

## 6.1 BASICS OF MANAGEMENT

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### RATIONALE

The diploma holders are generally expected to take up middle level managerial positions, their exposure to basic management principles is very essential. Topics like Structure of Organization, Leadership, Motivation, Ethics and Values, Customer Relationship Management (CRM), Legal Aspects of Business, Total Quality Management (TQM), Intellectual Property Rights (IPR) etc. have been included in the subject to provide elementary knowledge about these management areas.

### DETAILED CONTENTS

1. Principles of Management (06 hrs)
  - 1.1. Introduction, definition and importance of management.
  - 1.2. Functions of Management  
Planning, Organizing, Staffing, Coordinating, Directing, Motivating and Controlling.
  - 1.3. Concept and Structure of an organization  
  
Types of industrial organization
    - a) Line organization
    - b) Functional organization
    - c) Line and Functional organization
  - 1.4. Hierarchical Management Structure  
Top, middle and lower level management
  - 1.5. Departmentalization  
Introduction and its advantages.
2. Work Culture (06 hrs)
  - 2.1. Introduction and importance of Healthy Work Culture in organization
  - 2.2. Components of Culture
  - 2.3. Importance of attitude, values and behaviour  
Behavioural Science – Individual and group behaviour
  - 2.4. Professional ethics – Concept and need of Professional Ethics

3. Leadership and Motivation (06 hrs)
- 3.1. Leadership
    - a) Definition and Need of Leadership
    - b) Qualities of a good leader
    - c) Manager vs. leader
  - 3.2. Motivation
    - a) Definition and characteristics of motivation
    - b) Factors affecting motivation
    - c) Maslow's Need Hierarchy Theory of Motivation
  - 3.3. Job Satisfaction
4. Legal Aspects of Business: Introduction and need (06 hrs)
- 4.1. Labour Welfare Schemes
    - a) Wage payment : Definition and types
    - b) Incentives: Definition, need and types
  - 4.2. Factory Act 1948
  - 4.3. Minimum Wages Act 1948
5. Management Scope in different Areas (12 hrs)
- 5.1. Human Resource Development
    - a) Introduction and objective
    - b) Manpower Planning, recruitment and selection
    - c) Performance appraisal methods
  - 5.2. Material and Store Management
    - a) Introduction, functions and objectives of material management
    - b) Purchasing: definition and procedure
    - c) Just in time (JIT)
  - 5.3. Marketing and Sales
    - a) Introduction, importance and its functions
    - b) Difference between marketing and selling
    - c) Advertisement- print media and electronic media
    - d) Market-Survey and Sales promotion.

- 5.4. Financial Management – Introduction
  - a) Concept of NPV, IRR, Cost-benefit analysis
  - b) Elementary knowledge of Income Tax, Sale Tax, Excise duty, Custom duty, Provident Fund
- 5.5 Maintenance Management
  - a) Concept
  - d) Preventive Maintenance
- 6. Miscellaneous topics (12 hrs)
  - 6.1. Customer Relationship Management (CRM)
    - a) Definition and Need
    - b) Types of CRM
    - c) Customer satisfaction
  - 6.2. Total Quality Management (TQM)
    - a) Inspection and Quality Control
    - b) Concept of Quality Assurance
    - c) TQM
  - 6.3. Intellectual Property Rights ( IPR)
    - a) Introduction, definition and its importance
    - b) Infringements related to patents, copyright, trade mark

## **INSTRUCTIONAL STRATEGY**

It is observed that the diploma holders generally take up middle level managerial positions, therefore, their exposure to basic management principles is very essential. Accordingly students may be given conceptual understanding of different functions related to management. Some of the topics may be taught using question answer, assignment or seminar method. The teacher will discuss success stories and case studies with students, which in turn, will develop appropriate managerial qualities in the students. In addition, expert lectures may also be arranged from within the institutions or from

management organizations. Appropriate extracted reading material and handouts may be provided.

