

**MAHATMA GANDHI UNIVERSITY**

**NALGONDA – 508 254**

**Department of Management Studies**



**COURSE STRUCTURE AND SYLLABUS**

**OF**

**MBA (TTM)**

**MBA (TOURISM AND TRAVEL MANAGEMENT)**

**2016-2017**

## **RULES AND REGULATIONS OF M.B.A. (TTM) PROGRAMME**

The Master of Business Administration in Tourism and Travel Management M.B.A. (TTM) is a post-graduate course offered as: two-year, i.e., four semester full time programme

### **ELIGIBILITY CONDITIONS M.B.A (TTM)**

Candidate seeking admission into M.B.A. (TTM) programme must be:

1. Bachelor degree recognized by the university as equivalent there to with an aggregate of not less than 45% marks in Part-I and Part-II put together (non-credit courses not included). In case of SC and ST candidates a pass in the qualifying examination is sufficient.

2. The candidate seeking admission must qualify in the ICET examination, conducted by the appropriate authority in the year of admission as per the norms prescribed by the University.

1. The admission of Non-resident Indians and candidates admitted in lieu of them will be as per the University rules in force on the date of the admission.

2. Foreign students' admission is based on the Screening Process of the University.

### **INSTRUCTION SCHEDULE:**

Instruction will be provided as per the workload indicated in the structure, rules and regulations of M.B.A. (TTM) Program for all Theory, Practical and Project Work course requirements. The almanac will be as follows for all semesters.

Duration of instruction: 14 – 16 Weeks

Preparation Holidays: 7-10 Days

Field Work : 1 week

### **RULES OF ATTENDANCE:**

Students must attend 75% of the total classes conducted for all the courses put together in a semester. Exemption of 10% of attendance might be given to a student on medical grounds on the basis of a valid medical certificate and payment of exemption fee prescribed by the university.

### **PROMOTION RULES**

A student will be promoted subject to the following rules:

#### **I Semester to II Semester:**

A student should put in a minimum of 75% of aggregate attendance in all the courses put together of the term (65% in the case of medical exemption) and should be registered for the University exam for the I semester.

#### **II Semester to III Semester**

A student should put in a minimum of 75% of aggregate attendance in all the courses put together of the term (65% in the case of medical exemption) and should have passed at least 75% of Theory courses of I & II Semesters put together. (Viva Voce and Lab courses not considered for this purpose)

#### **III Semester to IV Semester:**

A student should put in a minimum of 75% of aggregate attendance in all the courses put together of the term (65% in the case of medical exemption).

### **CANCELLATION OF ADMISSION**

The admission of a candidate admitted to the MBA (TTM) Course stands cancelled if:  
He / she does not put in at least 40% of attendance in Semester-I.

Or

He / she fails to fulfill all the requirements for the award of the degree as specified, within 4 academic years from the time of admission in case of 2 year MBA (TTM) program.

### **PROJECT WORK:**

The students should undertake the Project internship during the summer vacation intervening between II & III Semesters of MBA (TTM) Programme. Project Report Work should be carried out in the Final Year of MBA (TTM) Programme i.e., III & IV Semesters. The students are required to do project work in any area of Tourism and Travel Management under the active guidance of Internal Faculty Member assigned to the student.

The Project work usually consist of selecting a topic / problem / theme in any area of Tourism and travel Management, gather relevant data, analyze and interpret the same in a systematic and scientific manner. The Project Work should be undertaken under the supervision of the Faculty Member assigned for the purpose. The Project Report should be submitted to the University 15 days before commencement of Final Semester Examinations.

### **AWARD OF GRADES FOR PROJECT REPORT AND VIVA VOCE:**

Project Report and Viva Voce will be evaluated and awarded grades as per the following percentages of Marks obtained.

Grade A - 70% and above Marks

Grade B - 60% and above but below 70% Marks.

Grade C - 50% and above but below 60% Marks.

Grade D - 40% and above but below 50% Marks.

Grade E (Fail) - Below 40% Marks (Fail)

### **INSTRUCTIONAL WORK LOAD FOR THEORY, PRACTICAL COURSES AND PROJECT WORK:**

Each of the Theory Courses of the MBA (TTM) Programme shall have instructional Work load of 5 periods of 60 Minutes duration per week. The Instructional workload for each of the Practical and Lab Courses shall be 2 Periods of 60 Minutes duration per week.

### **EVALUATION SYSTEM:**

1. All courses of MBA (TTM) Program will carry a Maximum of 100 Marks each.
2. Duration of the university examination for all the courses is three hours each.
3. All the courses will have 80% marks for university examination and 20% marks for internal examination.
4. In case of courses where practical/lab component is involved, of the total 100 marks, 60% marks are for university examination, 20% marks are for internal

evaluation and 20% marks are for practical/lab examination.

5. The Guidelines, Rules and Regulations framed by the University in this regard will be applicable to the MBA (TTM) Programme.

#### **CONDUCT OF EXAMINATIONS:**

At the end of Odd numbered semester's viz., I, and III terms, examinations for these Semesters and IV Semester will be conducted. The students appearing for regular, backlog and improvement can get registered for the above examinations as per the norms of the University.

At the end of even numbered semesters viz., II and IV terms, examinations will be conducted for all Semesters i.e., (I to VI Semesters). The students appearing for regular, backlog and improvement can get registered for the above examinations as per the norms of the University.

#### **RULE FOR OFFERING ELECTIVES:**

The Minimum number of Students required for offering an Elective shall be 20% of students on rolls of the college for Final Year subject to a Minimum of 10 students.

