

DEPARTMENT OF TOURISM STUDIES

M.B.A in Tourism



Current Curriculum & Syllabus



PONDICHERRY UNIVERSITY
SCHOOL OF MANAGEMENT

DEPARTMENT OF TOURISM STUDIES

INTRODUCTION

Travel & Tourism encompass transport, accommodation, catering, recreation and services for visitors. It is one of the world's highest priority industries and employers. India Travel & Tourism is expected to (nominal terms) to INR. 7,027.7 bn (US\$90.4 bn) by 2014. Travel & Tourism Demand is expected to grow by 8.8% per annum, in real terms, between 2004 and 2014. India T&T Economy employment is estimated at 24,456,600 jobs in 2004, 5.6% of total employment, or 1 in every 17.8 jobs. The Cabinet Committee on Economic Affairs (CCEA) approved the proposal of the tourism ministry for enlarging the scope of its scheme that provides for creation of institutional infrastructure necessary for hospitality and tourism specific education. The industry faces a shortage of over 200,000 trained persons annually. The existing institutes currently churn out 12,000 trained manpower.

PROFILE OF DEPARTMENT OF TOURISM STUDIES

The Department of Tourism Studies (DTS), which was formerly named as the Centre for Tourism Studies has found a unique place in the spectrum of Tourism education, research, training and consultancy across India and South East Asia. The Department has been doing a commendable work in imparting value added and innovative tourism, travel and hospitality subjects under the two year full-time MBA (Tourism Administration) programme. The Department has a track record of achieving 100% placements for its students since 2006. The programme has been well-designed to offer continuous practical exposures in the form of destinations, hotel, airport visits, etc. As a part of the curriculum, students undergo 6 weeks Summer Internship Training that enables them to acquire practical knowledge. Substantial numbers of the alma maters of the DTS have been elevated to the middle and senior level managerial positions in some of the multinational travel, tourism and hospitality companies in India and abroad. Some of them are entrepreneurs, educators and researchers.

MBA (TOURISM)

The Department of Tourism Studies offers a two year full-time Master of Business Administration (MBA) programme specializing in Tourism. The Department conducts the classes and examinations as per the guidelines of Choice Based Credit System.

MAJOR CURRICULAR AND CO-CURRICULAR ACTIVITIES

Along with the regular curricular activities in the semester pattern, the Department shows keen interest in rekindling interest among the students, scholars and faculty to take part in the cultural, sports, study tour and field visit activities round the academic year. The most remarkable event which is popularly known as AKANKSHA – an annual Industry –Institute Event, has gained nation wide popularity since its inception. Department organizes an annual industry – institute interface event between February and March every year. A national study tour and ecotourism tour is organized for the students to gain familiarity with the destination features and facilities.

MAJOR RECRUITER

Companies that visited the campus and recruited the students include: Thomas Cook, SOTC, Carlson Wagonlit, Ramoji Film City, Dakshina Chitra, Le Meridian, Kingfisher Airlines, Jet

Airways, Cox & Kings, Orbit Tours & Travels, Ascon Travels, Stic Travels, Indo-Asia Tours and Travels, Vacation Holidays, Foot Prints, Mild Worth Tours and Travels, IDBI, Sonata Software, ICICI etc.

FACULTY

The Department has six full-time faculty members and one guest faculty. The DTS is equipped with experienced faculty members who are known experts in their respective domains. All faculty members have outstanding experience in conducting classes, training and research activities.

INFRASTRUCTURE FACILITIES

The Department has recently moved to the new School of Management Building. In addition to the HOD and Office room, there are three gallery type class rooms and eight faculty rooms with basic facilities. The modern teaching equipment is inadequate to enrich the classroom teaching and training activities. Even though, the Department has an existence of more than one and a half decade, but it was running in the limited space shared the Department of Management Studies till September 2008.

M.B.A (TOURISM) COURSE STRUCTURE AND SYLLABI (2007-2008 BATCH)

REGULATIONS

From the Academic Year 1992-93 onwards, the University has introduced the Choice Based Credit System (CBCS) and the same is followed in the Department of Tourism Studies with effect from the academic year 2005-06.

ELIGIBILITY CRITERIA

Admission to the MBA(Tourism) programme is based on all India level **entrance test conducted by the University.**

The Minimum qualification required to apply for the programme is a **Bachelor's degree with a minimum of 50% of marks.**

COURSE STRUCTURE

FIRST SEMESTER

CODE	COURSES	CREDITS	HARD / SOFT
MBAT 411	Management process & Organisational Behaviour	3	H
MBAT 412	Economics for Tourism	3	S
MBAT 413	Foreign Language – Japanese/French	3	S
MBAT 414	Tourism - Principles & Practices	3	H
MBAT 415	Global Tourism Geography	3	H
MBAT 416	Tourism Products of India	3	H
MBAT 417	Comprehensive Viva – voce	2	H
	Total	20	

SECOND SEMESTER

CODE	COURSES	CREDITS	HARD / SOFT
MBAT 421	Human Resources Management	3	H
MBAT 422	Accounting and Finance for Tourism	3	H
MBAT 423	Destination Planning & Management	3	S
MBAT 424	Eco Tourism	3	H
MBAT 425	Hospitality Management	3	H
MBAT 426	Tourism Research Methods	3	S
MBAT 427	Comprehensive Viva – voce	2	H
MBAT 428	Summer Project (Project Report & Viva-Voce)	6	H
	Total	26	