## RECOMMENDED BOOKS

1. Principles of Management by Philip Kotler TEE Publication
2. Principles and Practice of Management by Shyamal Bannerjee: Oxford and IBM Publishing Co, New Delhi.
3. Financial Management by MY Khan and PK Jain, Tata McGraw Hill Publishing Co., 7, West Patel Nagar , New Delhi.
4. Modern Management Techniques by SL Goel: Deep and Deep Publications Pvt Limited , Rajouri Garden, New Delhi.
5. Management by James AF Stoner, R Edward Freeman and Daniel R Gilbert Jr. : Prentice Hall of India Pvt Ltd, New Delhi.
6. Essentials of Management by H Koontz, C O' Daniel , McGraw Hill Book Company, New Delhi.
7. Marketing Management by Philip Kotler, Prentice Hall of India, New Delhi
8. Total Quality Management by DD Sharma, Sultan Chand and Sons, New Delhi.
9. Intellectual Property Rights and the Law by Dr. GB Reddy.
10. Service Quality Standards, Sales & Marketing Department, Maruti Udyog Ltd.
11. Customer Relationship Management: A step-by-step approach, Mohamed & Sagadevan Oscar Publication, Delhi
12. Customer Relation Management, Sugandhi RK, Oscar Publication, Delhi.

## SUGGESTED DISTRIBUTION OF MARKS

<b>Topic No.</b>	<b>Time Allotted (hrs)</b>	<b>Marks Allotted (%)</b>
1.	06	15
2.	06	10
3.	06	15
4.	06	10
5.	12	25
6.	12	25
<b>Total</b>	<b>48</b>	<b>100</b>

## 6.2 TOURISM AND HOSPITALITY MARKETING -II

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### RATIONALE

Tourism marketing further introduces the students to know specific components of the industry, market, their products and what are the opportunities and constraints faced by the industry. A thorough knowledge of product and product design in tourism industry along with inter-relationships between different products will increase their employment opportunities.

### DETAILED CONTENTS

#### THEORY

1. Concept of Product and product design in tourism industry, inter-relationship between different products with special reference to India and the countries of the subcontinents (16 hrs)
2. Transport and Travel Services Marketing (16 hrs)
  - Tourism transport marketing
  - Travel agency and tour operation marketing
  - Service marketing mix
3. Tourism Markets – International (16 hrs)
  - Scope
  - Threats
  - Trends
4. Marketing of Indian Tourism:
  - Seasonality, Foreign Exchange Earnings (16 hrs)
  - Length of Stay Profile of visitors
  - India's Image Abroad

#### PRACTICAL EXERCISES

1. To study the product life cycle of one tourism product
2. To study the tourism marketing strategy of three different organizations

## INSTRUCTIONAL STRATEGIES

The different steps in tourism marketing should be illustrated with case studies so that the students may know the practical difficulties and their solutions for adopting better marketing strategies.

## RECOMMENDED BOOKS

1. Marketing Communication and Advertising by Bhatia, R.C., Vikas Publishing House, New Delhi
2. Strategic Marketing for Tourism and Hospitality Industry by Philip Kotler, John Bowen and James Makens
3. A Complete Travel Marketing Handbook by Andrew Vladmir, NTC business books publication, Illinois, 1975
4. Tourism Marketing by Wahab S., Gramptor L and Rothfield L, Tourism International Press Publication, London 1976
5. Tourism Marketing and Management Handbook by stephen F. Will and Luiz Maintinte, Prentice Hall Publication, New York, 1989

## SUGGESTED DISTRIBUTION OF MARKS

<b>Topic No.</b>	<b>Time Allotted (Hrs)</b>	<b>Marks Allotted (%)</b>
1	16	30
2	16	30
3	16	20
4	16	20
<b>Total</b>	<b>64</b>	<b>100</b>

## 6.3 TRAVEL AGENCY AND TOUR OPERATIONS

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### RATIONALE

The subject gives details regarding basic rudiments of procedures adopted by Travel agencies in the specific fields and focuses in the prescribed requirements by the administrative and bureaucratic machinery looking after specific needs of tourism and allied activities.