#### **AWARD OF DEGREE AND DIVISION:**

Candidates will be awarded MBA Degree on successful completion of all Theory Courses, Practical Courses, Field work, Viva Voce and Project Report. The Division / Class will be awarded based on the following percentage of marks obtained by the candidate.

1st Division with Distinction - 70% and above of aggregate marks.

1st Division - 60% and above but below 70% of aggregate marks.

2nd Division - 50% and above but below 60% of aggregate marks.

Pass Division - 40% and above but below 50% of aggregate marks.

Candidates who have passed all the examinations in the first attempt along with the batch in which they were admitted are eligible for getting Rank Certificates / Gold Medals / Prizes.

#### **TRANSITORY REGULATIONS**

Whenever a course of scheme of instruction is changed in a particular year, two more Examinations immediately following thereafter shall be conducted according to the old syllabus/regulations. Candidates not appearing at the examinations or failing in them shall take the examination subsequently according to the changed syllabus/Regulations.

\*\* Grades Excellent, Good, Satisfactory and Unsatisfactory

\*\*\* Choice of Electives

Students have to opt for two electives in the third semester – one major and the other minor. There are four papers in each major area, two in third semester and two in fourth semester. Two papers are in each minor area, one in third semester and the other in the fourth semester.

Elective one offered cannot be changed for any reason. There are no separate papers offered as minor electives. Two papers in each major area have been identified as minor area papers and they are common for both major elective and minor elective students.

An elective can be offered by a college when it is opted for by at least 1/6<sup>th</sup> of the students on the role in that semester. If total students opted for are less than 1/6<sup>th</sup> of the strength and the college offers an elective, it has to make it clear to the Coordinator, Department of Management Studies of the University as to the arrangements made for teaching that elective.

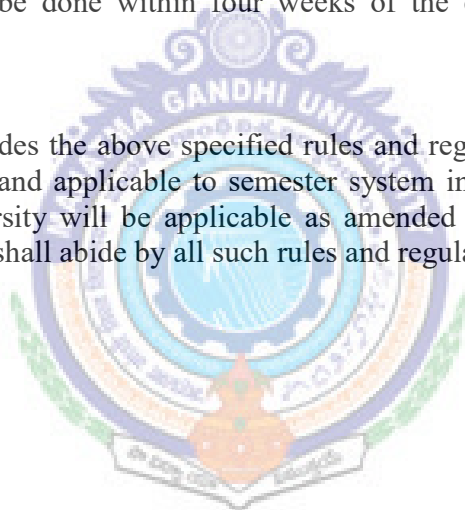
**READMISSION FOR PURSUING ADDITIONAL ELECTIVE COURSES:**

A student can be given readmission for pursuing additional electives after completion of MBA(TTM) programme subject to payment of requisite fee prescribed by the college / Department. Such candidates have to satisfy all the rules including attendance rule in vogue on par with regular students.

- a. The additional elective must be pursued in the same college in which the student studied and completed the MBA(TTM) Programme.
- b. The admission must be done within four weeks of the commencement of the III Semester.

**GENERAL CLAUSE:**

It may be noted that besides the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Mahatma Gandhi University will be applicable as amended from time to time by the University. The students shall abide by all such rules and regulations.



**MBA (TTM) Syllabus Structure As Per CBCS Guidelines Effective From 2016-2017**  
**Year-I Semester –I**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE)
1.1	Management & Organizational Behaviour	Core	5	5	20+80
1.2	Principles & Practices of Tourism	Core	5	5	20+80
1.3	Marketing of Tourism	Core	5	5	20+80
1.4	<b><u>Elective-I</u></b> 1.Geography of Tourism 2.Economics for Tourism	GE/ID	5	5	20+80
1.5	<b><u>Elective-II</u></b> 1.Quantitative Methods 2.Information Technology for Tourism	GE/ID	5	5	20+80
1.6	Computer Lab Practicals (MS-Excel Lab)	Practical	1	2	50
	*Field Work		2		50
	<b>Total</b>		<b>28</b>	<b>27</b>	<b>600</b>

**Year-I Semester –II**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE)
2.1	HRM in Tourism Organizations	Core	5	5	20+80
2.2	Accounting & Finance for Tourism	Core	5	5	20+80
2.3	Event Management	Core	5	5	20+80
2.4	<b><u>Elective-I</u></b> 1.Itinerary Planning and Costing 2.Rural Heritage & Tourism Development	GE/ID	5	5	20+80
2.5	<b><u>Elective-II</u></b> 1.Business Research Methods 2.Principles and Practices of Hospitality Management	GE/ID	5	5	20+80
2.6	Statistical tools using Excel- Lab	Practicals	1	2	50
	*Field Work		2		50
	<b>Total</b>		<b>28</b>	<b>25</b>	<b>600</b>

**MBA Syllabus Structure As Per CBCS Guidelines**  
**Year-II –Semester-III**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE)
3.1	Entrepreneurship Development in Tourism	Core	5	5	20+80
3.2	Tourism Laws & Conventions	Core	5	5	20+80
3.3	Personality Development & Cross Cultural Skills	Core	5	5	20+80
3.4	<b><u>DSElective – I</u></b> a) Travel Management b) Tour Guiding and Interpretation c) Tourism Services Management	DSE	5	5	20+80
3.5	<b><u>DSElective - II</u></b> a) Housekeeping Management b) Basics of Air Travel Ticketing & Fare Construction c) Business Tourism in India	DSE	5	5	20+80
	<b>*Field Work</b>		2		50
	<b>Total</b>		<b>27</b>	<b>25</b>	<b>550</b>

