algorithm, Flow Charts, H/W and S/W, types of S/W., Operating system & its Functioning, Languages- low & high level language, Compiler, Interpreter, Assembler.
- Unit 2 : BIOS, POST, Boot process, DOS operating system - internal & external commands, Batch Files, File Names, erasing renaming, displaying & moving files, piping commands, Multiprogramming, time sharing, online & Real time operating system.
- Unit 3 : Graphical User Interface- Introduction to MS-WINDOWS- features, difference between Windows 98 and Windows 2000, creation of files, folders, moving renaming, / ^{copying} files from one folder to another, Windows explorer, control Panel, Desktop
- Unit 4 : Introduction to MS-Office 2000, MS- Word, MS-EXCEL, MS- Power Point, MS- ACCESS, MS-Outlook
- Unit 5 : Introduction to Internet, LAN, WAN, MAN, Email, creation of E-mail account, Sending/ Receiving mails, Search Engines/ Web sites.

SUGGESTED BOOKS:

1. Laudon K.G. and Laudon J.P. Management Information Systems: A Contemporary Perspective (PHI)
2. Medlik, S. Managing Tourism
3. Foster D.L.: An Introduction to Travel and Tourism
4. P.K. Sinha: Fundamentals of Computers
5. Hunt and Shelly: Computers and Commonsense

M.T.M. 105 INDIAN HISTORY & HERITAGE MANAGEMENT

- Unit 1 : Brief survey of Indian History, Ancient Period, Medieval Period, Modern Period India, Main characteristics of Indian Culture- Continuity, multiplicity, unity in diversity, Indian society- The four Varnas, the caste system, the Sanskrit, the marriage system, the Gurukula system the Mughal society and culture
- Unit 2 : Impact of Islam on Indian Culture, Indian Architecture- Ancient, Medieval, Colonial, Indian Dance, Music, Festivals, Custom, tradition and rituals, costumes, cuisines.
- Unit 3 : Indian Painting & Sculpture- Ajanta Painting, Rajput Painting, Kangra Style, Mughal Painting, Sculptures- Ellora, Khajuraho, Konark etc., Prominent centres of pilgrimages Tourism in U.P. & India, Modern Urban Centres of India, Indian Religion- main characteristics, Bhakti movement, Sufism, Buddhism, Jainism,
- Unit 4 : INDIA TODAY- Economy, Society Industrial Development, Political scenario foreign policy, NAM, SAARC, Meaning, concept, and need for Heritage Management, Conservation, Prevention & Restoration.
- Unit 5 : Prominent Heritage Sites- Location, Attraction present Condition, general causes for Deterioration, General Principles & guidelines for Conservation & preservation, role of A.S.I. in Conservation, preservation and maintenance of monuments, Heritage Management and Tourism Planning, Impact Assessment.

SUGGESTED BOOKS:

1. Dr. I.C. Gupta and Dr. Sushama Kasbekar: Tourism Products of India, G.A. Publications, Indore
2. V.E. Saha: Wildlife in India, Natraj Publishers, Ujjain
3. Singh R.L. India: A Regional Geography, Varanasi, National Geographic Society of India
4. Agarwal V.S.: Heritage of India Art
5. Basham A.L.: A Cultural History of India
6. Kosambi D.N.: The Culture and Civilisation of Ancient India
7. Ambrose Kay: Classical Dance and Customs of India

M.T.M. 201 INTRODUCTION TO TOURISM MARKETING

- Unit 1 : Marketing definition, perspectives, Marketing and Tourism Marketing Research and its application in Tourism Survey and forecasting in Tourism, Target market selection positioning and 8 P's of Marketing.
- Unit 2 : Tourism product- pricing of different Tourism packages/product, Travel services marketing segmentation in Travel and Tourism Marketing, Tourism operation marketing.
- Unit 3 : Process of Marketing, managing the Marketing Mix in Tourism, Market research data collection & analysis, consumer behavior assessment.
- Unit 4 : Process of Marketing Promotional Mix, Advertising Media choice, Travel Brochures, films, fairs, Exhibitions, Marketing strategies adopted in India packaging - Programming, Public Relations, publicity.
- Unit 5 : Specific problems of Advertising Tourism and managing Publicity, Marketing overseas- Govt. of India, Public Relations in Tourism Marketing.