### DETAILED CONTENTS

#### THEORY

1. Travel Agency (TA) and Tour Operator (TO): Definition, Types, History & Difference between TA & TO, e-Travel Agencies (10 hrs)
2. Various functions of TA /TO, Organization. Structure of TA/TO, Brief idea of Tour Escorting and Guiding (08 hrs)
3. Tour Packaging : (08 hrs)  
Preparation of Itinerary, costing, value-added services provided by an agent  
Essential of designing the tour package
4. Documentation: (08 hrs)  
Passport, Visa, Health Certificates, Special permits, customs & other tourist formalities. Insurance & foreign exchange requirements, travel checks, currencies, VTM Card.
5. Requirements for setting up of a Travel Agency, Approval for the setting up of TA/TO by Government and various organizations(IATA/IATO) (08 hrs)
6. Passport Act, Travel Agency Act and other legal issues (06 hrs)

#### PRACTICAL EXERCISES

1. Case studies of Cox & Kings, Thomas Cook, SOTC (Organisational structure) KYONI Club 7
2. Visits to various travel agencies for practical experience in an actual work atmosphere
3. To study the organizational structure of any travel agency of the state.



4. Itinerary Preparation and Costing
5. Filling up of Passport Application Forms, Visa Forms of various countries.

### **INSTRUCTIONAL STRATEGY**

Case studies will enable the students to know about the various existing travel agencies and tour operators. Group task and individual projects by the students in actual work atmosphere will help them to know pros and cons of setting up their own travel agency along with its detailed functioning

### **RECOMMENDED BOOKS**

1. Successful Tourism Management, Vol.II, tourism Practices by Pran Nath Seth, Published by Sterling Publishers Private Ltd New Delhi
2. Internet Information- International institute of Travel, Toronto, Canada (Diploma in Travel and Tourism)
3. Tourism Development-Principles and Policies by A.K.Bhatia, Sterling publication, New Delhi, 1991
4. Professional Travel Agency management by Gee, Chuck, Prentice Hall Publication, London, 1990
5. An Introduction to Tourism by N. Jayapalan, Atlantic Publishers and Distributors, Delhi
6. Development of Tourism in India by A. Nafees Khan, Anmol Publications Pvt. Ltd.
7. Travel Agency Operations, Negi, J.M.S. Gitanjali Publishing House, New Delhi
8. Basis of Tourism Theory, Operation and Practice by Krishen K. Kamra & Mohinder Chand, Kanishka Publications distributors, 2002

### **SUGGESTED DISTRIBUTION OF MARKS**

<b>Topic No.</b>	<b>Time Allotted (Hrs)</b>	<b>Marks Allotted (%)</b>
1	10	25
2	08	15
3	08	15
4	08	15
5	08	15

6	06	15
<b>Total</b>	<b>48</b>	<b>100</b>

**ELECTIVE - II**  
**6.4 (a) HERITAGE TOURISM**

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3 - 3

**RATIONALE**

The subject aims to cover the various aspects of the vast heritage of India. This subject will enable the students to have a wider prospective of cultural heritage of India.

**DETAILED CONTENTS**

**THEORY**

1. Heritage Tourism –Introduction, Meaning, Concept (12 hrs)
2. Role of Government in Heritage Tourism at the Central and State Level (12hrs.)
3. Heritage States in India as recognized by UNESCO :- their historical background, Location , accessibility, National and International organizations-UNESCO, ASI, INTACH. (12 hrs)
4. Cultural Heritage of India: Heritage Hotels, Classification of Heritage Hotels, Palaces and Forts of India (12 hrs)

**PRACTICALS**

1. Visit to any two heritage sites
2. Preparing a script of at least 10 heritage sites of India

**RECOMMENDED BOOKS**

1. Cultural History of India, AL Bhushan,
2. Wonder that was India, AL Bhushan
3. Incredible India- Site on net

**SUGGESTED DISTRIBUTION OF MARKS**

<b>Topic No.</b>	<b>Time Allotted (Hrs)</b>	<b>Marks Allotted (%)</b>
1	12	25
2	12	25

3	12	25
4	12	25
<b>Total</b>	<b>48</b>	<b>100</b>

**ELECTIVE - II**  
**6.4 (b) TOURISM IN JAMMU AND KASHMIR**

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**RATIONALE**

The course aims at providing a comprehensive overview of J&K Tourism, elucidating state's tourist resource potential, tourism infrastructure and tourist trends over the years. It critically examines the existing tourism planning and policy framework and reviews performance of J&K in the context of both domestic and international tourism.