THIRD SEMESTER

CODE	COURSES	CREDITS	HARD / SOFT
MBAT 511	Marketing Management	3	H
MBAT 512	Tourism Law	3	S
MBAT 513	International Management	3	S
MBAT 514	Air Fares and Airlines Management	3	H
MBAT 515	Travel Agency & Tour Operations Management	3	H
MBAT 516	Communication Skills and Public Relations	3	H
MBAT 517	Comprehensive Viva – voce	2	H
	Total	20	

FOURTH SEMESTER

CODE	COURSES	CREDITS	HARD / SOFT
MBAT 521	Event Management	3	H
MBAT 522	Customer Relationship and Services Management	3	H
MBAT 523	E-Tourism Management	3	S
MBAT 524	Project Work (Viva-Voce)	6	H
MBAT 525	Comprehensive Viva – voce	2	H
	Total	17	

Hard Core Course : 65 Credits

Soft Core Course : 18 Credits

Total : 83 Credits

MBAT – 411 - MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR

Credits : 3

Objectives :

- Providing conceptual understanding of management concepts.
- Familiarising the students with the contemporary issues in management.
- Enabling them to apply the concepts in the management of organizations.

Unit - I

Nature of Management – Tasks of a Professional Manager – Social Responsibilities of Business – Manager and Environment – Systems approach to Management – Levels in Management – Managerial Skills.

Unit - II

Planning – Steps in Planning Process – Scope and Limitations – Short Range and Long Range Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management by Objectives (MBO) – Policies and Strategies – Scope and Formulation – Decision Making – Techniques and processes.

Unit - III

Organising – Organisation Structure & Design – Authority Relationships – Delegation of Authority and Decentralisation – Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on Organisational design – Mechanistic vs. Adoptive Structures – Formal and Informal Organisations.

Unit - IV

An Overview of Staffing and Directing functions – Motivation – Theories – perception – personality – values – Attitudes and beliefs – Motivation – Theories – communication – barriers to effective communication – Joe Harry window – Communication in various cultural contexts – Leadership – Styles – conflict Management – Management of stress – Management of change-Controlling – Prerequisites of Control Systems – Control Process – Methods, Tools and Techniques of Control – Design of Control techniques – Choices in Control.

Unit - V

Comparative Management Styles and Approaches – Japanese Management Practices – Organisational Creativity and Innovation – Management of Innovation – Entrepreneurial Management – Bench Marking – Best Management Practices Across the world – Management of Diversities – Select cases of Domestic and International Corporations.

REFERENCE BOOKS

1. Koontz & Weirich, 'Management', McGraw – Hill, Tokyo, 2004 (Text Book)
2. Richard .M Hodgets, 'Management', Academic Press, New Jersey, 1993
3. Hampton, 'Management', McGraw – Hill, International Edition, Tokyo, 1992
4. Stoner & Wankel, 'Management', Prentice Hall India, New Delhi, 1999
5. Peter F. Drucker, 'Practice of Management', Pan Books, London, 1987 Reprint
6. Peter F. Drucker, 'Innovation and Entrepreneurship', Heinman, New York, 1983.
7. Virmani.B.R., 'The challenges of Indian Management', Response books, New Delhi, 2006
8. Important Business Magazines like : Business India, Business World and Fortune International.

MBAT - 412 - ECONOMICS FOR TOURISM

Credits : 3

Objectives :

- To impart basic knowledge of the concepts and tools of economic analysis relevant for managerial decision making and
- To how economic can be used to manage Leisure and Tourism analysis.

Unit-I

Introduction- Tourism demand- theoretical background- types of tourism demand- indicators of effective demand- determinants of tourism demand – life cycle factors- the global view – measurement of tourism demand- national and international tourism demand.

Unit-II

Tourism demand forecasting- methods of forecasting – public and private sectors in Tourism- Government's role in tourism- the need for public and private sector cooperation in tourism.

Unit-III

Cost concepts- Market structure and Competition- Pricing in tourism- determinants of price- Pricing tourism products- Approaches to pricing.

Unit-IV

Impact of tourism- economic aspects- the multiplier effect- displacement effect and tourism-tourist spending- costs and benefits of tourism to community- environmental aspects – Contingency valuation method.

Unit-V

Macro economic environment – Economic transition in India- A quick review- Liberalization, Privatization and Globalization.

REFERENCE BOOKS

1. Jhon Trive, 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995
2. Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New Delhi, 2004
3. M.T.Sinclair & Mike Stabler, 'Economics of Tourism & Devpt.', Routledge, New York, 1997
4. Peterson, H.C. & W.C.Lewis, 'Managerial Economics', Prentice Hall (India), New Delhi, 2004
5. Dholakia RH & Oza.A.L., 'Micro Economics for Mgt. students', Oxford Uni.Press, New Delhi, 2004
6. Varshney RL & Maheswari KL, 'Managerial Economics, Sultan Chand, New Delhi, 2004.
7. Dwivedi DN, 'Managerial Economics', Vikas, New Delhi, 2001
8. Maddala, 'Microeconomics', TMH, New Delhi, 2004.

MBAT: 413 - FOREIGN LANGUAGE – FRENCH

Credits : 3

OBJECTIVES:

- To be able to understand the spoken form, read the script and write simple sentence patterns.
- To grasp relevant grammar.
- To know about the land, people and culture of France.

UNIT I

Introducing oneself – introducing someone – Define and Indefinite articles – Gender and Numbers.

UNIT II

Inviting and responding to invitations – Nouns – Adjectives – Paris and its monuments.

