Mahatma Gandhi University
MEGHALAYA
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SYLLABUS MANUAL

PROFESSIONAL PROGRAMME
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Detailed Syllabus

YEAR 1
SEMESTER I
DATHM11 --- Basics of Tourism

Unit 1:
- Tourism: The relationship between leisure, recreation and tourism
- Types of travellers, types of tourist according to their behaviour.
- Travel Lingo
- Classification of tourism in terms of: Destination visited – International tourism and domestic tourism
  Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism.
- Mode of travel arrangement – Inclusive travel and Independent travel
- Motivation of Travel:

Unit 2: Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc.

Unit 3: Cultural motivations: pilgrimage tourism, cultural curiosity etc.

Unit 4: Interpersonal Motivation: meeting new people, VFR, etc

Unit 5: Status and Prestige motivation: business motivation:
  - Global tourism
  Description of the development of tourism in the Ancient era, Imperial era (Roman travellers, Greek
  travellers, Indian travellers), Silk Route and Grand tours, Thomas Cook and the development of tourism, 
  & Present scenario of the tourism industry.
  - Factors that have led to the growth of tourism Technology and destination development
  - Changing social patterns Changing Living standards.
  - Barriers to the growth of tourism
  - Factors existing at the destination: terrorism, & political and socialenvironment
  - Factors barring a potential tourist from travelling: time, cost, and social barriers.
  - Domestic tourism
  Definition and Significance of Domestic tourism
  - Positive and Negative impacts of tourism
  - Economic Impacts
  - Socio-culture Impacts
  Environmental impacts
  - Carrying capacity
  Types of carrying capacity: Physical, biological, Social carrying capacity
  Importance of carrying Capacity
  - Sustainable and Eco-tourism
  Definition of Eco tourism
  Benefits and Importance of Eco tourism
  Agenda 21
  Definition and bodies promoting Sustainable tourism
  Principles of Sustainable tourism
  Difference between Mass and Green Tourism

DATHM12--- Tourism Product & Services Part –I

Unit 1: The Tourism Product, 3 A’s of Tourism, The Ideal Tourism Product.
Unit 2: Accommodation: **Types of Hotels:** International Hotels, Resorts, Commercial Hotels, Residential Hotels, Floating Hotels, Heritage Hotels. **Supplementary Accommodation:** Motels, Youth Hostel, Caravan and Camping Sites, Pensions, Bed and Breakfast Establishments, Tourist Holiday Villages.

Unit 3: Transportation: India by Air, India by Rail, India by Road. Transport by water: Travelling in India-Documents and Formalities.


Unit 5: Hill Stations in India

DATHM13--- Basics of Management & its Application

Unit 1: Introduction to Management: Meaning, definition and concept.

Unit 2: Characteristics of Management

Unit 3: Importance of Management

Unit 4: Management-a science or an art

Unit 5: Levels of Management

Unit 6: Functions of Management

Unit 7: Management Theories: Scientific Management

Administrative Management

Unit 8: Planning: Nature and Purpose, Forms of Planning, Types of Plan, Decision Making.

Unit 9: Organization: Meaning, characteristics and importance

1. Principles of Organization
2. Types of Organization
3. Delegation
4. Centralization and Decentralization

Unit 10: Direction:

1. Communication
2. Staffing
3. Motivation
4. Leadership

Unit 11: Co-ordination:

1. Meaning, definition
2. Principles of co-ordination
3. Techniques of effective co-ordination
4. Importance
5. Process

Unit 12: Control:

1. Definition
2. Characteristics
3. Pre-requisites
4. Control Process

DATHM14--- Geography of Tourism (India)

Unit 1: Mumbai

1. Places of Interest: Juhu Beach, Kanehri Caves, Gateway Of India, Hanging Gardens, Marine Drive, Haji Ali’s Tomb And Mosque, Elephanta Caves.

**Unit 2: Bangalore**
1. Places of Interest: Bull Temple, Gangadhereshvara Temple, The Fort, Tipu Sultan’s Palace,

**Unit 3: Ahemadabad**

**Unit 4: Hyderabad**
1. Places of Interest: Char Minar, Mecca Masjid, Birla Mandir, Saler Jung Museum, Golconda Fort, QutubShahi Tomb, Osmania University.
2. Excursions: Yadagirigatta, Nacharam, NagarjunaSagar.

