

MBA –TOURISM MANAGEMENT IST SEM.

FIRST SEMESTER	
101	MANAGEMENT CONCEPT & PROCESSES
102	MANAGERIAL ECONOMICS
103	BUSINESS ENVIRONMENT
104	FINANCIAL ACCOUNTING
105	QUANTITATIVE METHODS
106	COMPUTER APPLICATIONS IN MANAGEMENT
107	TOURISM THEORY, PRINCIPLES & PRACTICES
108	TOURISM PRODUCTS OF INDIA

(TOURISM MANAGEMENT) IST SEM.

101	MANAGEMENT CONCEPT & PROCESSES
UNIT-1	Introduction and Approaches to Management : Concept of Management and its significance, Managerial Roles, Evolution of Management Theory – Classical, Neo-classical and Modern School of Management, approaches to Management, Micro and Macro Environment for Managers, Management levels and Management skills, Functional Areas of Management. Management as Profession
UNIT-2	Planning and Decision Making: Concept, Process, Types and Significance of Planning, Concept, Types and Process of Setting Objectives; Planning Tools, Concept, Process and Managerial Implications of MBO, Concept, Process, Types and Styles of Decision Making, Environments of Decision Making
UNIT-3	Organizing principles and process: Nature, Principles, process and significance of organizing. organizational structure and Design, approach to Organization Design, Departmentation
UNIT-4	Staffing and Directing –Meaning, importance and elements of staffing, Concept, Nature, Scope, Principles of Direction, Manager versus leaders, Leadership Theories, Approaches to leadership, Motivation Concept, Theories and Implications, Communication , Barriers to effective communication
UNIT-5	Controlling : Nature, Process and Aspect of Control, Control Tools and Techniques , Managing Productivity, Quality Control , case studies on relevant issues

SUGGESTED READINGS:

1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India,
2. Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition.
3. Hellriegel, Slocum & Jackson, ' Management -A Competency Based Approach', Thomson South Western, 10th edition, 2007.
4. Harold Koontz, Heinz Wehrich and Mark V Cannice, 'Management -A global perspective
5. Griffin, Management: Principle & Applications, Cengage Learning
6. P.Subba Rao, Principles of Management, Himalaya Publishing
7. Mukherjee, Principles of Management and Organisational behavior, Tata McGraw Hill

(TOURISM MANAGEMENT) IST SEM.

102	MANAGERIAL ECONOMICS
UNIT-1	Nature and Scope of Managerial Economics: Nature, Scope and Significance of managerial economics, Role and Responsibility of managerial economists.
UNIT-2	Utility and Indifference Curve Analysis: Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus.
UNIT-3	Demand and Production Analysis: Law of demand, Factors affecting demand, Elasticity of demand, Techniques of forecasting demand - Survey and Statistical methods. Production function with one variable input or law of variable proportions, Production function with two variable inputs or isoquant, Production function with all variable inputs or Return to scale, Law of supply and classification of cost. Practical Problems.
UNIT-4	Market Structure and Pricing: Different market structure, Price and output determination under perfect competition, Monopoly, Monopolistic competition, Oligopoly. Price Determination under Discriminating Monopoly.
UNIT-5	Profit Management: Concept, Nature and Measurement of profit, Concept of risk and uncertainty, Risk uncertainty and innovations. Theories of profit, Profit planning and forecasting, Profit policies, Business cycle - Causes and Control.

SUGGESTED READINGS:

1. Managerial Economics: by Varshney & Maheshwari Pub, Sultan Chand.
2. Mote, Paul & Gupta-Managerial Economics: Concepts & Cases.
3. D.N. Dwivedi-Managerial Economics
4. D.N. Hague-Managerial Economics.
5. C.I. Savage & J.R. Small-Introduction to Managerial Economics.
6. C.J. Stocks-Managerial Economics.
7. I.L. Riggs- Economics decision Models.
8. K.L. Cohen & R.M. Cyert-Theory of the Firms.
9. D. Gopalkrishna-A study of Managerial Economics.
10. Brigham and Pappas-Managerial Economics.
11. Habib-Ur-Rehman-Managerial Economics.

(TOURISM MANAGEMENT) IST SEMESTER

103	BUSINESS ENVIRONMENT
OBJECTIVE: This course develops ability to understand and scan business environment in order to analyze opportunities and take decisions under uncertainty.	
UNIT-1	Theoretical Framework of Business Environment: Concept, significance and nature of business environment; Element of environment –internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.
UNIT-2	Economic Environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies –industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalization and structural adjustment programmes.
UNIT-3	Political and Legal Environment of Business: Critical elements of political environment; Government and business; Changing dimensions of legal environment in India; MRTP Act, FEMA and licensing policy; Consumer Protection Act.
UNIT-4	Socio-Cultural Environment: Critical elements of socio-cultural environment; Social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; Consumerism in India.
UNIT-5	International and Technological Environment: Multinational corporations; Foreign collaborations and Indian business; Non-resident Indians and corporate sector; International economic institutions – WTO, World Bank, IMF and their importance to India; Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Patent laws; Technology transfer.

REFERENCES:

1. Adhikary, M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
2. Ahluwalia, I.J: Industrial Growth in India, Oxford University Press, Delhi.
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Publication, New Delhi.

(TOURISM MANAGEMENT) IST SEM.

104	FINANCIAL ACCOUNTING
UNIT-1	Financial Accounting -scope and importance, meaning, nature and rue of accounting in business, accounting concepts and conventions.
UNIT-2	Accounting Mechanics: basic records, understanding of transactions and related documents, process leading to preparation of trial balance, understanding of P. & L. A/C and Balance sheet of non-corporate entities
UNIT-3	Final Accounts of a Joint Stock Company: Depreciation accounting and policy: company law provisions relating to preparation of various financial statements, preparation of final accounts of a joint stock company as per provisions of Companies Act-2013
UNIT-4	Financial Statements Analysis: Nature, functions and limitations of financial statements, analysis and interpretation of financial statements. Major tools of financial analysis: ratio analysis, capital structure ratios, profitability ratios, activity ratios.
UNIT-5	Indian Accounting Standards: , Introduction to Indian Accounting Standards and IFRS, Preparation of cash flow statements, measurement of business income, Earning Per Share, Techniques of inflation accounting, Recent trends in accounting

SUGGESTIVE READINGS

1. Accounting for Management: S.K, Bhattacharya and John Dearden,
2. Gupta R.S.: Advanced Accountancy, vol. 1&11,
3. Shukla &Grewal: Advanced Accounts.
4. Botliboi : Double entry book-keeping.
5. Grewal, T.S.: Introduction to Accountancy,
6. Piokles : Accountancy,
7. Kom&Boyd : Accounting.
8. Keige&Keller : Intermediate Accounting.
9. Vlarmanson&Solemson: Accounting: A Programmes Text-Book.
10. Robert Anthony: Essentials of Accounting.
11. Dr. D.C. Sharma & K.G. Gupta: Management accounting.