**\*50 Marks for field work**

**Year-II –Semester IV**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE)
4.1	Strategic Management	Core	5	5	20+80
4.2	International Tourism	Core	5	5	20+80
4.3	Tourism Products of India	Core	5	5	20+80
4.4	<b><u>DSElective - III</u></b> a) Adventure Tourism b) Managing Sales & Promotion in Tourism c) Travel Agency Management	DSE	5	5	20+80
4.5	<b><u>DSElective – IV</u></b> a) Front Office Management b) Air Travel Ticketing & Fare Construction c) Recreation & Wellness Tourism	DSE	5	5	20+80
	<b>Project Work Viva - Voice</b>				<b>Grade Grade</b>
	<b>Total</b>		<b>25</b>	<b>25</b>	<b>500</b>

**GE/ID- Generic Elective ID- Interdisciplinary**

**DSE- Discipline Specific Elective**



## SEMESTER-1

### **MBA(TTM)1.1: MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**

**Subject Code 1.1**

**No of Credits: 5**

**Objective:** The objective of the course is to impart the fundamental concepts of Management theories and practice. This course will form a foundation to study other functional areas of Management; also provides an insight into behavioral issues pertaining to Organizations.

**Unit – I: Evolution of Management: Meaning, Mintzberg Managerial roles, Process of Management, Administration vs. Management, Theories of Management - Classical, Scientific, Administrative, Behavioral, Management Sciences Theories; Systems and Contingency theory.**

**Unit – II: Planning and Organizing: Planning: Nature of planning, Steps in planning, Types of planning, Levels of planning. Decision Making: The process and techniques of decision making.**

**Nature of organizing, organization levels and span of management – Factors determining span - Organizational designs and structures – departmentation, line and staff concepts, delegation, decentralization and recentralization of authority.**

**Unit – III: Introduction to Organizational Behavior: Definition - Nature and levels of Organizational Behavior. Personality: The Big 5 Model of Personality – Organizationally relevant Personality traits. Attitudes: Nature and Dimension of Attitudes. Perception: Nature of Perception – Characteristics of the perceiver, target and situation – perceptual problems. Attribution, Johari Window and Transactional Analysis.**

**Unit – IV: Motivation and Leading: Theories of Motivation. Leading: Leading vs. Managing – Leadership Theories- Leadership styles –Transactional leaders and transformational leaders. Communication: Meaning, Types of communication – barriers to effective communication in Organizations.**

**Unit – V: Group Dynamics& Controlling: Groups and group development – turning groups into effective teams. Power and sources of power. Conflict: Causes and consequences –conflict resolution strategies.**

**Controlling: Basic control process- Requirements for effective control – Control techniques.**

#### **Suggested Books:**

1. Jon L Pierce and Donald G. Gardner, “Management and Organizational Behavior”, Cengage Learning India (P) Limited.
2. LaurieJMullins, “Management & Organizational Behavior”, 7ed.,2006, Pearson.
3. Harold Koontz and Heinz Wehrich, Essentials of Management, TMH, 2007.
4. Richard L. Daft, “The New Era of Management”, Cengage Learning India (P) Limited.
5. Michael A. Hitt, J. Stewart Black, and Lyman W. Porter, “Management”, 2006 Pearson.
6. Richard Pettinger, “Organizational Behavior”, 2010 Routledge.
7. John M. Ivancevich: OrganizationalBehavior& Management, TMH, 2009
8. Jennifer George and Gareth Jones “Understanding and Managing Organizational Behavior”, Published by Pearson Education Inc.
9. Certo and Certo: Modern Management,10/e,PHI,2009
10. Stephen P. Robbins, Jennifer George and Gareth Jones, “Management and Organizational Behavior”, Pearson Education Inc.
11. K. Aswathappa, “Organizational Behavior”, Himalaya Publishing House.



## **MBA (TTM) 1.2 PRINCIPLES AND PRACTICES OF TOURISM**

**Subject Code 1.2**

**No of Credits: 5**

### **UNIT I:**

Meaning, nature characteristics and Components of Tourism Industry: Types of Tourists– infrastructure and superstructure - Tourism system – types and forms of tourism, tourist typology- tourism as an industry. Travel through the ages – Development of –tourism in the world and India. Inter disciplinary approaches to tourism.

### **UNIT II:**

Impacts of tourism - socio, economic, environmental and technological impacts on tourism- Impact analysis -Travel motivations- Motivation Theories (Plog and Maslow) – Tourism imperatives – Emerging areas in Tourism

### **UNIT III:**

Tourism Demand: determinants and stimulants- supply patterns and characteristics – measurement of tourism demand – Demand / Supply gaps. Tourism Statistics: Types – Sources – Importance. Employment generation through Tourism

### **UNIT IV:**

Tourism policy – formulation strategy – planning for tourism - Tourism Planning and policies in India: National & AP State Tourism Policies

### **UNIT V:**

Tourism organizations – International: World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC)etc., National and Regional Organizations - Role of Ministry of Tourism Govt of India & Tourism & Culture Dept., Govt of AP in Tourism Development at National/State level