**Unit 5: Chandigarh**

**Unit 6: Chennai**
1. Places of Interest: Fort St. George, Kapileshwara Temple, Marina Beach, St. Thome Cathedral, Kalakshetra, Theosophical Society, MGR Film City.
2. Excursions:Cholamandal Artists Village, DakshinChitra, Vendalur, Covelong, Crocodile Park, Pulicat Lake, Mammallapuam, Thiruvizhukundram, Kanchipuram, Tiruvannamallai.

**Unit 7: New Delhi**
2. Excursions: Nainital, Ranikhet, Mussoorie, Rishikesh, Haridwar, Neemrana, Kesroli

**Unit 8: Cochin**
1. Places of Interest Mattancherry Palace, St. Francis Church
2. Excursions: Kalady, Athirampally.

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**DATHM15--- Customer Care & Interpersonal Skills**

**Unit 1:** Customer Care: Concepts
**Unit 2:** Customer Classification: Service Provider. Key areas of customer care.
**Unit 3:** Customer Feedback, Feedback Tools
**Unit 4:** Service Recovery Management
**Unit 5:** Grooming and Etiquette
**Unit 6:** Telephone Handling Skills
**Unit 7:** Complaint Management
**Unit 8:** Transactional Analysis in Customer Care
**Unit 9:** Case studies and Role Plays
**Unit 10:** Specific Focus on AIRLINES, TOURISM, HOSPITALITY INDUSTRY
SEMESTER II

DATHM21--- Tourism Product and Services Part –II

Unit 1: Indian Wildlife
Unit 2: Fairs and Festivals in India
Unit 3: Shopping in India
Unit 4: Cuisine in India
Unit 5: Museums in India
Unit 6: Arts & Crafts in India
Unit 7: States of India:
  Rajasthan: Rajasthan at a glance, Jaipur, Bharatpur, Merta, Nagaur, Kota, Shekhawati, Sikar, Jhunjhunu, Churu, Jodhpur, Bikaner, Jaisalmer, Udaipur.
  Himachal Pradesh: Himachal Pradesh at a glance, Shimla, Kullu, Manali, Spiti, Dharamshala, Dalhousie, Chamba.
  Goa: Goa at a glance, Panaji, Old Goa – Velha Goa, Mapusa, North Goa, South Goa, Madgaon or Margaon, Vasco da Gama, Terekhol Fort, Dudhsagar Waterfall.
  Kerela: Kerela at a glance, Thiruvananthapuram, Calicut, Cochin, Wynad, Kasargod.

DATHM22--- Tourism Industry Profile

Unit 1: Fast Food Joints: Barista, Café Coffee Day, McDonalds, Pizza Hut, Domino’s.


Unit 4: Aviation Industry: Jet Airways, Air Sahara, Air Deccan, Kingfisher, Indian Airlines, Air India, Emirates, Singapore Airlines, Malaysian Airlines, Thai Airways, Air Lanka.

DATHM23--- Tourism Management

Unit 1: Infrastructure of Tourism Management
  • Structural components
  • Important tourist services
  • The seasonal character of tourism
  • Suggestions for improvement of tourism

Unit 2: Nature and Classification of Tourism
  • Basic nature of tourism
  • Nature of tourism: Leiper’s Model, TGR, TR, TDR
  • Varied benefits of tourism
  • Indian concept of classification of tours/tourism.

Unit 3: Tourism Planning
• Need for tourism planning
• Essentials of planning
• Eight-point planning process
• Aims of tourism planning
• Significance of planning

Unit 4: Tourism Organisational Set Up In India
• Structure of department of tourism
• NTO & its Functions

DATHM24--- Geography of Tourism
Note: Map work –For the locations mentioned.

Unit 1: France: National name, President, Tourist arrivals in 2003, Area, Tourism Tax, Medical precautions for tourists, Currency, Population, Languages, Religion, Food.