(TOURISM MANAGEMENT) IST SEM.

105	QUANTITATIVE METHODS
UNIT-1	Statistics: Concept, significance and limitations, collection of primary and secondary data, classification and tabulation, Frequency distributions and their graphical representation, Measures of central tendency, dispersion, Measures of skewness and kurtosis.
UNIT-2	Bivariate analysis: Correlation-partial and Multiple, Linear and Multiple regression, and qualitative data-contingency table, Measures of association of attributes. Index numbers, time series-its components and their determination.
UNIT-3	Probability: Definition, additive and Multiplicative Rules, Conditional Probability, Bayes Theorem, Random Variable, Mathematical expectation, Probability Distribution: Binomial Poisson, Normal, Law of Large numbers and central limit theorem (without proof).
UNIT-4	Sampling And Test Of Significance: Methods of sampling estimates, their Bias and Mean Squared Error, sampling and Non-sampling Errors, Tests of significance. Testing the Means and Standard Deviations for large samples. Tests for the Proportion test for significance of Correlation and Regression Coefficient.
UNIT-5	Statistical Test: Chi –Square, test of goodness of fit and independence in contingency tables, F-test for a quality of two variances and in analysis of variance.

SUGGESTED READINGS:

1. Levin, R.I. and Rubin, D; Statistics for Management, New Delhi, PHI.
2. Srivastva, U.K., Quantitative Techniques for business.
3. Kothari, CK., Quantitative Techniques
4. Goon, Gupta and Dasgupta : Fundamentals of statistics
5. Gupta and Gupta : Business statistics

(TOURISM MANAGEMENT) IST SEM.

106	COMPUTER APPLICATIONS IN MANAGEMENT
UNIT-1	Introduction: Computer system, Components and functions of each unit. I/O devices and storage devices. Memory, types of memories, ROM, RAM and Cache memory, Computer Languages.
UNIT-2	Computer Programs & Software: Programming Concepts, Algorithm and Flowchart, Program Development life cycle, System software and application software. Assembler, Compiler and Interpreter, Operating systems, functions of OS, types of Operating System. : Introduction of Windows and Control panel, Computer virus and types.
UNIT-3	Office Management: MS-Word: Creating and formatting documents, printing and page setup, tables and Mail merge documents. MS-Excel: Workbook & worksheets, Formulae & functions, Cell references, formatting and working with Data, Charts and graphs. MS-Power Point: Creating slides with different layouts and templates, inserting charts pictures and tables, running slideshow, presentation setup and Animation.
UNIT-4	& Networking: Data Transmission, Overview of Computer Network, Types of networks (LAN, WAN and MAN), Network topologies, packet transmission. Internet & Intranet : An introduction to Internet and Intranet, Overview of Internet, Architecture and Functioning of Internet, Web pages, HTML, Basic services over Internet like WWW, FTP, Telnet, Gopher etc., IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail, Web browsing, searching, downloading & uploading from Internet, e-mail, and Search engines.
UNIT-5	IT in Business: Role of IT in business, banking, insurance, education and financial accounting.

SUGGESTED READINGS:

1. Burch, John and Grudnitski Gary, Information Systems: Theory and Practice. New York, John Wiley.
2. David, Van Over. Foundations of Business Systems. Fort Worth, Dryden.
3. Eliason, A.L. On-line Business Computer Applications. 2nd ed., Chicago, Science Research Associates.
4. Estrada, Susan. Connecting to the Internet. Sebastopol. C.A. O' Reilly.
5. Joh, Moss Jones. Automating Managers: the Implications of Information Technology for Managers. London. Pinter.\
6. Long, L. Commuters, Englewood Cliffs, New Jersey, Prentice Hall Inc.
7. Summer, M. Computers Concepts and Uses. 2nd ed., Englewood Cliffs, New Jersey, Prentice Hall Inc.

(TOURISM MANAGEMENT) IST SEM.

107	TOURISM PRINCIPLES & PRACTICES
OBJECTIVES : To realize the potential of tourism industry in India To understand the various elements of Tourism management To familiarize with the Tourism policies in the national and international context.	
UNIT-1	Conceptual framework and development of Tourism: Concepts, types of traveler; recreation and leisure; classification of tourist. Forms of tourism: domestic, international, regional, inbound and outbound. historical development of tourism; Tourism system and its nature, Interdisciplinary approaches to tourism- Leaper's model.
UNIT-2	Tourism infrastructure and linkages: Components of tourism industry; A framework in tourism, hospitality services, entertainment, Airlines, Travel agencies and shopping. Presents trends in domestic and global tourism
UNIT-3	Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demands; Measuring the tourism demand. Tourism Statistics (National and International). Analysis of pattern of growth and profile of International and domestic tourist movements.
UNIT-4	Travel motivation and impacts: Travel motivation and types, Tourist Motivation theories of McIntosh, Krapf . Impacts of Tourism, Socio-Cultural, Economic, Environment and Political Impacts, Assessment of Impacts , Social Impact Assessment, Environment Impact Assessment and Economic Impact Assessment.
UNIT-5	Tourism organizations & linkages: Government initiatives in India for tourism development, ITDC, ASI, TFCI; Role of Ministry of Tourism ,Ministry of Civil Aviation & Ministry of Railways in Indian Tourism development; National and International organizations/ associations in Tourism, IATO, TAAI and FHRAI.

SUGGESTED READINGS :

1. Travel Industry : Chunky Gee et-al
2. Tourism Systems - Mill and Morisson
3. Successful Tourism Management - Prannath Seth
6. Tourism Management Vol - 4 - P.C. Sinha
5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma
7. Studies in Tourism - Sagar Singh
8. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
9. Tourism: Principles and Practices - McIntosh , R.W.
10. Tourism : Past, Present and Future - Burkart & Medlik
11. Sustainable Tourism Development, Guide for Local Planners by WTO
12. Cultural Tourism in India- S.P. Gupta, Krishna Lal, Mahua Bhattacharya

(TOURISM MANAGEMENT) IST SEM.

108	TOURISM PRODUCT OF INDIA
OBJECTIVES : To understand the nature of different tourism products. To develop and manage appropriate tourism products.	
UNIT 1	Tourism Products: Definition, Concept and classification. Cultural Heritage of India - Stages of evolution, continuity. Heritage – Meaning, types, of Heritage Tourism, Heritage Management Organizations- UNESCO, ASI.
UNIT -2	Architectural Heritage of India : glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Buddhist and Islamic. Selected case studies of World Heritage Sites in India
UNIT -3	Different sites and Places: Archaeological sites – Monuments – Temples – Forts - Palaces and Museums – Wildlife sanctuaries- National parks – Botanical gardens and Zoological Parks, Biosphere reserve
UNIT -4	Important Museum, Art Galleries and Libraries. Performing art of India: classical dances, folk dances and folk culture. Fairs and Festivals : Social, religious and commercial fairs of touristic significance
UNIT -5	Handicrafts and textiles : important handicraft objects and centres - Paintings and Sculpture, craft melas, souvenir industry. Indian cuisine (gastronomy), regional variations.