### **REFERENCE BOOKS:**

1. Cooper, Fletcher etal: Tourism Principles and Practices (Pitman) (2<sup>nd</sup> Edn) Prentice Hall, Singapore, 1998
2. Geoldner R. C. & Ritchu BJR: Tourism Principles, Practices, Philosophies- (9<sup>th</sup> Edn.): John Wiley & Sons, New Jersey, 2003.
3. Jagmohan Negi: Tourism and Travel – Concepts and Principles (S. Chand &Co.,)
4. Kushan K. Kumar: Basics of Tourism, Theory , Operation and Practices- Kanishka Publication, New Delhi, 2002
5. David Weaver, Laura Lauton : Tourism Management (3<sup>rd</sup> Edn), Jhon Weily & Sons, Singapore, 2006
6. Jafari Jafar: Encyclopedia of Tourism – Routledge, Newyork, 2000.
7. Mill & Morission, „Tourism Systems
8. J.K. Sharma „Tourism Planning Development
9. P N Seth, Successful Tourism Management
10. Burkart & Medlik : Tourism Past, Present and Future
11. McIntosh RW: Tourism Principles and Practices
12. R.Gartner : Tourism Development

## **MBA (TTM) 1.3: MARKETING OF TOURISM**

**Subject Code 1.3**

**No of Credits: 5**

### **UNIT-I**

Introduction to Marketing and its application in Tourism. Difference between Marketing of Products and Services. Special features of Marketing Services. Uniqueness of Tourism Marketing.

### **UNIT-II**

Overview of the role of Market Research Surveys and forecasting and Consumer Behavior and their Roles in the Development of Marketing Activities. Marketing Segmentation and Leisure markets- Problem of Identifying and Developing Marketing activities aimed at Segments in the Leisure market.

### **UNIT-III**

Target market Selection, Positioning, the 8<sup>th</sup> P of Marketing. Managing the Marketing Mix in Tourism: Product/Service Issues e.g. Life Cycles, Concept Development and Testing and Product Development.

### **UNIT-IV**

Managing the Marketing Mix in Tourism: Location, Pricing and the Role and Use of specific Intermediaries and External Bodies in selling Tourism Product. Managing the Marketing Mix in Tourism: Distribution Decisions

### **UNIT-V**

Managing the Marketing Mix in Tourism: Introduction to Tourism Promotion, Methods and their respective Roles: Advertising, Travel Brochure, Film, Presentations, Sales Promotion, Sales Calls, Familiarization Tours of areas representative and Travel Agents, Fairs, Exhibitions and Indian Festivals. Specific problems of Advertising Tourism Products, Issues in the Development of Tourism Advertising Campaigns Media and Message Decisions. Suitability of Sales Promotion to Tourism. Allocation of Budgets for Promotion. Managing Publicity Importance of Information in Tourism Promotion.

### **REFERENCE BOOKS:**

1. Loway I.C. and Plant R.V (1992) : Marketing for Tourism. Pitman.
2. Witt S and Moutinho L (1994) : Tourism Marketing and Management Handbook, Prentice Hall New Jersey.
3. Tourism Business and Marketing – Pran Nath Sen.
4. Marketing for Hospitality and Tourism, Philip Kotler, Pearson Education.

**MBA (TTM) Elective I- 1.4: GEOGRAPHY OF TOURISM**  
**Subject Code 1.4.1** **No of Credits: 5**

UNIT-I: Importance of Geography for Tourism. India, the sub-Continent, the Rivers of India-Major Physical Divisions-Mountains hills and Valleys, Deserts, beaches.

UNIT-II: Latitude, longitude, international date line-time difference-GMT variations, Concepts of elapsed time, flying time, ground time-standard time & summer time (Day light & saving time)

UNIT-III: Indian climate, rain and the monsoons-the seasonal incidents, floods, draught, Famines, causes & effects. Seasons for travel of different centers.

UNIT-IV: Cultural Geography – Influence of physical settings on the growth of tourism-study of Tourist centers in India with special reference to the following:

(1) Kashmir (2) Delhi (3) Agra and Fatehpur Sikri (4) Jaipur (5) Bombay and Elephanta Caves (6) Khajuraho (7) Tirupati (8) Hyderabad (9) Goa (10) Chennai (11) Mysore (12) Calcutta (13) Bhuvaneshwar (14) Madurai (15) Kerala. (16) Tanjore.

UNIT-V: Recent trends in International Tourist Movements.

**REFERENCE BOOKS:**

1. Bondface, B& Coper, C.Coper: The Geography of Travel & Tourism, London, England, Herne Mann Professional Pub. 1987.
2. Burton, Rose Mary: The Geography of Travel & Tourism, (London).
3. Robinson, H.A: Geography of Tourism, (Mac Donald & Evans, London).
4. Major Das: India-A Tourist Paradise.
5. Gopal Singh: The Geography of India, Delhi, 1988.
6. Government of India publications on the respective aspects.

**MBA(TTM) Elective I- 1.4: ECONOMICS FOR TOURISM**

**Subject Code 1.4.2**

**No of Credits: 5**

UNIT I: Macroeconomic environment in India – Economic liberalization in India Privatization & globalization – Significance of tourism in National economy Economic and business of tourism – Tourism markets & policies.