UNIT III

Describing persons – verbs – Interrogation and Negation – Conjugation of present tense – The life of French people.

REFERENCE BOOKS

1. A Votre Service – I (lesson 1-6)

MBAT 413 - FOREIGN LANGUAGE – JAPANESE

Credits : 3

OBJECTIVES:

- To be able to understand the spoken form, read the script and write simple sentence patterns.
- To grasp relevant grammar.
- To know about the land, people and culture of Japan.

UNIT I

General feature of Japanese Language and Syntax – Japanese alphabet(syllables) & their pronunciation.

UNIT II

Common words/phrases – Forming single sentences – Nouns, Particles, and Verbs – Demonstrative Pronouns, Adjectives and Pronouns of Place – Affirmative, Negative and Interrogative sentences – Non-Past and Past Tense – Grammar – Present and Past tenses – Saying “Yes” and “No”

UNIT III

Numerals, Time and Calendar – Practice of reading and writing the script “HIRAGANA” – Conventional practice.

UNIT IV

Direct & Indirect objects – The adverbs “MO” (already) and “MADA” (yet) – Adjectives – as speakers preference/desire – Grammar – Adjective and Predicate of the sentences – Ability – possession.

REFERENCE BOOKS

1. Based on “SHIN NIHONGO NO KISO 1” (Vol. Lesson 1-9), A.O.T.S.

MBAT - 414 - TOURISM PRINCIPLES AND PRACTICES

Credits : 3

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- I

Concepts, definitions, origin and development. Types of tourism, Forms of tourism: domestic, international, regional, inbound, outbound, Tourism net work and components of tourism, Interdisciplinary approaches to tourism

Unit-II

Tourism Industry and its structure: attractions, accommodation, transportation, F&B, shopping, entertainment, infrastructure hospitality, Presents trends in domestic and global tourism.

Unit-III

Assessment of tourism impact on destinations: Economic, socio- cultural and ecological. Concept of carrying capacity, sustainable tourism development. Emerging areas of tourism: rural, eco, medical, pilgrimage, bollywood, golf etc.

Unit-IV

Tourism organizations: World Tourism Organisation (WTO), Pacific Area Travel Association(PATA), World Tourism & Travel Council, (WTTC) Role and function of Ministry of Tourism, Govt. of India, ITDC, Department of Pondicherry Tourism, PT&TC, FHRAI, IHA, IATA.

Unit-V

Overview of five year plans with special reference to 10th five year plan for tourism development and promotion, National Action Plan- 1992, National Tourism Policy-2002, Destination planning and development.

REFERENCE BOOKS

- 1.Chunky Gee et-al, 'Travel Industry'
- 2.Mill and Morission, 'Tourism systems'
- 3.P.N Seth, 'Successful Tourism Management'
- 4.P.C. Sinha, 'Tourism Management', vol.4
- 5.R. Gartner, 'Tourism Development'
- 6.J.K Sharma, 'Tourism Planning and Development'
- 7.Goldener, C & Ritchie, B, 'Tourism Principles, Philosophy, Practices, John Wiley, New York, 2006
- 8.Geoper et al, 'Tourism principles & Practices, Pearson Edn., New York, 2006
- 9.Gellas & bechenel, 'International Tourism', Macmillan, London, 2004

MBAT - 415 - GLOBAL TOURISM GEOGRAPHY

Credits : 3

Objectives :

- To know the popular tourism destinations of the world ;
- To study the relationship of geography with tourism and travel ;
- To familiarize with the socio- cultural, economic and climatic conditions of the destinations.

Unit-I

World geography: Physical geography of North, South and Central America, Europe, Africa, Asia & Australasia .

Unit-II

World Economic Geography: North, South and Central America, Europe, Africa, Asia & Australasia ,Transport, major Tourism Activities and destinations.

Unit-III

Aviation Geography, IATA areas, sub areas & sub regions, IATA three letter city code, Airline code, latitude and longitude, International Date Line, Time Zones, calculation of time, GMT variation, concept of elapsed time, flying time and grounding time.

Unit-IV

Planning and development of different tourism activities in different climatic regions, a case study of China, Switzerland, France, Malaysia, Maldives, Hong Kong, Sri Lanka.

Unit- V

Travel formalities, familiarization with TIM, passport, VISA, Health certificate, currency certificate, insurance, customs, credit card and traveler's cheque, money transfer.

REFERENCE BOOKS

1. Robinson, HA, 'A Geography of Tourism'
2. Burton, Rosemary, 'The Geography of Travel & Tourism'
3. Boniface B. and Cooper C, ' Geography of Travel and Tourism'
4. Mc Donalds and Evans, 'A geography of Tourism'
5. Encyclopedia of World Geography
6. India, Lonely Planet Publication
7. Travel Information Manual, IATA, Netherland, 2006
8. ATLAS
9. Blue and Red OAG, IATA, Geneva, 2006
10. Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999

MBAT - 416- TOURISM PRODUCTS OF INDIA

Credits : 3

Objectives :

- To understand the nature of different tourism products.
- To develop and manage appropriate tourism products.

Unit - I

Unique features of Tourism Product in India – Historical perspective – Ancient, Medieval and modern – Geography of India – Physical and Political features – Astrology, Ayurveda, Yoga and Meditation – Languages and literature – Major Religions of India.

Unit - II

Cultural Tourism - problems and prospects – Fairs and Festivals-Dance Festivals – Performing arts – Dance and Music forms - Music Festivals – Fruit and Flowers Shows – Food Festivals – Myths and Legends – Cuisines and specialty dishes- Artifacts and Handicrafts Architecture –Paintings and Sculpture.