SUGGESTED READING:

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| 1. The Wonder that was India | : A. L Basham |
| 2. A Cultural History of India | : A. L. Basham |
| 3. India | : Lonely Planet Publication |
| 4. India Plan your own holiday | : S. Jaganathan |
| 5. Travelers India | : H.K.Kaul |
| 6. Museums of India | : S. Punja |
| 7. The Art of Ancient India | : S. Huntington |
| 8. Indian Architecture | : Percy Brown |
| 9. Facets of India | : Spectrum Series |
| 10. Cultural Heritage of India | : Shalin Singh |

MBA –TOURISM MANAGEMENT

SECOND SEMESTER	
201	MARKETING MANAGEMENT
202	HUMAN RESOURCE MANAGEMENT
203	ORGANIZATION BEHAVIOR
204	RESEARCH METHODOLOGY
205	BUSINESS COMMUNICATION
206	TOURISM GEOGRAPHY
207	TRAVEL AGENCY AND TOUR OPERATION (TATO)
208	ENTREPRENEURSHIP IN TOURISM

MBA (TOURISM MANAGEMENT) SECOND SEMESTER

201	MARKETING MANAGEMENT
UNIT-1	An Introduction to Marketing: Concept, Nature and scope, Core Marketing Concepts ,Customer Value, Evolution of Modern Marketing Concept, Introduction to Marketing Mix , Strategic Marketing Planning.
UNIT-2	Understanding Markets and Consumers: Market Segmentation, Marketing Research Process and Marketing Information System, Consumer Behaviour, Organizational Buying Behaviour..
UNIT-3	Product and Pricing Management: Product Decisions: Meaning and Classification of Product, Product Mix, New Product Development Process, Product Life Cycle, Branding and Positioning. Pricing Decisions: Factors affecting Pricing, Pricing objectives and strategies,
UNIT-4	Distribution and Promotion Management: Distribution Decisions: Channel design and Management, Logistics, Whole selling and Retailing. Promotion Decisions : Promotion Mix, Integrated Marketing Communications, Introduction to Advertising, Sales Promotion, Public Relations Sales Management and Personal Selling.
UNIT-5	Contemporary issues in Marketing: Rural Marketing, Services Marketing, Online and Social Media Marketing and other current issues in Marketing.

SUGGESTED READINGS:

- 1.Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha,Marketing Management: A South Asian Perspective, Pearson.
- 2.Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Mktg Cengage Learning.
- 3.Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
- 4.Czinkota, Miachel, Marketing Management, Cengage Learning.
- 5.Kazmi, SHH, Marketing Management Text and Cases, Excel Books.
- 6.Zikmund, William G. and Michael D’Amico, Marketing: Creating and Keeping Customers in an E-Commerce World, South-Western College Pub.
- 7.Neelamegham, S.,Marketing in India: Text and Cases, Vikas Publishing House.
- 8.Rajgopalan, Marketing Management: Text and Cases, Vikas Publishing House.

Note: Latest edition of the readings may be used.

MBA (TOURISM MANAGEMENT) SECOND SEMESTER

202	HUMAN RESOURCE MANAGEMENT
UNIT-1	Introduction: Meaning of Human Resource Management, Evolution of HRM, Functions of HRM, Nature, Scope and significance of HRM. The changing environment and duties of HR Manager, HRM in Indian scenario.
UNIT-2	Recruitment and Selection : HR planning, Job Analysis, Recruitment and Selection. Transfer and Promotion.
UNIT-3	Human Resource Development : Concept. Goals of HRD, Training and Development- concept, process and techniques; Performance Appraisal - Concept,Process, Techniques.
UNIT-4	Managing Employee Relations : Labour relation, industrial disputes and resolution, collective bargaining, employee welfare and social security, Employee grievances and their redressal, Worker's participation in Management.
UNIT-5	Contemporary Issues in HRM : Employee compensation concept, factors affecting employee compensation, components of employee compensation, knowledge management, Human Resource Information System, issues of HRM in multinational organizations

SUGGESTED READINGS:

1. Flippo, Edwin. B.: Principles of Personnel Management.
2. Mamoria, C.B.: Personnel Management.
3. Jucius, M.C.: Personnel Management & Industrial Relations.
4. Beach: Personnel-The Management of people at work.
5. Strauss. G. & Say less L.A.: The Human Problem of Management of Human Resources.
6. Personnel Management & Industrial Relations in India.
7. Monappa. A and Saiyadain, M.S.: Personnel Management.
8. Personnel Management in India: Indian Institute of Management, Calcutta.
9. Report of the National Commission on labour, 1969 Ministry of labour, Govt. of India.

MBA (TOURISM MANAGEMENT) SECOND SEMESTER

203	ORGANIZATION BEHAVIOR
UNIT-1	Introduction : Organizational Behaviour- Concept and Importance, Historical Development of O.B., Contributing disciplines to the O.B. field, Challenges and Opportunities for O.B., Models of O.B.
UNIT-2	Individual Behaviour : Values : Importance, types, values across culture Attitudes : Types, cognitive dissonance theory, measuring attitude. Personality : Meaning, determinants, traits, major personality attitudes influencing O.B. Perception - Meaning, factors influencing perception, person perception.
UNIT-3	The Group Behaviour: Foundations of Group behaviour, Defining and classifying groups, stages of group development, Group structure, Group decision making, Understanding work teams, Difference between Groups and teams, types of teams, creating effective teams, turning individual into team players.
UNIT-4	Organizational Development: Concept, Scope, practice and process of organizational Development interventions, Personal, Interpersonal, group process ,in Organizational development, Team Building and team development
UNIT-5	Key issues in Organizational Behaviour: Organizational culture - Definition, culture's functions, creating and sustaining culture, how employees learn culture, creating an ethical organizational culture, creating a Customer responsive culture. Organizational change, forces for change, resistance to change, managing organizational change.

REFERENCES:

1. Organisational behaviour-Concept, Contevercis Applications-Steohe Robbins.
2. Organisational Behaviour-Fred Luthans
3. Organisational Theory and Behaviour-R.a. Sharma
4. Organisational Bheaviour-K. Aswasthapa

MBA (TOURISM MANAGEMENT) SECOND SEMESTER

204	RESEARCH METHODOLOGY
UNIT-1	Introduction to Research : Nature, Objectives , Significance and Types of Research. Ethical Issues in Research. Steps in research process. Research Problem formulation. Research Design : Exploratory, Descriptive and Experimental Research designs.
UNIT-2	Data Collection and Sampling: Data types, measurement and methods of data collection; Sources of Error. Basics of Sampling Theory, Probability and Non-Probability Sampling,
UNIT-3	Data Analysis: Processing : Classification and coding, Tabulation. Analysis: Measures of Relationship, Problems in processing; Use of EXCEL and SPSS in data analysis.
UNIT-4	Hypothesis Testing : Concept, Types and Sources of hypothesis, Procedure for formulation of hypothesis, Testing of hypothesis ‘Z’ test, ‘t’ test,’ f’ test, Chi square test and ANOVA
UNIT-5	Advance Techniques of Data Analysis and Research Communication: Introduction to Discriminant Analysis, Cluster Analysis, Factor Analysis and Conjoint Analysis. Types of Reports, Format of research report, Documentation, Data and Data Analysis Reporting , Precautions in report writing, Footnoting, Bibliography and Index Preparation.