Unit 2: Important Locations: Paris (The region surrounding the capital - the Île de France - the palace Versailles and Fontainebleau, Disneyland Paris) The Louvre, Musée d’Orsay, The Arc de Triomphe, Tour Eiffel or Eiffel Tower, Notre-Dame de Paris, Les Champs-Elysées, Centre Georges Pompidou, La Grande Arche dela Défense, The Obelisk at the Place de la Concorde, Channel Tunnel, Mont StMichel.


Unit 4: Switzerland: Govt. type, Land Areas, Capital city, Bordering Countries, Inhabitants, languages, climate, landforms, no of airports, currency, food items, Major provinces: Bernese oberland, Valais, Lake Geneva region, Ticino, Schweizermittelstand, Fribourg/neuchatel, Jura, jurabernois, Art & culture: museums, castles, modern festivals as tourist attractions.

Unit 5: Malaysia: Background, location, full country name, people, population, languages, religion, Govt. head of state, head of gov, capital, currency, No. of airports. Major attractions: Kuala Lumpur, Langkawi, Genting Highlands, Cameron Highlands, Penang Island, Melaka, Tioman Island, means of transportation, activities, Sabah, Sarawak. Activities, events (major festivals), when to go, facts for the traveler (visas, health risks). Local customs, dining and drinking, dress code.

Unit 6: Australia: Background, location, area, coastline, climate, terrain, elevation extremes, population, ethnic groups, religions, country name, Govt type, capital, major cities, currency, language, no. of tourist arrivals in 2003, history, discovery, independence, states and territories, no of airports, major airlines, tourist offices, passports and visas, wildlife, world heritage, beaches, getting around. Major attractions in Canberra, Great Barrier Reef, Brisbane, Gold Coast, Fraser Island, Daintree rainforest, Cairns, Sydney, Blue Mountains, Port Stephens, Melbourne, 12 apostles, The Dandenongs, Varra Valley and the ranges, Daylsford, Maryton Park, Adelaïde, Kangaroo island, Perth, Bungle bungles, near Alice Springs, Darwin, Kakadu National Park, Hobart.

Unit 7: South Africa: Background, location, area, climate, terrain, elevation extremes, natural resources, population, ethnic groups, religions, languages, country name, Govt type, capital, administrative divisions, currency,
independence, official and pvt. tourism body, world heritage sites, tourist arrivals in 2003, visas, health risks, getting around, food, drink, best time to visit, culture and heritage places - museums, art galleries, events of tourism in 2004.


Unit 8: Singapore: Background, Uniquely Singapore, Singapore today, Geographical Location, language, people, major attractions, climate, currency, tourist Arrivals in 2003, Govt. type, population, weather, visa and entry facilities, Getting around, official tourist body.

Unit 9: Major attractions: ethnic quarters, Isles of Singapore, landmarks and Memorials, nature reserves, place of worship, Singapore river, Major Tourism events.

DATHM25--- Human Resource Management

Unit 1: Introduction to Human Resource Management- Definitions, Functions Of Personnel Management, Objectives of Personnel Management, Qualities Of A Good Personnel Manager
Unit 3: Recruitment- Definition, Sources Of Recruitment, Internal Sources Of Recruitment& (Advantages, Disadvantages), External Sources (Advantages, Disadvantages) Selection- Definition, Steps In Selection Process (Application Blank, Initial Interview Of The Candidates, Employment Tests
Unit 4: Interviews, Checking Reference, Physical or Medical Examination, Final Interview & Induction).
Unit 6: On the Job- Job Instruction Training, Job Rotation, Special Assignments).
Unit 7: Off the Job -Vestibule Training, Lecture Method, Conference Method, Seminar Or Team Discussion, Case Study Method.
Unit 8: Development-Definition, Need, Methods- On the Job, Off the Job.
Unit 9: Performance Appraisal- Definition, Objectives, Process, Methods-Past Oriented, Future Oriented.
Unit 10: Job Evaluation- Definition, Objectives, Principles, Methods-Non Analytical, Analytical.
Unit 11: Employee Remuneration- Definition, Components, Factors Influencing Employee Remuneration, Concept of Wages.