Unit - III

Archaeological sites – Monuments –Ancient Temples of India – Forts - Palaces and Museums – Buddhist heritage sites of India, Islamic Art & Architecture, Hill stations, pilgrimage centres, Beach Resorts of India, facilities and amenities.

Unit - IV

Wildlife sanctuaries- National parks –Botanical gardens and Zoological Parks, Biosphere reserve, facilities and amenities.

Unit - V

Major tourism circuits of India – Emerging Tourism Destination of India – Pilgrimage tourism, ecotourism, Rural tourism, golf tourism, wine tourism, camping tourism, adventure tourism; potential & issues, promotional measures initiated by Ministry of Tourism, Govt. of India, State Governments and Private Tourism Agencies.

REFERENCE BOOKS

1. A. L Basham, 'The Wonder that was India' Balaji, 2003
2. A. L.Basham, 'A Cultural History of India'
3. India, Lonely Planet Publication
4. S. Jaganathan, 'India Plan your own holiday'
5. H.K.Kaul, 'Travelers India'
6. S. Punja, 'Museums of India'

7. S. Huntington, 'The Art of Ancient India'
8. Piercy Brown, 'Indian Architecture'
9. Facets of India, Spectrum Series
10. Shalin Singh, 'Cultural Heritage of India'
11. Incredibleindia.org.in.

MBAT - 421 - HUMAN RESOURCES MANAGEMENT

Credits: 3

Objectives

- To ensure managerial understanding of the personnel function and
- To appreciate the methods and mechanics to bring into tourism the best people in directing their energies towards corporate goals.

Unit – I

Introduction to Human Resources Management: Context and concept of people Management in a systems perspective – Organization and functions of the HR and Personal Department – HR Structure and Strategy ; Role of Government – Global trends in HR Management.

Unit – II

HR PLANNING : Manpower Planning – Selection process - Coaching and Mentoring; HRM issues and practices in the context of Outsourcing as a strategy and MNCs with special reference to Tourism Industry – Retirement and Separation process.

Unit – III

Human Resource Development: Training and Development – Methods, Design & Evaluation of T & D Programmes; performance and potential appraisal - Career Development – Promotions and Transfers – Personnel Empowerment.

Unit-IV

Compensation: Principal Compensation Issues and Management – Job Evaluation – Productivity, Employee Morale - Stress Management and Quality of Work Life.

Unit – V

Building relationships and facilitating legislative framework: Trade Unions – Managing Conflicts – Disciplinary Process – Collective Bargaining – Workers participation in Management – A discussion on concept, Mechanics and Experience.

REFERENCE BOOKS

1. Pramod Verma, 'Personnel Management in Indian Organisations', Oxford & IBM Publishing Co.Ltd, New Delhi, 2002.
2. Venkata Ratnam CS & Srivatsava BK, 'Personnel Management and Human Resources', (Tata Mc-Graw Hill, New Delhi, 2003)

3. S.K.Chakravarthy, 'Managerial Effectiveness and Quality and Work Life', TMH, New Delhi, 1987
4. Robert L.Mathis & John.H.Jackson, 'HRM', South Western Pub, 2005
5. Saiyadain S.Mirza, 'HRM', TMH, New Delhi, 2003.
6. Dessler, 'A Framework for HR Management', Pearson Edn India, 2001
7. Edmund Heery, 'A Dictionary of HRM', Oxford Uni.Press, 2001

MBAT - 422 - ACCOUNTING AND FINANCE FOR TOURISM

Credits : 3

Objectives

- To acquaint the students with the fundamental principles of accounting;
- To enable the students to analyse and interpret the financial statements by using important tools of management accounting; and
- To enable the students to apply accounting techniques and finance strategies in the field of Tourism activities.

Unit – 1

Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts : Trading, Profit and Loss Account and Balance Sheet – Users and uses of Accounting information. (Theory and Problems).

Unit – II

Accounts of Non-profit organization: Income and Expenditure account – Receipts and payments : Travel Agency Accounting. (Only problems).

Unit – III

Financial Statement analysis and interpretation – Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis.

Marginal Costing and Break-even Analysis – Concept – Cost Volume Profit Relationship – Break-even Analysis – Application of Marginal Costing Techniques. (Theory and Problems).

Unit – IV

Cost Accounting – Concept – Distinction between costing and cost accounting – Elements of Cost – Preparation of Cost Sheet – Types of Costs. (Theory and Problems).

Unit – V

Financial Management – Scope – Objectives – Finance Functions – Major financial Decisions – Sources of Finance – Long term and short Term – Advantages and Disadvantages of different sources of funds. (Only Theory).

REFERENCE BOOKS

1. Grewal T.S. , 'Double Entry Book Keeping', Sultan Chand, Delhi.
2. Gupta R.L., 'Advanced Accounting' , Sultan Chand, Delhi

3. Gupta S.P., ' Management Accounting'
4. Hampton .J , 'Financial Decision Making', Prentice Hall India, Delhi
5. Prasanna Chandra, 'Financial Management'

MBAT 423: DESTINATION PLANNING AND DEVELOPMENT (3 Credits)

- To provide students with the ability to initiate and carry out advanced analysis and research in the field of destination development.
- To understand ways of effective destination management.
- To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques.

Unit-1 The Concept of Destination Development

Defining "Destination", Types of destination, characteristics of destination, Destinations and products, Development, meaning and function, goals for development, Tourism and linkage between destination and development, Destination Management Systems, Destination planning guidelines, Destination zone planning model, Scenic highways. Destination selection process, The Value of Tourism.