UNIT II: Introduction to tourism demand – Types/indicators/determinants of tourism demand Analysis of demand and supply in tourism - Life cycle factors measurement of tourism demand – National & International tourism demand

UNIT III: Forecasting tourism demand – Methods measurement – Public/private sector players in tourism sector – Role of National/State governments in tourism promotion – Need for Public Private Sector Participation in tourism development

UNIT IV: Tourism industry – Production and costs of tourism goods & services – Competition and market structure pricing of tourism products – Determinants of price – Approaches to pricing for different tourism products – Consumer behaviour and tourism demand elasticity

UNIT V:

Economic impacts of tourism – Multipliers & displacement effects – Tourism costs & benefits to society – Environmental aspects

**REFERENCE BOOKS:**

1. Economic Dimensions of Tourism – R.K.Malhotra, Anmol Pub., New Delhi, 1988
2. Economics of Tourism Development – Ronile Chawla, Sonali Pub., New Delhi, 2004
3. The Economics of Leisure & Tourism – Jhon Thire, Oxford Butterwork, Heineman, 1995
4. Economics of Tourism & Development – MT Sinclair & Mike Stabler, Routledge, New York, 1997
5. Managerial Economics– Varshney R.L & Maheswari. K.L, Sultan Chand, New Delhi 2004
6. Micro-economics for Management Students – Dholakia R.H & Oza A.L, Oxford University Press, New Delhi, 2004
7. Annals of Tourism Research – Magazine
8. Journal of Travel Research

**MBA (TTM) Elective II- 1.5: QUANTITATIVE METHODS**  
**Subject Code 1.5.1** **No of Credits: 5**

**Unit – I:**

Quantitative Decision Making – An Overview, Collection of Data, Presentation of Data, Measures of Central Tendency, Introduction to Probability-Concepts and Definitions of Probability– Classical, Relative frequency, subjective and axiomatic. Baye's theorem and its applications.

**Unit – II:**

Probability Distribution-Random Variable (RV), Expectation and Variance of a RV. Probability distribution function, Continuous and Discrete Probability distribution functions. Binomial Distribution, Properties and applications; Poisson distribution-applications. Normal Distribution, standard Normal Distribution- Properties, Applications and importance of normal distribution.

**Unit – III:**

Samling Methods, Sampling Distribution, Testing of Hypotheses, Chisquare Tests, ANOVA

**Unit – IV:**

Forecasting methods: Business Forecasting, Correlation Analysis-Scatter diagram, Positive and Negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of multiple and partial Correlation. Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients.

**Unit – V:**

Transportation Problem (TP): Mathematical model, IBFS using northwest corner rule, Row and Column Minimum methods, Matrix minimum method(LCM) and Vogel's approximation method, Unbalanced TP, Degeneracy, Optimality Test and Assignment Problem (AP): Mathematical model, Unbalanced AP, Restricted AP and Managerial applications.

**Suggested Books:**

1. Levin R.I., Rubin S. David, "Statistics for Management", 2000, 7th Ed. Pearson.
2. Gupta S.C, "Fundamentals of Statistics", 2010, 6th Ed. HPH.
3. Keller, G, "Statistics for Management", 2009, 1st Ed, Cengage Learning.
4. Amir D. Aczel and Jayavel Sounderbandian, "Complete Business Statistics", TMH,
5. John C Lee, "Business and Financial Statistics Using MS-Excel", First edition, 2009, Cambridge.
6. J. K Sharma, "Business Statistics", 2010, 2nd Ed. Pearson.
7. Arora PN & others, "Complete Statistical Methods", 2010, 3rd Ed. S. Chand.
8. Beri, GC, "Business Statistics", 2010, 3rd Ed. TMH.
9. Black Ken, "Business Statistics for Contemporary Decision Making", 2006, 4th Ed. Wiley.
10. Levine, David M and others, "Statistics for Managers using MS. Excel", 2009, 5<sup>th</sup> Ed. PHI.
11. Davis, G & Pecar, B, "Business Statistics using Excel", 2010, Oxford.
12. Kanji K. Gopal, 2006, "100 Statistical Tests", Sage Publications.
13. Haoda, R.P., Statistics for Business & Economics", 2010, 4th Ed. Macmillan.
14. Apte. D.P. "Statistical Tools for Managers – Using MS Excel", 2009, 1st Ed.
15. N.D. Vohra, 2001, Quantitative Techniques in management, Tata Mc-graw Hill, 2ndedition.
16. Barry Render, Ralph M. Stair,Jr. and Michael E. Hanna, 2007, Quantitative analysis formangement, 9th Edition , Pearson / PHI.
17. A. Ravindren, Don T. Phillips and James J. Solberg, 2000, Operations Research Principles and Practice, John Wiley and Sons, 2nd edition.
18. J.K. Sharma, 2005, Operations Research Theory and Applications, Macmillan.
19. Pannerselvam, R, 2006, Operations Research, 3rd Edition, PHI.
20. Hamdy A. Taha, 2002, Operations Research -An introduction, Pearson Education, 7<sup>th</sup> Edition / Prentice Hall of India.



**MBA (TTM) Elective II- 1.5: INFORMATION TECHNOLOGY FOR TOURISM**  
**Subject Code 1.5.2** **No of Credits: 5**

**UNIT - I**

An Overview of Business and Information Technology & Systems:

Business in the information age, information systems, and computer based information systems, trends in IT evolution, types of information systems- Impact of IT on organizations and jobs.

**UNIT – II**

Information Technology Infrastructure: Computer Hardware, Software, Managing and Organization of data & information, Telecommunications and networks. The Internet and Intranet.

**UNIT – III**

Information Systems planning and Development: Information Systems Planning and Development – Systems Planning, Traditional system development lifecycle (SDLC), alternate methods for system development, dataflow analysis, system development outside the system.

**UNIT – IV**

Information Systems Application: Intra organizational Information systems- Functional and Enterprise systems, Information systems to support Business functions, accounting & finance, marketing & sales, production & operations management systems, human resources management system. Inter organizational / Global information systems, Electronic Data Interchange (EDI), Electronic Funds Transfer (EFT).