SUGGESTED READINGS:

1. Fowler, Floyd J Jr., Survey Methods, 2nd ed., Sage Pub.,
2. Fox, LA. and P.E. Tracy: Randomized Response: A Method Of Sensitive Surveys, Sage Pub.,
3. Gupta, S.P. Statistical Methods, 30th ed., Sultan Chand, New Delhi, .
4. Golden-Biddle, Koren and Karen D. Locke: Composing Qualitative Research, Sage Pub.,
5. Salkind, Neil I, Exploring Research, 3rd ed., Prentice-Hali, NJ.

MBA (TOURISM MANAGEMENT) SECOND SEMESTER

205	BUSINESS COMMUNICATION
UNIT-1	Communication :Concept, Need, Process, Methods, Types and Barriers to communication, Factors affecting communication, Essentials of effective communication, Need of effective communication in business.
UNIT-2	Communication Skills :Concept, Humor in communication, Interpersonal communication, Communication skills and leadership. Verbal and Non Verbal Communication, written and oral , body language, Postures and Gestures, Attire, Appearance, Handshake, Personal space, Timing, behavior, smile. Listening Skills: Process, Types, Barriers, Importance, essentials of good listening.
UNIT-3	Business letters: Essentials of business letter, Parts, Forms, Types, Preparation of Business letter related to tenders, Quotations, Orders, Sales, Enquiry and Complaints. Internal Communication: letters to staff, Circulars and Memos, Office note, Representations and suggestions, Motivational Communication, letters from top management, Reminders and follow up, Employee newsletters.
UNIT-4	Mass Communication: Meetings, Conferences, Presentation skills, Advertisements, Publicity, Press Releases, Media mix, Public relations, News letters. Direct Marketing: Report writing, Types, Essentials of a good report, Committee report, Annual report., modern modes of communication, cross cultural communication
UNIT-5	Interview: Types of Interview, Job interview, Telephonic interview, Conducting the Interview, sending a job application, Preparation of Resume, Group discussion. Types of pictorial presentation: Charts, Graphs and Pictures, New trends in business communication, Communication overload, BPO/Call centers, Technical writing, Professional presentation, Cardinal principles of communication, communication policy and Ethical dimensions.

SUGGESTED READINGS:

1. Lesikar&Pettet, Business Communication. :
2. (All India Traveliers Book Sellers)
3. Hill &Bovee, Business Communication (McGraw Hill).
4. Korlahalli: Business Communication, Sultan Chand & Sons.
5. Rai & Rai, Business Communication Himalays Publishing House.
6. S.K. Basandra, Computes för Manager (Global Business Proca)
7. G. Danta, Information in Enterprise (Prentice Hall of India).
8. S. Kishore, What every Manager should (Tata McGraw Hill) know about Computers.

MBA (TOURISM MANAGEMENT) SECOND SEMESTER

206	TOURISM GEOGRAPHY
OBJECTIVES :	
This course explores the basic components of geography in relation with tourism.	
UNIT-1	Introduction: Fundamentals of Geography, Importance of Geography in tourism; Geography and tourism and its relationships; Latitudes and Longitudes; Greenwich Mean Time, Time zones & Time differences; International Date Line; Time calculation; Elements of weather and climate; Climatic regions of the world in brief; Impact of weather and climate on tourists and destinations. Study of maps.
UNIT-2	Geographical components of tourism - Tourist generating areas-features that stimulate demand for tourism (Push factor), Identifying main tourist markets in the world , Tourist destinations / receiving areas-factors that attract tourists (Pull factor), Identifying main tourist receiving markets in the world
UNIT-3	Physical Geography of India : Major landscapes-Mountains , Plains , Plateaus, Desert, Arid/ Semi arid lands, Tidal areas, Ghats and Coastal plains, Climate and its impact on tourism ,Nature vegetation's and wild life
UNIT-4	Geography Of India : Location ,States and Union territories ,City and airport codes ,Major tourist receiving cities of India (location and Importance).
UNIT-5	Major tourist attractions: worldwide, Recent trends in international tourist movements. Major outbound tourism countries. Characteristics of Indian outbound travel, Special requirements of Indian outbound tourist

SUGGESTED READINGS:

1. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
2. Sinha, P.C. Tourism Geography, Anmol Publication
3. Dixit, M. Tourism Geography and Trends, Royal Publication
4. Boniface B. and Cooper C. the Geography of Travel and Tourism (London, England, Heinemann Professional Publishing. 1987).
5. Burton Rosemary : the Geography of Travel and Tourism (London).
6. Rohinson H.|A.A. Geography of Tourism (Macdonald and Evans, London).
7. The Geography of India – Gopal Singh – Delhi (1988).
8. Dubey and Negi – Economic Geography Delhi (1988).
9. R. M. Desai – Strategy of food and agriculture – Bombay (1988).
10. Negi B. S. – Rural Geography Delhi Keelavnata Ram Nath.
11. Singh R. L. – Regional Geography of India (1985).
12. LAW B. C. ed Mountaing and Rivers of India Calcutta (1968).
13. National Atlas of India – Government of India Publication.

(TOURISM MANAGEMENT) SECOND SEMESTER

207	TRAVEL AGENCY AND TOUR OPERATION
OBJECTIVES : The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.	
UNIT-1	Introduction to travel intermediaries: Travel and tourism industry structure and the travel Intermediaries; Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism organization structure and departmentation of large-scale and small scale travel intermediary. The future role of travel intermediaries.
UNIT-2	Tour operations: Major functions of tour operator i.e. tour package formulation - retour management, tour operations and post-tour management; designing and printing of tour brochure. Tour package marketing and promotion. Source of income of tour operator. The social responsibility of tour operators.
UNIT-3	Travel and tourism retailing: Functions of a standard travel agency- travel information and counselling; reservation; ticketing; immigration related services- passport; visa; health regulations; currency regulations; baggage rules; travel Insurance etc. source of income- commission, service charges and mark up on tours. Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries
UNIT-4	Setting up of travel agency and tour operations and their approval: Business setting procedure and process; type of organization to be incepted i.e., proprietorship, partnership, private, franchise; approval from Ministry of Tourism and IATA; various incentives available to travel trade in India.
UNIT-5	Understanding the role of Govt. and other organizations in travel and trade: Roles and contribution of PATA, ASTA, TAAI, IATO, ATAOTI; selected case studies of Thomas Cook, Cox and Kings Ltd., Make My Trip.com.