Unit-II Destination Planning

Definitions of planning, outlines the key elements of the planning process and analysis, National and Regional Tourism Planning and development hierarchy, Assessment of Tourism Potential, Coordination and Control of Tourism Development, Tourism Planning and Conservation: Policies and Procedures, Planning for Sustainable Tourism Development, Contingency Planning, economic impact, social impact, cultural impact, environmental impact, demand and supply match, sustainable development and planning approaches and indicators, design and innovations.

Unit-III Destination Image Development

Tangible and intangible attributes of destination, person's determined image, destination determined image, measurement of destination image, place branding and destination image, destination image formation process, unstructured image, destination appraisal. Strategy development and planning of destinations and tourism products. Product development and packaging, culture and nature-based development. Image and image-building of products and destinations.

Unit-IV Destination Promotion and Publicity

Amalgamation of destination services, Six 'A's framework for tourism destinations, The dynamic wheel of tourism stakeholders, strategic marketing for destinations and strengthening their competitiveness, destination marketing mix, formulating the destination Product, Pricing

the destination, Destination branding, 8Ps in Destination Marketing Destination distribution channels, Destination competitiveness.

Unit-V Institutional Support

Public and private policy, Public Private Partnership (PPP) National Planning Policies, WTO guideline for planner, References, Role of Urban civic body, Town planning, urban development, Environmental Management Systems, Environmental Assessment, commoditization, demonstration effect, carrying capacity, community participation, stakeholder management

REFERENCES

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002
2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
3. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
4. Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, 'Tourism SMEs, Service Quality and Destination Competitiveness' CABI Publishing,2005
5. Shalini (EDT) Singh, Dallen J.Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing,2003
6. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination : a sustainable tourism perspective' CABI Publishing,2003

MBAT 424 – ECO-TOURISM

(3 CREDITS)

UNIT I

Meaning and objectives of Ecology, 5 basic laws and 20 great ideas in Ecology, Ecosystem, functions, basic properties, management of Ecosystem, Food cycle, Food chain, paradigm shifts in Tourism Ecology.

UNIT II

Human Ecology, Tourism Geography – Types of Pollution - Pollution ecology – Energy environment nexus, Ecological Foot practice – Ecological and socio-economic indicators, measures to control pollution.

UNIT III

Definitions, Principles & function of Ecotourism, Tourism & Ecology relationship, Eco tourism facts, trends, western views of ecotourism, ecotourism in protected areas, ecotourism activities – trekking, canoeing, rock climbing, angling, folk dance and music, ethnic cuisine.

UNIT IV

Development, Definition & Principles, eco-development, sustainable development – definition & principles, common properties, resource management, community participation, multistakeholder participation & responsiveness towards sustainable eco-tourism, Ecotourism in different topography, carrying capacity, ecotourism & Poverty alleviations.

UNIT V

Eco-tourism development agencies, The international Ecotourism society, Role of Ecotourism in WTO, UNDP, UNEP, Ministry of Tourism(GOI), Case Studies – Nandadevi Biosphere Resources, Sunderban national resources, Periyar National resources, Idduki & Thekkady in Kerala, Jungle & Lodges in Karnataka, Eco tourism in Uttaranchal & Himachal Pradesh.

REFERENCES

1. Sukanta K Chaudhury, 'Culture, Ecology and Sustainable development' Mittal, New Delhi, 2006
2. Ramesh Chawala, 'Ecology and Tourism Development', Sumit international, New Delhi, 2006
3. Matha Honey, 'Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
4. Rast Buckley, 'Environmental impacts of Ecotourism', CABI, London, 2004
5. Prabhas C Sinha, 'Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
6. SK.Ahluwalia, 'Basic principles of environmental resources, Jaipur, 2006.
7. Journal of Sustainable Tourism, Channel View Publishers
8. Journal of Eco-Tourism, Channel View Publishers

MBAT - 425 – HOSPITALITY MANAGEMENT

Credits : 3

Objectives:

- To understand the essentials of hospitality industry;
- To familiarize with resort and event management; and
- To do project work in the above areas.

Unit I

Introduction to accommodation industry – Types of accommodation and their grouping, classification, categorization and forms of Ownership - Activities in Accommodation Management – Front office – House keeping – Bar and Restaurant - Supporting services.

Unit II

The Room division - the food and beverage division - the engineering and maintenance division - the marketing and sales division - The A/C division - the HR division and the security division.

Managerial issues: Trends, Problems; success-factors; study of the working of selected Hotels/Motels/Restaurant, etc.

Unit III

Introduction to Hospitality industry and its distinctive characteristics – inflexibility, perishability, fixed location, relatively large financial investment. Seven Ps of Marketing in Hospitality Marketing –(Product, Price, Place, Promotion, People, Process, and Physical Evidence).

Unit IV

Introduction to Restaurant Management, Eating by drinking places, Hotel operations - 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 - Trends in lodging and food services.

Unit V

Future trends in Hospitality Industry – Usage of CRS in Hotel Industry, operational usage through chain of hotels. Role of Associations in hospitality management- Functions and operations.