Reference Books:

1. Marketing Management-Kotler Philip
2. Tourism Marketing-Jha S.M.
3. Service Marketing-Jha S.M.
4. Principles of Service Marketing-Adrian, Palmer
5. Sales and Marketing for Travel Professionals-foster Dennis

M.E.M. 202 HUMAN RESOURCES DEVELOPMENT

- Unit 1 : Human Resource Development - meaning and concept, significance of HRD for tourism, HRD Matrix,
- Unit 2 : Various forms of HR organization, HRD culture & climate, Task Analysis, H.R. Planning in tourism organization, personal management in tourism sector- Private & Public.
- Unit 3 : Recruitment, Selection and Placement, HRD Systems and Placement, HRD System performance appraisal and Personal Appraisal, Grievance handling procedures.
- Unit 4 : Training & Development- tourism education in India & future prospects, Training and development system, Performance counseling, Evaluation of Training system.
- Unit 5 : Developmental Supervision- determinant of Personality Development, managing dissatisfaction and Frustration, Stress & Coping up, Counseling and Monitoring approach and avoidance aspect of Management.

Reference Books:

1. Human Resource Management-V.S.P. Rao
2. Human Resource Management-Kaith Davis
3. HRD Practices-Bhatia B.S., Verma H.L.
4. Human Resource Management-K. Aswathapa
5. Personnel Management-Mamoria

M.T.M. 203 ORGANIZATIONAL BEHAVIOUR

- Unit 1 : Group Dynamics: Intra-group and Inter-group processes, power and Politics, conflicts and Integration process.
- Unit 2 : Organisational Structure and Design: Job Design and Quality of work life. Organizational climate.
- Unit 3 : Organizational Effectiveness and Management of change: Issues and Challenges.
- Unit 4 : Organizational Development: Concept, Scope, practice and process of Organizational Development Interventions. Personal, Interpersonal, group process, in Organisational Development. Team building and team development.
- Unit 5 : Experiences of Organisational Development Interventions in organisations: Initiatives, Evaluation and future challenges. Short projects.

Reference Books:

1. Organisational Behaviour-Concept, Controversies Applications- Stephen Robbins
2. Organisational Behaviour-Fred Luthans
3. Organisational Theory and Behaviour-R.A.Sharma
4. Organisational Behaviour-K.Aswasthapa

M. 204 PUBLIC RELATIONS & COMMUNICATION IN TOURISM

- Unit 1 : Public Relation - role of P R techniques in marketing, importance of Public Relations promotion, Public Relation - Mix Advertising, Sales Promotion, Publicity, Direct Selling.
- Unit 2 : Communication- meaning and importance in Tourism, essentials of Communication, Communication - Process, Network, types, the Ten commandments of good communication (AMA- 1961)
- Unit 3 : Barriers to Effective Communication, Importance of Developing of developing effective communication skill.
- Unit 4 : Official and Press Communication.
- Unit 5 : Case Study - Debates and Group Discussions.

Reference Books:

1. Business Communication-Leskar Petit
2. Business Correspondance and Report Writing-Sharma and Moh
3. Negotiating Skills for Managers-Cohen
4. Business Communication Studies-Monipally
5. Basic Business Communication-Raymond Lesikar

1. M. 205 ECOLOGY, ENVIRONMENT AND TOURISM

- Unit 1 : Environment and Man- main role in environment, state of environment.
- Unit 2 : Environmental Issues in India, Population and its ecological Implications, Resources crunch, Unemployment and consequent problem, Deforestation and wildlife depletion, Urbanization and its impact on Environment, Concept of sustainable Development and Environment, The level of Environment awareness in India and its importance, Environmental Terminology & Jargon.
- Unit 3 : The concept of Carrying Capacity and local Resistance, Flora and Fauna wealth of India.
- Unit 4 : The Bio-geography of India and its importance for tourism, The Ecological Implications of tourism and the need for tourist education.
- Unit 5 : Conservation of Wildlife, Red Data Book, International Union for Conservation of Nature, Wildlife Protection Act. 1972.