SUGGESTED READINGS:

1. Travel Agency and Tour Operation, Concepts and Principles - J.M.S. Negi
2. Professional Travel Agency Management - Chunk, James, Dexter & Boberg
3. The Business of Travel Agency Operations and Management - D.L. Foster
4. Travel Agency Management-An Introductory Text, Anmol Publication New Delhi-Mohinder Chand.
5. Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

MBA (TOURISM MANAGEMENT) SECOND SEMESTER

208	ENTREPRENEURSHIP IN TOURISM
Unit -1	Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.
Unit- 2	Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development.
Unit -3	Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under Mott scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.
Unit- 4	Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report.
Unit- 5	Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises.

SUGGESTED READINGS :

1. Vasant Desai, Entrepreneurship & Small Business Management
2. Peter Drucker, Innovation & Entrepreneurship
3. S S Khanna, Entrepreneurial Development
4. C B Gupta, N P Srinivasan, Entrepreneurial Development
5. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India

MBA –TOURISM MANAGEMENT

THIRD SEMESTER	
301	TOURISM PLANNING, POLICY AND DEVELOPMENT
302	TOURISM TRANSPORT MANAGEMENT
303	E-COMMERCE
304	ETHICAL, LEGAL AND REGULATORY ASPECT OF TOURISM
305	FRENCH
306	ECO-TOURISM AND SUSTAINABLE DEVELOPMENT
307	HOSPITALITY MANAGEMENT
308	TICKETING AND AIRLINES MANAGEMENT

MBA (TOURISM MANAGEMENT) IIIRD SEMESTER

301	TOURISM PLANNING, POLICY AND DEVELOPMENT
OBJECTIVES : The module will expose the students about the Tourism policy of India and of a few tourism states of the country.	
UNIT-1	Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Planning process. Consequences of unplanned development.
UNIT-2	Concept of Policy, Formulating tourism policy, The role of govt., public and private sector in formulation of tourism policy, Policy making bodies and its process at national levels.
UNIT-3	Study of National Tourism Policy 1982 onwards , National Action Plan on Tourism, the latest Policy Document on Tourism. Special Tourism Area Development Programme(circuits). Major Organization for Tourism Development at National and State level.
UNIT-4	Tourism Planning at International, national, regional, state and local level. public private partnership (PPP) in tourism development, Tourism and Five-year Plans in India with special reference to latest Five-year Plan and recent development in planning (In context of Niti Ayog).
UNIT-5	Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Himanchal Pradesh, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding

SUGGESTED READINGS :

1. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
2. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
3. Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis)
4. Tourism Dimensions : S.P. Tiwari (New Delhi)
5. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
6. Tourism Planning : An integrated and Sustainable Approach - Inskeep E.
10. National & Regional Tourism Planning : Inskeep E. (London, Routledge)
11. Ecotourism: A case guide for planners and managers - Ecotourism Society
12. Report of Adhoc Committee on Tourism - 1963
13. National Tourism Policy - 1982
14. National Committee Report - 2002
15. National Action - 1992
16. Niti Ayog.

MBA (TOURISM MANAGEMENT) IIIRD SEMESTER

302	TOURISM TRANSPORT MANAGEMENT(TTM)
OBJECTIVES : The students will get knowledge relating to tourist transport operation.	
UNIT-1	Evolution of Tourist Transport System - importance of transport in tourism. Marketing of passenger transportation.: patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Transport mode selection methods.
UNIT-2	International Air Transport Regulations: including freedoms of air. Functions ICAO, IATA, DGCA, AAI and Open Sky Policy in India. Indian aviation - case studies of Air India, Jet Airlines, Sahara airlines and Air Deccan. Legal environment for air taxi operations, air charters in India. Forces likely to affect the future of air transport industry.
UNIT-3	Surface Transport System: Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Regional Transport Authority. Road transport documentation and insurance. Contract carriage, state carriage, all India permit, maxi cab, motor car etc.
UNIT-4	Rail transport system: Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express) and tourism, Tibetan Rail. Introduction to Indian Railways: Past, present, future. Types of rail tours available in India, Inderal pass, special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains). GSA's abroad, facilities offered like rail yatri nivas, tourist police and railway tourist guides (Kiosks and ORIS), IRCTC. 61
UNIT-5	Water Transport System – An overview. Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary – 2. Major water based leisure practices and their future in India.

SUGGESTED BOOKS:

1. Travel Industry : Chunk Y. Gee
2. Transport for Tourism : Stephen Page
3. Tourism System : Mill, R.C. and Morrison
4. Successful Tourism Management : P.N. Seth
5. Ministry of Tourism/Railways/Civil Aviation : Annual Report
6. Motor Vehicle Act Additional Reference Books : 62

MBA (TOURISM MANAGEMENT) IIIRD SEMESTER

303	E-COMMERCE
UNIT-1	Electronic Business and Electronic Commerce: Electronic Commerce Models, Types of Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.
UNIT-2	Electronic Payment System- Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smartcards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.
UNIT-3	E-Business Applications & Strategies: Business Models & Revenue Models over Internet, Emerging Trends in e-Business, E-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models.
UNIT-4	Security Threats to E-Commerce: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications
UNIT-5	E-Commerce security considerations: E Commerce & M Commerce – Different ways of Implementing Information and Data Security – Digital Signature – Data Capture by Bar Code, RFID and QR Code - Electronic fund transfer and security – E-Governance – Electronic records – IT Act 2000 and 2008

REFERENCES:

1. Agarwala, K.N. and Deeksha Agarwala: Business on the Net: What's and How's of E-Commerce : Macmillan, New Delhi.
2. Agarwala, K.N. and Deeksha Agarwala: Business on the Net: Bridge to the Online Storefront: Macmillan, New Delhi.
3. Cady, Glcc Harrab and Mcgregor Pat: Mastering the internet, BPB Publication, New Delhi.
4. Diwan, Parg and Sunil Sharma: Electronic Commerce- A Manager's guide to E-Business, Vanity Books International, Delhi.
5. Janal, D.S: On-line Marketing Hand Book, Van Nosttrand Reinhold, New York.
6. Kosivr, David: Understanding Electronic Commerce, Microsoft Press, Washington.
7. Minol and Minol: Web Commerce Technology Handbook, Tata McGraw Hill, New Delhi.
8. Schneider, Gray P: Electronic Commerec, Course Technology, Delhi.
9. Young, Margaret Levine: The Complete Reference to internet, Tata McGraw Hill, New Delhi.
10. O'Brein J: Management Information Systems, Tata McGraw Hill, New Delhi.

MBA (TOURISM MANAGEMENT) IIIRD SEMESTER

304	ETHICAL, LEGAL REGULATORY ASPECT OF TOURISM
UNIT-1	Introduction: Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.
UNIT-2	Legal aspect in Tourism: Laws relating to accommodation, travels agencies land tour operation sector, Law and regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.
UNIT-3	Permits to Restricted Areas for Tourism: Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure.
UNIT-4	Tour Operations: Law designed for Adventure Tour operation, special permits for rafting, paragliding, heli-skiing and angling. IMF rules for mountain expeditions, Travel Insurance and consumer protection act, passport act and visa extension, Laws related to environment and wildlife.
UNIT-5	Safety and security: Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation.