REFERENCE BOOKS:

1. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
3. Andrews: 'Hotel front office training manual' Tata Mcgraw Hill, Bombay, 1980
4. Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant Manager(London communica, Barril, Jenkins)
6. Negi: Professional Hotel Management(Delhi: S.Chand)

MBAT - 426 – TOURISM RESEARCH METHODS

Credits : 3

Objectives:

- To develop and execute a research design with appropriate sampling, measurement, and statistical procedures.
- To critically evaluate research studies in tourism and allied fields
- To write an effective research proposal as well as a research report

Unit – I

Introduction to research –Nature, scope, and purposes of tourism research – The art and science of knowing–Ontology, epistemology, theoretical perspectives, methodology, and research methods – Research ethics and values – Historical developments and the current debates in tourism research – Steps in research process – Overview of research design – Specific problems encountered by tourism researchers in India.

Unit – II

Identifying research problems – Management problems and their translation into research problems – Review of literature – Sources of secondary data for tourism – Tourism management information systems – Measurements – Conceptual and operational definitions – Validity and reliability – Qualitative and quantitative means of measurement – Surveys and sampling – Questionnaire design and execution.

Unit – III

Quantitative techniques – Measures of central tendency and dispersion – Time series analysis – Correlation and regression analysis – Normal distribution – Statistical testing of hypotheses – Parametric and non parametric techniques – Multivariate analytical techniques – Quantitative techniques in decision support – PERT-CPM-Introduction to game theory – Use of software in data analysis.

Unit – IV

Qualitative techniques – Case study method – Experimentation – Depth interviews – Participant observation – Ethnographic fieldwork – Preparing field notes – Focus group technique – Projective techniques – Content analysis – Historical analysis in qualitative tradition.

Unit – V

Data presentation – Communicating the research findings – Written and oral presentation – Report writing tips – Scientific writing styles – Structure of research proposal – Tips on writing proposals for committees or external funding.

REFERENCE BOOKS

1. Brunt, P. 'Market Research in Travel & Tourism', Butterworth Heinemann: UK, 1997
2. Clark, M., Riley, M., Wilkie, E. and Wood, R.C. 'Researching and Writing Dissertations in Hospitality and Tourism', ITBP: UK, 1998
3. Jennings, G. 'Tourism Research', John Wiley & Sons, 2001
4. Poynter, J. 'How to research and write a thesis in Hospitality and Tourism: A step by step guide for College students', Wiley: UK, 1993
5. Ritchie, J.R.B. and Goeldner, C.R. (eds) 'Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers', Wiley: UK, 1994

MBAT - 511 – MARKETING MANAGEMENT FOR TOURISM

Credits: 3

Objectives

- To know the concepts and components of marketing;
- To understand the various P's of marketing and their relevance to tourism;
- To develop the right marketing mix for tourism; and
- To inculcate the skills for tourism marketing.

Unit I

Definition of Marketing Concepts, Need and Importance – Marketing for Tourism – the tourism product – Special features of Tourism Marketing – Marketing Functions – Market Research – Market Segmentation – Tourism Marketing Mix.

Unit II

Understanding the Market and the consumer: Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand forecasting - Market Segmentation – Targeting – market Positioning.

Unit III

The P's of Marketing : Product : Designing – Branding and Packaging – new Product Development – Product Life Cycle : Price: Strategies and Approaches ; Place : Channels of Distribution , Promotion : Advertising – Sales Promotion – Publicity – Personal Selling ; Other P's.

Unit IV

Marketing of Tourism – Related Activities : Trends in Tourism Marketing – Marketing of Airlines, Hotels , Resorts, Travel Agencies and Other Tourism Sub – Sectors and Products.

Unit V

Developing Marketing Skills for Tourism : Creativity – Self Motivation – Team Building – Personality Development.

Marketing Communication : Advertising , Planning the Advertising process, Advertising Agency Selection, Sales Support - Sales Support Techniques, Tourist Publicity.

REFERENCE BOOKS:

1. Stanton William,J, 'Fundamentals of Marketing, McGraw Hill, New York, 1999
2. Kotler, P , 'Marketing Management', PHI, Delhi, 2006
3. Neelamegham, S, 'Marketing in India: Cases & Readings', Vikas, New Delhi, 1998
4. Ramasamy VS & Namakumar.S, 'Marketing Management : Planning & Control', Macmillan, New Delhi, 1990.

MBAT - 512 – TOURISM LAW

Credits :3

Objectives

- To understand the basic principles of various Laws, Codes , roles and regulations relating to Tourism Administration; and
- To assist the tourists

Unit - I

Introduction – Law and society Branches of Law – Commercial Law- Company Law- Industrial Law – Environmental Law

Unit - II

General Principles of

- i) Contract Act: Essential elements of contract – Breach of Contract – Performance of Contract – Indemnity & Guarantee – Bailment
- ii) Consumer Protection Act

Unit - III

Basic Principles of Company Law: Registration of Company – Types of companies – administration of companies – winding up of companies.

Unit - IV

Citizenship – Passport, Visa - FEMA – Foreigners Registration Act – Customs – RBI guidelines .

Criminal Law : Registration of cases.

Unit - V

Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act – General suggestions to improve tourism in India.

BARE ACTS:

Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act, 1986 - Foreign Exchange Management Act - Forest Conservation Act, 1980 - Negotiation Instruments Act, 1881 - Prevention of Food Adulteration Act, 1954 - Passports Act, 1967 - RBI guidelines - Sale of Goods Act, 1930 - The Pondicherry code-volume I - Wildlife Protection Act, 1972.

REFERENCE BOOKS:

- 1 N.D Kapoor, 'Mercantile Law', Sultan Chand, New Delhi
- 2 Avtar singh., 'Introduction to company Law', Eastern, Lucknow
- 3 Universal's Labour and industrial law manual.
- 4 M.C.Kuchhal, 'Company Law', Vikas, 1994

MBAT - 513 - INTERNATIONAL MANAGEMENT

Credits : 3

Objectives:

- To understand the International management scenario; and
- To develop skills for efficient managing of cultural differences.