**UNIT – V**

Intelligent Systems in Business: Artificial Intelligence and Intelligent Systems- Expert systems, other intelligent systems, Intelligent Agents, Virtual Reality, Ethical and Global issues of Intelligent Systems.

**Suggested Books:**

1. Turban Rainer and Potter – Introduction to Information Technology- John Wiley & Sons, INC.
2. Ralph M. Stair & George W. Reynolds, 2007, Principles of Information Systems, Thomson.
3. Kenneth C. Laudon and Jane P. Laudon, 2006, Management Information Systems, Managing the digital Firm, 9th Edition, Pearson Education.
4. ITL Education Solutions Ltd (R & D Wing), Introduction To Information Technology, Pearson Education.
5. Mahadeo Jaiswal & Monika Mital – Management Information Systems – Oxford University Press.
6. Vikas Gupta, Information Technology Course Kit, Comdex.
7. Effy Oz , 2007, Management Information Systems, Thomson.
8. Barbara C. McNurlin and Ralph H. Srague, Information Systems Management in Practice, Low Price Edition, Pearson Education.

**Subject code: 1.6**

**Computer Lab Practicals**

**No. of Credits: 2**

**Objective:** The objective of this course is to provide basics of I.T and it's applications through MS Word, MS PowerPoint and MS Excel.

**Unit I: Working with MS Word:**

Getting started with Word, Opening & Saving documents  
Working with Texts, Paragraphs and Tables, Lists, Page numbers  
Inserting Graphs, Pictures, Watermarks, Endnotes, Footnotes, Citations, Table of Contents Protecting Documents Creating Mailing List and Mail Merge.

**Unit II: Working with MS Power Point:**

Getting Started with Power Point, Opening & Saving Power Point,  
Terminology and elements of Presentations,  
Using themes, styles and backgrounds,  
Creating, formatting and making use of charts, graphs and tables  
Inserting, formatting and editing Smart Art, pictures and clipart  
Incorporating sound, video and animation into a presentation  
Creating macro enabled presentations

**Unit III: Getting started with MS Excel - I**

Opening a blank or new workbook, general organization.  
Highlights and main functions: Home, Insert, page layout, formulas.  
Highlights and main functions: Data, review, view, add-ins.  
Using the Excel help function.

**Unit IV: Getting started with MS Excel - II**

Entering, Editing, Copy, Cut, Paste, Paste Special.  
Formatting Data and Using the Right Mouse Click.  
Saving, Page Setup, and Printing.  
Using Headers and Footers.

**Unit V: Working with Data in MS EXCEL**

Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation Lists.  
Data from External Sources.  
Using and Formatting Tables.  
Basic Formulas and Use of Functions.  
Data Analysis Using Charts and Graphs.  
Managing, Inserting, and Copying Worksheets.  
Securing the Excel Document  
Simple Formulas and Functions.

**Suggested Books:**

1. David Whigham, "Business Data Analysis Using Excel", Oxford University Press, Indian Edition.
2. Paul Cornell, "Accessing & Analyzing DATA with MS-EXCEL".
3. Sanjay Saxena, "A First Course in Computers – Based on Windows Office XP", Second Edition – Vikas Publishing House.



**MBA(TTM) 2.1: HUMAN RESOURCE MANAGEMENT IN TOURISM ORGANISATIONS**  
**Subject code: 2.1** **No.of Credits: 5**

**UNIT – I**

Human Resource Management: Gaining a Competitive advantage – Responsibilities and Roles HR Departments perform – Changing nature of the HRM function – Competitive Challenges influencing HRM – Meeting competitive challenges through HRM practices – HRM and Competency Building – HRM and Change Management – HR as a Strategic Business Partner - The role of HR in providing Sustainable competitive advantage.

**UNIT – II**

Human Resource Process : Objectives and Process – Job Analysis and Design - Acquisition and preparation of HR - Selection and placement process – Types of interviews – Effectiveness of Interviews - Socialising, Orienting, and Developing Employees. Employee Training – Determining Training needs – Training approaches – Employee Development – Job shadowing – Employee Development Methods – Evaluating Training and Development Effectiveness.

**UNIT – III**

Managing Careers: Career Development versus Employee development – Career Development - Value for the organization and individual – Career stages – Career Choices and Preferences – Holland Vocational Preferences Model – The Schein's anchors – Myers Briggs Typologies – Mentoring and Coaching.

**Unit – IV**

Performance Management: An organizational model of Performance Management (PM) – Purposes of Performance Management – Performance Measures criteria – Approaches to measuring performance – Performance Appraisal Methods – Performance feedback – Performance Management and Pay, Performance Management for Teams.

**UNIT – V**

Contemporary Issues in HRM: Work Life Balance – Diversity Management – Talent Management – Quality of Work Life – HR issues in Merger and Acquisitions – e.HR – Competency Mapping – Industrial Relations Dynamics – Outsourcing – Implications of Globalization to HRM Function and Functionaries.

**References**

1. Bohlander, 2006, Human Resource Management, 10<sup>th</sup> Edition, Thomson
2. Dessler Gary, 2006, Human Resource Management, 10th Edition, Pearson / Prentice Hall of India.
3. Mondy, 2007, Human Resource Management, 9th Edition, Pearson Education.
4. Wayne F. Cascio 2006, Managing Human Resources, TMH.
5. Aswathappa, 2006, Human Resource Management, 4th Edition , TMH.
6. Desimone, 2007, Human Resource Development, 10th Edition, Thomson.
7. Noe A.Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright: Human Resource Management, Tata McGraw Hill.
8. Decenzo A.David and Stephen Robbins – Human Resource Management, John Wiley & Sons.
9. Jyothi P. and DN Venkatesh – 2006, Human Resource Management, Oxford University Press.
10. VSP Rao 2006, Human Resource Management, Text and Cases, Excel Books.