REFERENCES:

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation. Additional Reference Books :
3. Sajnani Manohar (1999) Indian Tourism Business : A Legal Perspective, New Delhi. 2. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism, New Delhi.
4. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.

MBA (TOURISM MANAGEMENT) IIIRD SEMESTER

305	FRENCH
OBJECTIVES :	
The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand French Language most efficiently and effectively.	
UNIT-1	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 portative articles
UNIT-2	The Interrogation- Formation of questions by inversion, simple tense interrogative forms, negation-formation of negative sentence, formation of negative interrogative.
UNIT-3	Adjectives- qualifying adjectives, possessive adjectives, demonstrative adjectives, regular forms and irregular adjectives, plural of adjectives. Prepositions- use of certain prepositions, prepositions to indicate location or direction, prepositions with geographical names, prepositions with mode of transport, prepositions with expressions of time, prepositions of cause. Numbers- cardinal and ordinal numbers, Dates, Time and Seasons
UNIT-4	Verbs- regular and irregular (I and II and III group of verbs), conjugation of verbs in simple preset tense (temps present), near future (future porches), recent past (passé recent), imperative, simple past tense (pass compose)
UNIT-5	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 telephones someone, at the hotel reception, at the restaurants. Translation of simple sentence from English to French and vice versa Assignment/Exercises (Oral and written)Writing shorts simple paragraphs

SUGGESTED READINGS:

1. French Grammar-Mary E. Coffman Crocker
2. Beenvenue En France-A. Monnerie

MBA (TOURISM MANAGEMENT) IIIRD SEMESTER

306	ECO-TOURISM AND SUSTAINABLE DEVELOPMENT
OBJECTIVES : To explore the interrelationships between the environment & its resource for sustainable tourism planning and development	
UNIT-1	Environmental Studies : Definitions, components of environment, types of environment (an overview of food chains and food web). Environmental issues in India. An overview of Tourism – Environment linkages.
UNIT-2	Concept and Origin : Emergence of Eco-tourism, growth and development, Definitions, Principles of Eco-tourism. Ecotourism Activities & The impacts of ecotourism in an area (positive and negatives), Role of Eco tourism in WTO and Ministry of Tourism GOI .
UNIT-3	Eco-Tourism Resources in India – Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem. Major Eco tourism destinations of India and some best practiced ecotourism sites in world. Eco-tourism strategies with special reference to Environmental Protection.
UNIT-4	Sustainable Tourism: Concept of sustainable tourism and its Management, Global Significance of Sustainable Tourism-Agenda – 21 for Travel and Tourism Industry. Approaches of Sustainable Tourism- Standardization and Certification – Alternative Tourism -Responsible Tourism - Waste Management. suggestion for long term sustainable tourism .
UNIT-5	Sustainable Tourism Development: Meaning- Principles – Benefit and issues of Sustainable Tourism Development .Millennium development goals and sustainability in tourism, Role and significance of Millennium development goals in tourism development. Sustainable Tourism Planning; Principles of STP-Basic concepts in Sustainable Design, Environmental Impact Assessment, Evaluation of Impact of Tourism Site - Carrying capacity

SUGGESTED READINGS:

1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca Hawkins
2. Sustainable Tourism, Salah Wahab and John J. Pigram,
3. Sustainable Development – Economic and Policy, P.K. Rao
4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co. Ltd., Publishing Co.Ltd.)
5. Eagles P.F.J. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).
6. Khoshov T.N. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).
7. Kormandy E.J. (1989) Environmental issues Concerns and Strategies (New Delhi) Ashish
8. Mcnealy J. (1989), Economics and Biological Diversity I.U.C.N. (Switzerland)
9. Mridula & N. Dutt (1991) Ecology and Tourism (New Delhi, Universal Publishers)
10. Negi. J (1990) Tourism development and Resource conservation (New Delhi Metropolitan)
11. Sapru R.K. (1987) Environment Management in India (New Delhi) Ashish.
12. Singh T.V., J. Kaur and D.P. Singh (1982) Studies in Tourism Wildlife parts conservation (New Delhi Metropolitan)
13. Singh S.C. (Ed.) 1989) Impact of tourism on mountain Environment (Meerat Research India Publications)
14. Verma P.S. and V.R. Agarwal; 1996 Principles of Ecology (New Delhi S. Chand)
15. Kandari O. P., Chandra Ashish : Tourism Biodiversity & Sustainable Development, Isha Books, Delhi.

MBA (TOURISM MANAGEMENT) IIIRD SEMESTER

307	HOSPITALITY MANAGEMENT
OBJECTIVES :	
This Module is prescribed to appraise students about the important departments of a classified hotel and to teach various aspects related to accommodation Industry.	
UNIT-1	Hospitality Management/Industry: Introduction of the Hospitality Industry. Origin & Nature, Evolution and Growth of Hospitality Industry ,its characteristics, Hospitality Industry in Today" s Scenario, Importance of Hospitality Management.
UNIT-2	Overview of the Accommodation Industry, Hotel-definition, Organizational Structure of Hotels: Small, Medium, Large. Classification of Hotels, Departments of large Hotel , Hotel Categories – Star Rating, Types of Hotel Rooms, Plans & Rates. Yield management.
UNIT-3	Departments/Functional Units Of Hotel: Front Office- stages of guest arrival, key control. House Keeping- Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Managing Guest Amenities .Food and Beverage, Purchasing, Accounts, Human Resource Management, Maintenance,- the engineering , the marketing and sales division - The A/C division - and the security division. Role, duties, and functions of different departments.
UNIT-4	Introduction to Hotel operations - Food and Beverage Services Outlets – Various Types of Food Services(Food services for the transportation market. Food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services) – Restaurant Organization – The cover, Equipment's: Linen, Furniture, Chinaware, Glassware, Tableware. Briefing. Room Service and banquet. Types of Beverages ,Menu: types of menu, menu planning techniques. trends in lodging and food services.
UNIT-5	Guest Relationship Management– qualities of Hospitality Staff, lost and found management , Complaint handling, handing VIPs and duty rotas. Usage of CRS in Hotel Industry

SUGGESTED READINGS:

1. Andrews, Sudhir : 1985, Hotel Front Office, Tata M C Graw – Hill, New Delhi.
2. Andrews, Sudhir : Hotel House Keeping, Tata M C Graw – Hill, New Delhi.
3. Andrews, Sudhir : (1991),Food and Beverage Service,Tata M C Graw–Hill, New Delhi.
4. Introduction to Tourism and Hospitality Management – Saurabh Dixit , APH Publishing House New Delhi
5. Hotel Management – Yogendra K Sharma
6. Housekeeping Operations – Raghubalan and Smritee Raghubalan