**DETAILED CONTENTS**

**THEORY**

1. History and cultural background of J&K state (08 hrs)  
Land, people, languages, population, cuisine, costumes, folk dances, music, paintings. Types of tourism in J&K – Pilgrimage, adventure tourism in J&K, cultural and heritage tourism, aesthetic tourism, eco-tourism, hill tourism
2. Physiographic features of J&K state including mountains, valleys, rivers, lakes, wildlife, forests and climatic conditions (07 hrs)
3. Tourism in Jammu (10hrs)  
Population profile of Jammu: Paintings, sculpture, handicrafts; transportation, accommodation, attractions – archeological sites and monuments, pilgrimage places, museums, lakes, hill resorts, fairs and festivals
4. Tourism in Kashmir (10 hrs)  
Profile of Kashmir, painting, sculpture, handicrafts Population transportation, accommodation, attractions – archeological sites and monuments, pilgrimage places, museums, lakes, hill resorts, fairs and festivals
5. Tourism in Ladakh (10 hrs)  
Profile of Ladhakh, painting, sculpture, handicrafts Population transportation, accommodation, attractions – archeological sites and monuments, pilgrimage places, museums, lakes, fairs and festivals
6. Planning and policies for J&K state tourism; tourist trends in J&K state; problems and prospects of tourism in J&K (03 hrs)

**PRACTICAL EXERCISES**

1. Detailed study of tourist map of J&K state

2. To study the fairs and festivals held in J&K state
3. To visit the monuments and museums of J&K state
4. To visit the pilgrimage places in J&K state
5. To study the problems and prospects of adventure tourism in J&K state

### **INSTRUCTIONAL STRATEGY**

Field visits as far as possible along with use of video films, internet and photographs will enable the students to have clear perception of tourism in J &K state.

### **RECOMMENDED BOOKS**

1. Trekking Map of Ladakh: Jammu and Kashmir and Lahaul & Spiti with Itineraries Manali to Leh - Ladakh Route Map, Natraj Books Publication
2. Traveller's Companion to India, Edited by P. Poovendran, Natraj books publication
3. Tour and Pilgrimage in India, Natraj. books publication
4. Road Guide to Srinagar with Latest Map, Natraj books publication
5. Pilgrimage centres of India by B.K. Chaturvedi, Natraj books publication
6. Northern India: A Tourist Guide, Natraj books Publication
7. India: A Traveller's Companion by Fran Seth, Natraj books publication
8. India: Questions of Culture : Answers on customs and Traditions by Sub Dewan, Natraj books publication
9. Guide to India's Wildlife. with a Unique Multi- colour Map. Natraj books publication
10. Famous Tourist Centes of India by BX. Chaturvedi, Natraj books publication
11. Ladhakh and Himalayas – Tourist and Spiritual Profile by Vidya Sagar Sharma, Anmol Publications Pvt. Ltd., New Delhi

### **SUGGESTED DISTRIBUTION OF MARKS**

<b>Topic No.</b>	<b>Time Allotted (Hrs)</b>	<b>Marks Allotted (%)</b>
1	08	20
2	07	10
3	10	20
4	10	20
5	10	20

6	03	10
<b>Total</b>	<b>48</b>	<b>100</b>

## 6.5 LANGUAGE - IV

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### RATIONALE

This subject will enable the students to master at least one foreign language. Thorough learning of one language will also create interest in him/her to learn other languages in spare time. The communication with the clients in their own language will make them comfortable and in turn boost the market.