**UNIT – I : Understanding Accounting Cycle :**

Meaning of accounting – Scope of financial accounting, Modern Organizations – Accounting concepts and conventions – their implications on accounting data – Accounting information system – F.A. Cost Accounting M.A Accounting Business transactions- classification of accounts – Accounting process – Accounting Cycle.

**UNIT – II: Accounting Statements :**

Books of prime entry – Ledger – Trial balance – Accounting equation – Static and dynamic view. Preparation and presentation of financial statements – Measurement of business income – Profit and Loss Account – Distinction between Capital and Revenue expenditure – Balance Sheet Preparation.

**UNIT – III : Finance function in Tourism :**

Financial Implications of the Structure and Characteristics of Service Facilities i.e. Conference Centers, Retail outlets, Museums, Theme Parks, Transport, Accommodation and Catering facilities, Revenue and Expenses Tracking.

**UNIT – IV: CVP Analysis and Budgetary Control:**

Cost Behaviour; Contribution Concept; Break-Even Analysis, Profit Concept, Application of CVP Analysis in Service Organisation e.g. Transport, Holiday Resorts, Hotels, Package Tours etc. Budget Concept & Process. Preparation of Cash Budget, Sales Budget, Production Budget, Flexible Budget, Master Budget, Responsibility Accounting and Management Reports.

**UNIT – V : Capital Budgeting and Working Capital Management:**

Discounted & Non-discounted Techniques. Methods of Capital Project Appraises ARR (Accounting Rate of Return), Payback period, Profitability Index (PI), NPV ( Net Present Value), IRR ( Internal Rate of Return) Factors determining the Capital Structure in Tourism Industry. Concepts of Working Capital, Sources of Working Capital, Determinants of size of Working Capital, Working Capital Management in Tourism Services.

**Suggested Books:**

1. Anthony.R.N., Hawkins.D.F., Merchant.K.A., 2007, Accounting – Text and Cases, 12thEdition, Tata McGraw Hill, New Delhi – 8
2. Wild.J.J., Subramanyam.K.R., Halsey.R.F., 2007, Financial Statement Analysis, Tata McGraw Hill, New Delhi – 8
3. Khan.M.Y., Jain.P.K., 2007, Management Accounting – Text, Problems and Cases, 4thEdition, Tata McGraw Hill, New Delhi – 8
6. Ramachandram.N., Ram Kumar Kakani, 2005, Accounting for Management, Tata McGraw Hill, New Delhi – 8
7. Narayanaswamy, Financial Accounting- A Managerial Perspective, 2nd Edition, Pearson.
8. Gupta, 2006, Financial Accounting for Management – An Analytical Perspective, Pearson.
9. Shrivastava R.M. : Fianancial Management.
10. Chandra Prasanna : Fianancial Management.
11. Panday I.M : Financial Management

**MBA(TTM) 2.3 EVENT MANAGEMENT**

**Subject code: 2.3**

**No.of Credits: 5**

Unit: I

Events: Types (Events-Conventions-Tours, Exhibitions, Meetings etc) – Characteristics of conferences and conventions – Nature of market and demand – Growth and development of the industry – Impact on local and national communities- Laws & Statutory requirements. Role of Event Management firms

UNIT: II

Event Marketing: Clients - Sponsorship - Brands – Professionals – Advertising & Publicity. Practices in Event Management – Development of Event Marketing plans – Event promotion

UNIT: III

Budgeting an event – Preparation – Estimating fixed and variable costs – Cashflow – Sponsorships & Subsidies – Contract negotiations

UNIT: IV

Event Management: Planning - Scheduling - Venue – Logistics – Customer care management – Celebrity endorsements - Coordination - Risk and Crises Management – Visit to State/National level events

UNIT: V

Event Management Associations – Market & Future trends – Travel Industry fairs – Benefits of fairs – ITB, WTM, PATA Travel Mart etc., - Social and Government associations – Organizational and financial structures – International association market History, role and functioning of ICCA & ICPB.

**REFERENCES:**

1. Wagen & Carlos: Event Management (Pearson)
2. Anton Shones & Bryn Parry: Successful Event Management (Thomson, 2004)
3. Sharma: Event Planning & Management (Deep & Deep)
4. Leonard H Hoyle Jr.: Event Marketing (Wiley)
5. Gaur & Saggere: Event Marketing & Management (Vikas), 2003
6. O'Toole & Mikolaitis: Corporate Event Project Management (Wiley)
7. A K Bhatia – Event Management, Sterling Pub., New Delhi 2001
8. Dr. Joe Gold Blatt – Special Events
9. Peter E Tarlow – Event Risk Management Safety
10. Avrich Barry – Event and Entertainment Marketing
11. Panwar J S – Marketing in the New Era, Sage, New Delhi 1998

**Unit-I**

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do's and don'ts of itinerary preparation-Limitations and Constraints

**Unit-II**

Custom made itinerary and Ready made itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.

**Unit-III**

Tour Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Laisoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.

**Unit-IV**

Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature Cure – Beach holidays-Rail journey (Tourist Trains) 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/Village tour.