Unit I

Introduction to International Business – the scope and challenge of International Business – from domestic to global business – the dynamic environment of international trade- forces (trade barriers) – Global economic groupings – The case of European Union – Globalisation phenomenon.

Unit II

Socio – cultural dynamics, business customs, political risks, legal environment and economic environment – global economic institutions – WTO. Ethical problems – concern about bribery – social responsibility of international business.

Unit III

Strategic Planning in International Management – Needs and Benefits – Approaches to formulating and implementing strategy – Strategy implementation – Ownership and Entry considerations for implementation – Role of the functional areas in implementation.

Unit IV

International Human Resources Management – selection criteria for international assignments. Training and organizational development – forms of industrial democracy-

communication effectiveness – Motivating human resources – international relevance of popular theories on workforce motivation.

Unit V

Managing across cultures – Nature of culture – elements of culture – cultural values and dimensions(Hofstede’s approach) – cultural change – planned and unplanned cultural change – cultural adaptation- methods of doing international business. Comparative management – Japanese style of management – western and eastern management styles –Leadership in the International business context.

REFERENCE BOOKS:

1. Richard M. Hodgetts and Fred Luthans, ‘International Management’, McGraw- Hill International edition, 1991
2. Warren J.Keegan, ‘Global Marketing Management’, PHI, New Delhi, 1998
3. Czinkotn, ‘Global Marketing’, Dryden press 1995.
4. Phillip R. Cateora and John L. Graham, ‘International Marketing’, Mcgraw-Hill International edition 1999.

MBAT - 514 – AIR FARES AND AIRLINES MANAGEMENT

Credits : 3

Objectives :

- To understand the structure and dynamics of airline industry
- To understand the airport and airlines management linkages
- To study the international airfares, regulations and formalities to travel.
- To study different organizations and their contribution to airlines management.

Unit-I

Role of IATA and its function, ICAO its role and function, Airport Authority of India, Open sky policy, International conventions ; Warsaw convention, Chicago convention 1944,

Unit- II

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.

Unit-III

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.

Unit-IV

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

Unit-V

Issue of manual ticket, reservation procedure. MPD, MCO, PTA and their purposes, universal air travel plan: types of air travel card. Bank Settlement Plan (BSP)- Case studies of selected Airlines Modules.

REFERENCE BOOKS

1. Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, New Delhi, 2005
2. OAG, Consultant, IATA, Geneva
3. Air Tariff Book
4. Stephen Shaw, 'Airlines in Shifts & Mgt', Ashgate Pub, USA, 2004
5. IATA, Geneva
6. R. Doganis, 'Airport Business'
7. K. Sikdar, All you wanted to know about airlines functions
8. Journal of Air Transport Management by Elsevier Science
9. Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002

MBAT - 515 - TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT

Credits: 3

Objectives :

- To understand the various activities of travel agency and tour operation business
- To understand the packaging and itinerary planning
- To study the linkages of travel agency with other related organizations

Unit-1

History & growth, emergence of Thomas Cook and American Express, Types of travel agency and tour operation, distinction between wholesale and retail travel agency, integration and linkages, setting up a travel agency, sources of income. linkages with major railways and cruise system in the world : Indian railways – facilities and amenities for passengers, surface transport system, car rental companies, inter state bus and coach network.

Unit- II

Function of a travel agency and tour operator Itinerary planning: domestic and international. Tips and steps for itinerary planning, Do's and do not of itinerary preparation, limitation and constrains. Types of Tour, tour formulation and designing process, group tour planning and component,

Unit-III

Meaning of tour package, types and forms of tour package, costing, quotations, FIT and GIT tariffs, confidential tariffs, voucher- hotel and airline and exchange order, Pax docket, status report, AGT statements, merits and demerits of package tour, special requirements for outbound packages, liasioning and selling package tours, commission, mark up, services charges

Unit-IV

Govt. rules for getting approval, IATA rules, regulations for accreditation, documentation, entrepreneurial skill for travel, tourism and hospitality: problems of entrepreneurship in travel trade,

Unit-V

Itinerary preparation for inbound, outbound and Domestic tours, preparation of specific common interest tour itinerary & costing, sample tour itinerary of Thomas Cook, Cox & Kings, and SITA Travels.

REFERENCE BOOKS

1. J.M.S.Negi, 'Travel Agency Operation, Concepts and Principles' Kanishka, New Delhi, 2005
2. Victor.T.C. 'Marketing & Selling of Airline products', 2004, England.
3. Holloway, J.C., 'The Business of Tourism', PH, London, 2002
4. Chand.M., 'Management of Travel Agency and Tour Operation' , Anmol, New Delhi
5. Jagmohan Negi, 'Tourist Guide and Tour Operation : Planning & Organising' Kanishka, New Delhi, 2005

MBAT – 516 - COMMUNICATION SKILLS AND PUBLIC RELATIONS

Credits : 3

Objectives :

- To impart oral and written communication skill through experiential training;
- To have an understanding of the Public Relations; and

UNIT I

Oral communication skills: public speaking, group presentations, discussions, participation in meetings and interviews

UNIT II

Written communication skills: preparing letters, reports and other executive communications. Methods of achieving effective communication, measurement of impact of communication – Mass media – Media relations.