Reference Books:

1. Ecology-P;D.Sharma
2. Ecology-Dr.Veer Bale Rastogi
3. Ecology-Shukla & Chandel
4. Ecology and Tourism-Savindra Singh

M.T.M. 301 ADVENTURE TOURISM

- Unit 1 : Adventure : Definition, Scope, Trends and opportunities in Adventure Tourism Designing of Adventure Tourism in India. Attracting adventure tourists to India - Scope, facilities development of relevant locations.
- Unit 2 : Wildlife Tourism - National Parks, Sanctuaries, Biosphere reserve, Marine parks, Safaris.
- Unit 3 : Mountaineering, Tracking, Sun Sand & Sea tourism Prominent Beach Resort of India, Marine Adventure. The winter Sports, Water sports, Youth Tourism, Sports Tourism.
- Unit 4 : The Desert adventure - Desert Safaris Camel rides. Existing Infrastructure for adventure tourism, Future prospects of Adventure Tourism in India.
- Unit 5 : Importance of Human Resource in Adventure Tourism. Adventure Tourism in U.P. main locations, future prospects, Govt. scheme.

Text Reading

- Tourism products of India - Dr. I.C. Gupta/ Dr. S. Kasbekar
- A cultural history of India - Basham
- The wonder that was India - S.A.A. Rizvi

- Unit 1 : Why planning in Tourism. Consequences of unplanned development - environmental, social, marketing, organizational etc.
- Unit 2 : Planning at different levels - local, regional, National & International, Tourism Planning, Process, factors influencing planning, Sources of funding - TFC of India, Incentives and concessions.
- Unit 3 : Role of Public Sector in Tourism Development, Tourism Development Process, Role of Private Sector in Tourism Development.
- Unit 4 : The Tourism policy of India and the National Action Plan for Tourism (NAPT), Institution for tourism promotion in India ITDC, UPT, UPSTDC, department of Tourism, Directorate of Tourism.
- Unit 5 : Festivals of India, India Fest, Palace on Wheel, Kalinga Bali Yatra, Future Promotional Plans. Case study - Haryana Tourism, Himachal Tourism, Rajasthan Tourism, U.P. Tourism.

✓ Reference Books :

1. Hill & Harrison, *The Tourism System : An introductory Text* (1992) Prentice Hall, New Jersey.
2. Inkepp Edward, *Tourism Planning : An Integrated and Sustainable Development Approach* (1991) VNR, New York.
3. Gunn Clare A., *Tourism Planning : Basics, Concepts, Cases.* (1994) Tylor & Francis, London.
4. Dept. of Tourism, GOI, *Investment Opportunities in Tourism* (Brochure).

- Unit 1 : Growth of Travel and Travel Industry. Travel Agency - meaning, definition, its system, scope and present status. Four Operators- meaning and definition, duties.
- Unit 2 : Setting up of a Travel Agency and Tour Operating Unit, Govt. Rules & Regulations, IATA Rules & Regulations, Documentation, Staffing, cost benefit analysis, preparing feasibility report., sources of Income, WTO standards. Travel Agent - duties and job responsibilities.
- Unit 3 : Organizational Structure of Travel Agency and Tour Operators. Travel Agency & Tour Operators - Functions - operating, marketing, accounting, etc.
- Unit 4 : Ticketing, Preparation of Tour Itineraries and Quotations and Marketing. Itinerary Development - meaning and definition, types, method. Tour Packaging Management - types of Tours, Components of a standard Package Tour, Tour designing, Tour Handling etc., Tour Costing and Pricing.
- Unit 5 : Escorting of Tours and Marketing of tour Packages, Hotel Reservations. Accounting and maintenance of Forex Accounts. Problems and Perspectives of Travel Industry. Role of travel Industry in Tourism, need for professionalisation of Travel Business and job training for quality improvement and efficiency. Role & contribution of -IATA, ASTA,PATA,IATO,TAAL.