MBA (TOURISM MANAGEMENT) IIIRD SEMESTER

308	TICKETING AND AIRLINES MANAGEMENT
<p>OBJECTIVES : To understand the structure, dynamics of airline industry, airport and airlines management linkages. To study the international airfares, regulations and formalities to travel, different organizations and their contribution to airlines management.</p>	
UNIT-1	<p>Introduction to fare construction- main components of domestic & International Air fare mileage principal, Excess mileage allowance Excess mileage surcharge, Higher Intermediate point, circle Trip minimum, Black Haul Check, Add ones. Special Fare – excursion, student, seaman Discounts in Domestic & International Airlines- infants senior citizen, cancer patient, travel Agents. Cancellation Rules in domestic and International Airlines.</p>
UNIT-2	<p>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.</p>
UNIT-3	<p>Management of Airlines – Types of airlines, airlines personnel and revenue earning, airport management, study of aircraft parts, the aircraft turnaround, the control tower, Airport facilities and special passengers, airport access, check in facilities, landing facilities for departing passengers, in-flight services, cabin component, audio and video projection equipment, emergency equipment for disembarkation, in-flight entertainment, classes of service with more comfort.</p>
UNIT-4	<p>Familiarization with OAG : three letter city and airport code, airline designated code, minimum connecting time, global indicator, familiarization with Air tariff : currency regulation, NUC conversion factors, general rules, planning itinerary by air, Introduction to fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge. Issue of manual ticket, reservation procedure. MPD, MCO, PTA and their purposes, universal air travel plan: types of air travel card.</p>
UNIT-5	<p>One Way and Return Trip, Circle trip journey, open jaw, add-on, mixed class journey, HIP check, Back Haul Minimum Check (BHC), CTM check Indirect Travel Limitation, Around the world fare, special fares.</p>

REFERENCE READINGS:

1. Air Cargo Tariff rates books.
2. LATA Live Animal Regulatory Manual Travel agency and Tour operation Jons negi

MBA –TOURISM MANAGEMENT

PAPER CODE	FORTH SEMESTER
401	BUSINESS POLICY & STRATEGIC MANAGEMENT
402	TOURISM MARKETING
403	ITINERARY PLANNING & COSTING
404	EVENT MANAGEMENT
405	INTERNATIONAL TOURISM PRODUCTS
406	CARGO MANAGEMENT
407	CONTEMPORARY ISSUES IN TOURISM
408	EMERGING TRENDS IN TOURISM

MBA (TOURISM MANAGEMENT) IVth SEMESTER

401	BUSINESS POLICY & STRATEGIC MANAGEMENT
OBJECTIVE: To provide an understanding of the integration of the functional areas and to provide a top management perspective. After Studying this course the students must be able to correlate the conceptual knowledge of management with the current real world of business. It is a case based paper.	
UNIT-1	Foundations of Strategic Management: Introduction to Strategic Management, Hierarchy of Strategic Intent, Strategic Management for Sustainability.
UNIT-2	Strategy Appraisal: Environmental Appraisal, Organizational Appraisal. (Relevant Case Studies)
UNIT-3	Strategies at Deferent level: Corporate-level Strategies, Business-level Strategies. (Relevant Case Studies)
UNIT-4	Pursuing Strategies: Methods for Pursuing Strategies & Strategic Analysis & choice.(Relevant Case Studies)
UNIT-5	Implementation Evaluation & Control: Activating Strategies, Structural Implementation, Behavioral Implementation, Functional and Operational Implementation.(Relevant Case Studies)

SUGGESTED READINGS:

1. Ansoff H.1. "Corporate Strategy" McGraw-Hill, New York.
2. Gluaek W.F. & Jauch L.R, "Business Policy and Strategic Management 5th ed. MacGraw-Hill, New York,
3. Kazmi A "Business Policy" Tata McGraw-Hill, New Delhi,
4. Thomas J.G. "Strategic Management: Concepts, Practice & Cases" Harper & Row, New York,

402	TOURISM MARKETING
UNIT-1	Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and Positioning for competitive Advantage.
UNIT-2	Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods.
UNIT-3	Components of Destination Marketing Mix. Product Strategy - Nature & Characteristics. Managing existing Tourism Products. New Product development in Regional Tourism. Pricing Strategies - Tourists Perception of Price.
UNIT-4	Service Marketing Concepts and marketing of tourism packages ,Concept of value, customer satisfaction and service quality; Service quality Gaps Model. Strategy and the role of marketing for competitive advantage for tourism businesses, the national and international tourism package offerings by major tourism companies in India.
UNIT-5	Social networking and E-tourism: Meaning, importance and its impacts on tourism business. Current debates in e-tourism- Future of e-tourism, Affiliate marketing, Email marketing and web advertising. E-Business security and privacy issues.

SUGGESTED READINGS:

1. Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
2. Sinha, P.C : Tourism marketing
3. Vearne, Morrisson Alison: Hospitality marketing
4. Crough, Marketing Research for Managers.
5. Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing
6. Marketing Tourism Destinations : Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.

MBA (TOURISM MANAGEMENT) IVth SEMESTER

403	ITINERARY PLANNING AND COSTING
OBJECTIVES : The purpose of this course is to acquire practical knowledge and skill about the Destination Marketing and to become familiar with the techniques and approaches for successful destinations visit.	
UNIT-1	Introduction To Itinerary Preparation: concept, need and duration; typology based on individual responsibilities and demand; custom made and readymade, seasonal, product based and all inclusive itineraries, git and fit
UNIT-2	Planning And Preparation: do's and don'ts of itinerary; factors to be considered while preparing an itinerary, steps in developing itineraries; common constraints
UNIT-3	Tour packaging: definition, types, forms and components of package tour; advantages and disadvantages of package tour; liaising and negotiation of package tour; inclusions and exclusions Unit
UNIT-4	The Panorama Of Package Tour: product oriented package tour: health tourism, yoga, meditation and nature cure, beach holidays-rail tours in India, pilgrim tours; adventure package: soft and hard adventure, concepts and guidelines: desert safaris, mountaineering, skiing, white water rafting, and scuba diving, golf tours, theme tours and cruise; special interest tours: mice tours, eco and wildlife tours, ethnic tours and architectural tours, farm tours, fairs and festivals, rural tours
UNIT-5	Costing a tour: meaning, components and considerations; types of costs, cost sheet; fit costing and group costing; differential tariff plan: accommodation cost, transportation cost, meals plan etc.; pricing strategies and distribution mechanism

SUGGESTED READINGS:

1. Travel Agency Management, M.N. Chand
2. Tour Operations and Tour Guiding, J.N. N egi
3. What time is this place, David Hetchenbe rg.
4. Marketing Tourism Destinations –Ernie Healt h & Geoffrey Wall, John Wiley & Sons. Inc

MBA (TOURISM MANAGEMENT)- IVTH SEMESTER

404	EVENT MANAGEMENT
COURSE OBJECTIVE: The purpose of this course is to acquire an in-depth knowledge about the specialized field of "Event Management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events	
UNIT-1	Conceptual foundations of events; Major characteristics; Five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events.
UNIT-2	Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention visitor Bureaus – functions, structure and funding sources.
UNIT-3	Events venues: concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.
UNIT-4	Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.
UNIT-5	Incentive tour- characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Human resource requirements. Case studies: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals (Any two) Trade Fairs : World Travel Mart, ITB, TTW, PTM (any one)