UNIT III

Introduction to contemporary public relations — organizational context of public relations – social context of public relations –Communication and Public opinion – principles of persuasion – adjustment and adaptation : a theoretical model for public relations

UNIT IV

Practical Exercises & Discussions

UNIT V

Language Laboratory

REFERENCE BOOKS :

1. Munter Mary, 'Guide to Managerial Communication: Effective writing & Speaking', PHI, New Delhi, 2002
2. Kaul, Asha, 'Effective Business communication', PHI, New Delhi, 2005
3. Jenkins IR & Jif JJ 'Planning the Advertising Campaign', Macmillan, 1973
4. Chunawalla SA 'Advertising sales and Promotion Management', Himalaya, 2001.

MBAT - 521 : Event Management

Credits : 3

Objectives:

- To enable the students to understand the essentials of hospitality management
- To enable the students to familiarize with resort and event management
- To enable the students to do project work in the above areas.

UNIT I

Concepts of resorts management – planning – marketing – maintaining and development of resorts, Types of resorts – major players in resort industry in India – Sterling group, Mahindra group, etc., Introduction to Conventions, Exhibitions and Meetings (MICE), components of the conference market. Introduction to convention venues – Characteristics of conferences and conventions.

UNIT II

The nature of conference markets – the demand for conference facilities. The economic and social significance of conventions. The impacts of conventions on local and national communities – demographic trends – geographical distribution. An international market perspective. An introduction to planning professional meets. Management of conference at site. Role of Travel agency in the management conference.

UNIT III

Contract negotiations: The law of professional Meeting and convention check list. Development of convention – hotel sales and marketing plan – hotel convention service management.

UNIT IV

Practices in Event management – Organising and Planning events – customer care management – starting and managing event business – Event Marketing – Marketing Equipments & tools – Event coordination

UNIT V

Travel Industry Fairs - Benefits of Fairs – marketing tour brochures through fairs. ITB – WTM – BTF – TTW – PATA TRAVEL MART.

REFERENCE BOOKS:

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt.Ltd.Delhi,2001
2. Anton Shone & Bryn Parry, 'Successful Event Management', 2002
3. Dr.Joe Gold Blatt, 'Special Events'
4. Leonard H. Hoyle, Jr, 'Event Marketing'
5. Peter E. Tarlow, 'Event Risk Management Safety'
6. Avrich,Barry 'Event and Entertainment Marketing', Vikas, Delhi,1994
7. Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

MBAT – 522 - CUSTOMER REALTIONSHIP AND SERVICES MANAGEMENT

Credits : 3

Objectives:

- To receive a proper and better understanding of customer service management of in a local and global context.
- To be able to manage a market oriented service organization.
- To take up the challenge of good customer relationship management.

Unit I

Customer Relating Management in Tourism – Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement Customer Feedback and Service Recovery.

Unit II

Managing and Sharing Customer data - Customer information databases – Ethics and legalities of data use – Data warehousing and data mining – Data analysis – market Basket analysis (MBA) – click stream analysis - Personalization and collaborative Filtering.

Unit III

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service aspirations Consumer Behavior in Service encounters.

Unit IV

Marketing Mix in Services – The SEVEN Ps - Product – Price – Place – Promotion - People – Process – Physical Evidence – Balancing Demand and Capacity – Popular Strategies.

Unit V

Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

REFERENCES BOOKS

1. Christopher Lovelock & Jochen Wirtz - Services Marketing, Pearson Education, Delhi,2004.
2. Zeithmal, Parasuraman & Berry – Delivering Quality Service, The Free press, New York
3. Andry silmore, Services Marketing & Management, Response Books, Sage Publications, Delhi.2001
4. Jagdish Seethi, Etal, Customer Relationship Management.
5. Stancles A.Brown, ‘Customer Relationship Management’, John wiley & Sons,2000
6. Lovelock, ‘Services Marketing – People, Technology & Strategy’, Pearson Edn, Singapore, 2003
7. Gilmore, ‘Services Marketing and Management, Response Books, New Delhi,2004.

MBAT 523 - E-TOURISM MANAGEMENT

Credits : 3

Objectives: This course aims to introduce to the learner the important concepts and applications of information and communication technologies in tourism. In addition, entrepreneurial and managerial aspects of electronic business in tourism are also discussed.

Course Outline:

Chapter 1: Introduction to e-tourism- Historical development- Electronic technologies for data processing and communication- Hardware and Software- Strategic, tactical, and operational use of IT in tourism.

Chapter 2: Internet and the World Wide Web- Regulatory framework- Internet economics- Using IT for competitive advantage- Case studies.

Chapter 3: E-commerce- Starting an e-business- E-marketing of tourism products- Typologies of e-tourism- Business models in the wired economy- Case studies.

Chapter 4: Online consumer behavior- Service quality- Customer satisfaction- Loyalty- Case studies.

Chapter 5: Current debates in e-tourism- Future of e-tourism- Case studies.

REFERENCES

1. Sheldon, P. Tourism Information Technology: CABI,2002
2. Inkpen, G. Information Technology for Travel and Tourism: Addison Wesley,2000
3. Buhalis, D. E Tourism: Information technology for strategic tourism management: PH,2004
4. Poon,A. Tourism, Technology, and Competitive strategies: CABI,1998
5. Rayport, J.F. and Jaworski, B.J. Introduction to E-Commerce: McGraw-Hill,2003
6. Eisenmann, T.R.Internet Business Models – Text and Cases: McGraw-Hill,2002
7. Malvino, A.P. Electronic Principles: McGraw-Hill,1995