Text Reading

- Travel agency & tour operations - Jagmohan Negi
 - Tourism and travel - Jagmohan Negi
 - Successful tourism management - Pran Nath Seth
1. Negi Jagmohan, *Travel Agency and Tour Operation : Concepts and Principles* (1997). Kanitka, New Delhi.
 2. Madrik S, *Evolution of Travel, Tourism & Hospitality* (1993) Butterworth-Heinemann, Oxford, UK.
 3. Lashit Harish and Chatterjee Ashim, *The Indian Travel Agents*, Himalayan Books, New Delhi, 1996.
 4. Gee, Chuck. *Professional Travel Agency Management* Prentice Hall, London, 1990
 5. Gee, Chuck, Dexter, J., Marans, J.C. *The Travel Industry*. A.V.I. Publishing Co., 1984.

A - FRONT OFFICE

- Unit 1 : Front Office Department - meaning and functions, Tariff structures. Organization, staff and their duties, hierarchy, job specifications. Reservations - meaning, Functions reservation system enquires terminology, Group Reservation, Overbooking - purpose, Reporting and Presenting Statistics - Room Occupancy - Single occupancy, Double occupancy, Bed occupancy, House Count, Local occupancy, foreign occupancy, Average rates per room, etc.
- Unit 2 : Front Desk Layout and equipment's. Reception - organization, staff Preparation for Guest Arrivals, Checking Correspondence, Expected Arrival List, Pre-registration, Receiving and Registration of Guests, the guest Reservation Card (GRC), method of Room Assignment, Luggage Handling and arrival records, Co-ordination with other Departments, compilation of report & statistics. Handling Special Situation - Group arrivals and departures, Room changes, VIP's overbooking, complaints, Departure procedures. Information and communication Service-Bell Captain, door & car parking services, telephone operating, telex, Computerized Rooms Management Systems.
- Unit 3 : Front office Cashier and Billing - Manual Tabular ledger, manual billing mechanical ledger & billing, computerized ledger and billing, Bell desk. Lobby Manager Desk., Key Card, Key Envelopes, Potential Room Occupancy, Available Room Occupancy, Potential Bed Occupancy Available Bed Occupancy.

B - HOUSE KEEPING

- Unit 4 : Meaning, and functions of the House keeping department, Organization Staff and their job duties and the overall general responsibilities of the Department, hierarchy, its systems, services provided by the House Keeping Department, Inter-relationship between House Keeping Department and other Departments, Relationship with external agencies.
- Unit 5 : Attributes of the House keeping employee. Procedures in the Linen room swing and uniform rooms. Clerical and office routine of Key control, maids and house keeper's report, check lists and work cards, their formats and functions, lost & found procedures and storage.

M.T.M. 305 TRAVEL TRADE AND TRANSPORT

- Unit 1 : Tourist Transport System - airlines, surface (Bus coach, car rental), railway, cruise, ships and others. Airline Industry - Prominent Airlines in India & International, laws pertaining to Airlines, Control of Fares and Tariffs, Prominent Indian and International Airports.
- Unit 2 : Airline Industry - Licensing of Carriers, Limitations of weights, capacities, Air Taxi Operation, Air Charters. Operation, Air Charters. ICAO, ITATA, BerUda Convention, The DGCA, Air Corporation Acts and future Plans.
- Unit 3 : Airport Handling Procedure, Airport, In-flight Services. Surface Transport System - Approved Travel Agencies, Tour Operators, Transport Operators, Rent a car and Tourist coach Agencies, State and Inter-State Bus & Coach network with special reference to U.P. and Uttarakhand. Transport Documentation, insurance, Road Tax, Fitness Certificate, All India Permit, Contract Carriages.
- Unit 4 : Rail Transport Network - types of tours available in India, Indrail Pass Scheme and Packages available, Palace on Wheels, Rail Yatri Nivas, Railway Police, Railway Tourist Guides. Water Transport System in India - prominent Ports, services available, prospects and future Plans and Growth.
- Unit 5 : Travel Formalities - Passport, Visa, Health Formalities, Taxes, Airport formalities, custom formalities, currency exchange counter. Efficiency in the Planning of Itineraries and Package Tours.