### DETAILED CONTENTS

#### THEORY

Unit 1	Lesson 36	(03 hrs)
	Lesson reading Use of les Pronoms possessifs Conjugations of a' l'imperatif	
Unit 2	Lesson 37	(03 hrs)
	Lesson reading Use of les Pronoms personnels Conjuguez au Passe' Compose'	
Unit 3	Lesson 38	(03 hrs)
	Lesson reading Use of L, Objet indirect	
Unit 4	Lesson 39	(03 hrs)
	Use of Pronoms Personnels (fin) conjuguez aux diverses personnes	
Unit 5	Lesson 40 - 41	(05 hrs)
	La Conjugaison de: Mener, Peser, lever, acheter Use of le feminine des norms Lesson reading	
Unit 6	Lesson 42 -43	(05 hrs)
	Lesson reading	



3. French for Mastery Tous Ensemble by Jean-Paul Valette and Rebecca M.Valette
4. French by Jo Helstron and Conrad J.Schmitt

#### **SUGGESTED DISTRIBUTION OF MARKS**

<b>Topic No.</b>	<b>Time Allotted (Hrs)</b>	<b>Marks Allotted (%)</b>
1	03	10
2	03	10
3	03	10
4	03	10
5	05	15
6	05	15
7	05	15
8	05	15
<b>Total</b>	<b>32</b>	<b>100</b>



## 6.6 MAJOR PROJECT

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The practical training cum project work (major project 4000 –5000) words is intended to place students for project oriented practical training in actual work situations for the stipulated period with a view to :

- i) Develop understanding regarding the size and scale of operations and nature of field work in which students are going to play their role after completing the courses of study.
- ii) Develop understanding of subject based knowledge given in the classroom in the context of its application at work places.
- iii) Develop first hand experience and confidence amongst the students to enable them to use and apply polytechnic/institute based knowledge and skills to solve practical problems to be encountered in the world of work.
- iv) Develop special skills and abilities like interpersonal skills, communication skills, attitudes and values etc.

This practical training cum project work should not be considered as merely conventional industrial training in which students are sent at work places with minimal or no supervision. This experience is required to be planned and supervised on regular basis by the polytechnic faculty. For the fulfillment of above objectives, polytechnic may establish close linkages with 8-10 relevant organizations for providing such an experience. It is necessary that each organisation is visited well in advance by the concerned teachers and activities to be performed by students are well defined. The chosen activities should be those which are of curricular interest to students and of professional value to industrial/field organisations. Each teacher is expected to supervise and guide upto 5-6 students.

Effort should be made to identify actual field problems to be given as project work to the students. Selected project should not be too complex which is beyond the level of comprehension of the students. The placement of the students for such a practical cum project work should match with the competency profile of students and their personality and attitude. Students may be assessed both by industry/organisation and polytechnic faculty. The suggested performance criteria are given below:

- a) Punctuality and regularity
- b) Initiative in learning/working at site
- c) Level/proficiency of practical skills acquired
- d) Sense of responsibility
- e) Self expression/Communication skills

- f) Interpersonal skills
- g) Report Writing skills
- h) Viva voce

Some of suggested projects are given below:

1. Preparation of a perspective plan for tourism development for a place assigned to the student
2. Preparation of feasibility report for setting up a travel agency
3. To prepare a project report/marketing plan for a hotel.
4. To prepare a report on planning and formulation of tourism literature and promotional matter.
5. To study the socio-cultural, environmental and economic impact of tourism in a nearby tourist place.
6. To conduct market research for one tourism destination in terms of study, culture and adventure.
7. To conduct visitors survey and prepare a tourist profile. To study the tourist behaviour in a chosen state.
8. To calculate the percentage share of India in world tourism in terms of arrival and expenditure and to study the implications of Euro issue on tourist traffic.
9. To explore one potential tourist destination and prepare a case study
10. To study the growth/decline of tourism in any state/region over a period of 20 years.
11. To prepare a project report/marketing plan for a banquet hall
12. Preparation of feasibility report for setting up a fast food restaurant
13. Preparation of feasibility report for organising trade fair
14. To study the safety and security perspective of tourists in J&K state
15. To study the environmental aspect of tourism in the nearby wetland areas
16. To compare the tourism potential of museums in J&K and other states
17. To study the marketing strategies being adopted by any tourism organization
18. To study the role and importance of PRO in various tourism organizations

19. To study the individual techniques being adopted by various tourism organizations