SUGESTTD READINGS :

1. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
3. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
4. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA
Additional Reference Books:
5. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
6. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

MBA (TOURISM MANAGEMENT)- IV SEMESTER

405	INTERNATIONAL TOURISM PRODUCTS
OBJECTIVES :	
<ul style="list-style-type: none"> - To understand the International management scenario; and - To develop skills for efficient managing of cultural differences. 	
UNIT-1	Meaning of International Tourism Products, Outbound Tourism, Tools for promoting International Tourism from India, Short haul Tourism and its reason; various regions and counties therein-South East Asia; Arab World; Scandinavian; BRICS, Indo-China.
UNIT-2	Most popular destination countries –USA, Europe –London, Paris, Rome, Venice, Vatican city ,Switzerland, Belgium, Austria , Spain and Turkey ;South East Asian countries –Malaysia, Indonesia, Singapore, Thailand, Sri Lanka ,South Korea, Japan; Australasia – Australia, New Zealand Fiji, other Asian countries –China, Hong Kong, Macau, Dubai.
UNIT-3	Currencies of various countries, time difference of Europe- UK, USA from India, Making of International Itineraries.
UNIT-4	Unique international Tourism Attractions- Eiffel Tower, Great wall of China, Madam Tussauds Wax Museum, Leaning Tower of Pisa, Statue of Liberty, Niagara falls, Dead Sea; Pyramids, Undersea Tunnels between Paris and London; Undersea Transparent Tunnels in Singapore.
UNIT-5	Open sky policy of India, preparation of international Tourist circuits, Outbound Tourist statistics from India, Outbound data and trend. Important airport of world –France, USA, Germany, Italy, Spain, Austria, Switzerland , Belgium, Most Popular casino Destinations – Monte Carle, Las Vegas, Macau.

REFERENCE READINGS:

1. Sustainable Tourism for Development Guidebook - Enhancing capacities for Sustainable Tourism for development in developing countries **Published:** 2013 **eISBN:** 978-92-844-1549-6
2. Supporting Tourism for Development in Least Developed Countries **Published:** September 2016 **eISBN:** 978-92-844-1835-0

MBA (TOURISM MANAGEMENT) IV SEMESTER

406	CARGO MANAGEMENT
UNIT-1	Introduction, Indian Cargo Industry: An overview, Export and Import Cargo Operations, Industry: Transportation and Warehousing, Services, Transportation in Logistics.
UNIT-2	The Industry's Role, Acceptance and Dispatch of Air Cargo, Cargo Handling, Airway Bill, IATA Cargo Agent and Cargo Agency Operations, Transportation Charges of Air Cargo, Cargo Automation.
UNIT-3	Road Freight Industry, Rail Freight Industry, India's Rail Road System, Road Transport Development in India.
UNIT-4	Shipping Cargo and Charter Parties, Seaway Bill, Carriage of Goods by Sea and Multimodal Transport, Carriage of Goods by Sea, Logistics in Shipping.
UNIT-5	INCO terms, International Transportation, FIATA (International Federation of Freight Forwarders Associations), Carriage by Air Act, 1972

RECOMMENDED BOOKS:

Dixit, Manoj : Cargo Management, An International Perspective

Suggested Readings:

1. OAG
2. Air Tariff Book

MBA (TOURISM MANAGEMENT) IVTH SEMESTER

407	CONTEMPORARY ISSUES IN TOURISM
OBJECTIVES : To know the new trends in tourism and the environment of travel business.	
UNIT-1	Socio political happenings, political instability, regionalism, and national integration. climate change and other environmental issues. Terrorism and tourism: safety and security issues in tourism. Emerging patterns in travel and tourism.
UNIT-2	Guest host issues, women and child issues, tourism and poverty alleviation. Crime and tourism.
UNIT-3	Taxation: present scenario and future challenges, foreign exchange. STZ: features, operations and implications. Merger, acquisition of tourism enterprises.
UNIT-4	Imbalances in inbound and outbound tourism. Medical tourism sustainability. Privatization of tourism resources and PSU's.
UNIT-5	Human resource issues. Gap in industry and academia. Quality of tourism research. Unit VI: Legal issues. Economical crises and its impact on tourism. GATS: concept and its implication on Indian Tourism scenario.

References All current articles, news items in the magazines, news papers, electronic media etc.

MBA (TOURISM MANAGEMENT) IVTH SEMESTER

408	EMERGING TRENDS IN TOURISM
OBJECTIVES : This module give knowledge to the students about the various emerging concept in Tourism.	
UNIT-1	Adventure Tourism: Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions. Concept of Adventure, Types of adventure sports and tourism, Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, para-sailing etc) and Air based adventure (Parachute jumping, Gliding, para-gliding etc)
UNIT-2	health and wellness Tourism: Introduction; History of Medical Tourism; Legal Issues, Ethical Issues, World Medical Tourism Countries.
UNIT-3	Rural Tourism: Introduction; Understanding Rural Tourism; Planning and Managing Rural Tourism; Issues in Rural tourism; Rural Tourism in India Future of Rural Tourism .
UNIT-4	Religious Tourism: Ancient Indian Religious: Vedic, Jainism, Buddhism; Other Religious of India: Islam, Christianity, Sikhism; important Festivals and their Significance: Diwali, Dashhara, Holi, Chrstms, Id, Moharrum, Rakshabandhan, Easter, Paryushmna, Buddha-Jayanti, Papeti, Baishakhi .
UNIT-5	New Age Tourism: Festivals and Event Tourism , Film and TV Tourism ,Literary Tourism, dark tourism, social tourism , space tourism and Virtual Tourism/Cyber Tourism.

SUGGESTED READINGS :

1. Sharply, R., and Sharply, J. (1998) Rural Tourism: An Introduction Singapore: International Thomson Business Press.
2. Roberts, Lesley (2001) Rural Tourism and Recreation: Principles and Practice, Massachusetts: CABI Publishing.
3. Baird, Robert, D., Religion in Modern India
4. Basham, A.L., The Wonder That was India
5. Bose, H.A., Ritas and Germanics of Hindu and Muslims
6. Chopra , S.K., B.N. Puri and M.N. Das, A Socio-Cultural and Economic History of India
7. Goyal, S.R., Religious History of Ancient India
8. Buckley, R. (2003). Case studies in Ecotourism Cambridge: CABI.
9. Buckley, R. ed. (2004). Environmental impacts of Ecotourism. Oxford shire: CABI.
10. Bulbeck, C. (2005). Facing the wild: Ecotourism, Conservation, and animal encounters. London: Earth scan.
11. Ceballos-Lascurain, H. (1996). Tourism, Ecotourism, and Protected Areas. Gland: IUCN