Reference Books:

1. Howell David W, Passport : 'An Introduction to the Travel and Tourism Industry', South Western Publishing Co. 1992 Ohio.
2. Gee Chuck Y C.Y, Makers JC and Choy DJL; 'The Travel Industry,' Van Nostrand Reinhold, New York, 1989.

INSTRUCTIONS FOR PAPER SETTER

1. This paper is being set for first time.
2. Total 9 questions are to be set, four questions in section-A, four questions in Section B and one question question No.9 in Section-C.
3. Q.No.9 in Section-C is compulsory. This question should be a case study.
4. Candidates will be required to attempt five questions in all including Q.No.9 which is compulsory.
5. One Model question paper of other subject is attached herewith.

FRENCH LANGUAGE - I

01. Articles, Nouns & Pronouns - the definite article and contraction of the definite article, indefinite articles, nouns - regular plurals, irregular plurals, gender identification by word endings, the partitive article.
 02. The Interrogation - formation of questions by inversion, simple tense interrogative forms, negation - formation of negative sentences, formation of negative interrogative.
 03. Adjectives - qualifying adjectives, possessive adjectives, demonstrative adjectives, regular forms and irregular adjectives, plural of adjectives.
 04. Prepositions - uses of certain prepositions, prepositions to indicate location or direction, prepositions with geographical names, prepositions with modes of transport, prepositions with expressions of time, prepositions of cause.
 05. Numbers - cardinal and ordinal numbers
 06. Dates, Time and Seasons
 07. Verbs - regular and irregular (I and II ^{and III} group of verbs), conjugation of verbs in simple present tense (temps present), nearest future (futur proche), recent past (passe recent), imperative, Simple past tense (passé composé)
 08. General conversation - to present oneself and others, to greet others, to tell -time, date, seasons, days of the week, the months of the year, to telephone someone, at the hotel reception, at the restaurants.
 09. Translation of simple sentences from English to French and vice versa.
 10. Writing short, simple paragraphs.
- Text Reading

- French Grammar - Mary E. Coffman Crocker
- Bienvenue En France- A. Monnerie

FRENCH LANGUAGE - II

01. Verbs - III group verbs, their conjugation, usage in simple sentences
02. Tenses - simple future tense (future simple), simple past tense (passe compose), imperfect tense (imparfait)
03. Adverbs and Adjectives - formation of adverbs, regular and irregular adverbs, position of adverbs, comparison of adjectives and adverbs, comparitives and superlatives of adjectives and adverbs.
04. Relative Pronouns
05. Formation of Passages
06. Translation of Passages from English to French and vice versa
07. Role - plays

Text Reading

French Grammar - Mary E. Coffman Crocker
Bienvenue En France- A. Monnerie

FRENCH LANGUAGE - III

01. Advance French vocabulary
02. Conversation and text reading in French
03. Introduction of expressions
04. Speeches in French
05. Role - plays
06. Cuisine and cuisine related vocabulary
07. Translation of passages from English to French and vice versa.

Text Reading

- French Vocabulary - Mary E. Coffman Crocker
- Bienvenue En France- A. Monnerie

M.T.M. 401 BASIC FARES AND AIR TICKETING

- Unit 1 : Introduction to world and IATA geography. Time calculations, world time zones, conversion of time (GMT, LST, DST). Planning Itineraries by Air.
- Unit 2 : Familiarization with books - RED & BLUE ABC's, AIR TARIFF - RULES, MPM, WORLD WIDE, TIM. Airlines schedules. Familiarization with Air Tariff.
- Unit 3 : Introduction to fare construction - main components of Domestic & International Air fare mileage principle, Excess mileage allowance, Excess mileage surcharge, Higher Intermediate Point, Circle Trip minimum, Black Haul Check, Add Ones. Special Fares - excursion, student, seaman, Discounts in Domestic & International Airlines- infants, senior citizen, cancer patient, Travel Agents. Cancellation Rules in Domestic and International Airlines.
- Unit 4 : Passenger Ticket and Baggage Check - One Way, Round the world trip, Circle trip, Open Jaw trip, baggage allowance in international & domestic sector. Frontier Formalities - Airport Formalities for domestic and international flights. Ticketing entries.
- Unit 5 : Universal Air Ticket Plan, Credit Card Schemes and their use. Air Transportation Taxes. Miscellaneous - First Flight Coupon, international currencies, Airline Codes for Indian Cities and Prominent International Cities, Reporting time, NO SHOW PASSENGER, SCHENGEN STATES, prominent Airports in India & abroad.

Reference Books

1. Air Cargo Tariff rates book.
2. IATA Live Animal Regulatory Manual
- ~~3. Travel Trade and Transport - JMS Negi~~
3. Travel agency and Tour operation - JMS Negi

RECOMMENDED BOOKS:

- 1- ABC world wide Airways charters
- 2- Air Tariff book 1, Worldwide Fares
- 3- Air Tariff book 1, Worldwide Rules, IT Fares etc
- 4- Air Tariff book 1, Worldwide, Allocation permitted itineraries
- 5- Travel & Tourism Manual

M.T.M. 402 TOURISM REGULATIONS AND CONFERENCE CONVENTION
MANAGEMENT

- Unit 1** : Introduction to Conventions, Exhibitions, Meetings, Prominent Convention venues in India.
- Unit 2** : Definition of Conference and components of Conference Market. The nature of Conference Markets, the demand for Conference facilities, the socioeconomic significance of Conventions.
- Unit 3** : The Impact of Conventions local regional & national level on various communities, demographic trends, International Market Perspective.
- Unit 4** : Trade shows and Exhibitions - main purpose, types of shows, benefits, facilities, Project Planning, and Development, Organizing Events, Major attributes of Meeting Planners.
- Unit 5** : Development of Convention Hotels, Sales and Marketing Plan, Hotel Service Convention Management., Human Resource Management, Transportation, Group Fares, Airline Negotiations, Cargo Transportation, F & B Planning and operation Management Incentives.

① Hotel and Restaurant Management
- Tara Chand.

- Unit 1 : Familiarization of Cargo Tariffs, Rules regarding Cargo Acceptance Weight and principles of Cargo Rates.
- Unit 2 : General Cargo Rates, Concepts and Rating, specific commodity rates, valuation charges, Airway bill, Disbursement (DB) Charges Collect (CC), Government Documents.
- Unit 3 : Shipping Bills and other Export/Import formalities, Custom formalities.
- Unit 4 : Aircraft Cargo configuration and capacity familiarization, Cargo Special Loads, Live Animals Regulations etc.
- Unit 5 : Cargo Agency Sales Reports, Cargo Agency Commissions, Basics of Customs Regulations & Act with reference to Cargo.

Suggested Readings

- ① Tourism Transport and Travel Management
P.C. Sinha.
- ② Foreign Exchange, Concept, Practices and
Control C. Teerathandran.
- ③ IATA Air Cargo manual.
- ④ Export Management.

M.T.M. 404 ACCOMMODATION F & B SERVICE

- Unit 1 : Departmental Organization, staff and their duties, hierarchy, job specifications. Main functions of F & B department.
- Unit 2 : Types of food & beverage outlets. Relationship with the other Departments of the Hotel & external agencies.
- Unit 3 : Planning Food Service Counter and Restaurant. Restaurant - organization service, equipment's & control system. Restaurant layout staff requirements, duties, roster, basic Restaurant Etiquette.
- Unit 4 : The Non Alcoholic & Alcoholic Beverages and Bar Operation. Menu planning, terminology Menu Merchandising, Gueridon Services.
- Unit 5 : Room Services. Planning & operation of various food & beverage services and a Commercial Restaurant.

- ① Hotel and Restaurant Management
- Tarachand
- ② Front office Management - Sulhix Andrew
- ③ Tourism and Hoteling - JMS Megi
- ④ Marketing in Hospitality and Tourism
- Cassel.