**Unit-V**

Costing a Tour: Components, 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

**Reference Texts:**

1. Foster D – Travel Agency & Tour Operations
2. Dellers – Conducting Tours
3. J M Negi, Travel Agency and Tour Operation
4. J. Christopheo Holloway & Chris Robinson, Marketing for Tourism

**Elective I- 2.4.2 RURAL HERITAGE AND TOURISM DEVELOPMENT**

Subject code: 2.5

No. of Credits: 5

Unit I: Introduction: Concept of Rural Tourism – Definition – Counter Urbanization Syndrome – Shifting trend – Growing Interest in Heritage & Culture

Unit II: Dimensions of Rural Tourism: Rural/Village tourism as the primary tourism product – showcasing rural life, art, craft, culture and heritage at rural locations and in villages – Core competencies & natural environs as tourism USPs.

Unit III: Rural Heritage and Tourism Development & Its Impacts: Social, Economic, Cultural, and Environmental impacts – Capacity Building for Community based initiatives/participation – role of NGOs – VTDCs – Infrastructure development privileging Vernacular Styles – Marketing linkages – Convergence of Govt. Schemes

Unit IV: Tourism as a strategy for Rural Development – Learning's & best practices: A case study of Pochampalli Rural Tourism Project – Other Rural Tourism Destinations in Telangana – Challenges.

Unit V: Different Segments for Rural Tourism: Foreigners – Students – Married Couple – Retired Person/Senior Citizen – Patients – Artists – Adventurous Person – Corporate, Benefits of Rural Tourism, Essential Services required for rural tourism

**References**

- 1 Redefining Tourism – Experiences and Insights from Rural Tourism Projects in India: A Dossier – UNDP India 2008
- 2 <http://www.academia.edu/402732/> The Role of Tourism in Rural Development
- 3 Rural Tourism Assessment Handbook Published by Western Rural Development Center <http://www.ext.usu.edu/wrdc/>
- 4 [http://itrhd.com/\\*magazine.asp](http://itrhd.com/*magazine.asp)
- 5 Conclusions of WTO SEMINAR on „RURAL TOURISM IN EUROPE: EXPERIENCES AND PERSPECTIVES“ Belgrade, Yugoslavia, 24 and 25 June 2002.



## **Elective II- 2.5.1 BUSINESS RESEARCH METHODS**

**Subject code: 2.5**

**No. of Credits: 5**

Objective: The objective of this course is to give students a complete exposure to all aspects of conducting research, analysing and interpreting the data with tools.

Unit – I: Meaning and importance of marketing research:

Marketing Research, marketing information system -Marketing decision support system. Research design Introduction to design of experiments -Exploratory, causative, conclusive and experimental designs.

Unit – II: Marketing research process:

Sources and methods of gathering marketing information - Respondents, Experiments, Simulation (as a source of Data Generations) and Panels. Sampling design and Sample size determination. Measurement and scaling - Concept of measurement and scaling – Types of Scales – Nominal ,Ordinal, Interval and Ratio Scales - Attitude scales Thurstone's, Likert's, Guttman's, Semantic differential, Reliability and validity of a scales. Design of questionnaire.

Unit – III: Decision Making Tools:

Decision Theory-Decision making under certainty, Risk, uncertainty, Criteria of Decision making-Pessimism, Realism, Optimism, Regret, Equiprobable, EMV, EOL, Cost and value of information, Determination of EVPI utility as a concept of decision making. Decision tree analysis – Decision Tree- Sequential decision making.

Unit – IV: Non-Parametric Statistics in Research, Multi-Variate analysis McNemar, Sign Test –One and Two samples, Run test, Wilcoxon Matched pairs test, Mann-Whitney test, Kolmogorov – Simronov D test, Kruskal –Wallis tests.

Unit –V: Structural and Functional methods-Factor analysis, Cluster analysis, Discriminate analysis, Conjoint analysis, Multi Dimensional Scaling. Multiple Regression (Numerical with two independent variables).

Research report - preparation - and presentation - Oral and written presentation.

Suggested Books:

1. Green E. Paul, Tull S.Donald & Albaum, Gerald: “Research for Marketing Decisions”, 2006, 6th Ed, PHI.
2. Tull and Hawckins, “Marketing Research”, 2000, 4th Ed. Tata McGraw Hill.
3. Luck and Rubbin, “Marketing Research”, 2004, 4th Ed. PHI.
4. Zikmund, “Essentials of Marketing Research”, 2009, CENGAGE Publishers.
5. Martin callingam, “Market intelligence”, 2009, Kogan Page Publishers.
6. G.C. Beri, “Marketing Research”, 2008, 8th Ed, Tata McGraw Hill.
7. Malhotra, K. Naresh, “Marketing Research- And applied orientation”, 2005, 4th Edition.
8. Alan Bryman and Emma Bell, “Business Research Methods”, 2009, 2nd Ed. Oxford Press.
9. O.R. Krishna Swamy “Methodology of Research in Social Sciences”, 2008, HPH.
10. S L Gupta, “Marketing Research”, 2009, Excel Books, New Delhi.

**Elective II- 2.5.2 PRINCIPLES & PRACTICES IN HOSPITALITY MANAGEMENT**

Subject code: 2.5

No. of Credits: 5

## Unit I:

Introduction to Hospitality Industry: Nature, scope, Characteristics – Components of Hospitality Industry – Careers in Hospitality Industry.

## Unit II:

Classification of Hotels: Classification, categorization and registration & approval process – staffing pattern – Relevant laws etc.

## Unit III:

Types of Accommodation: Activities in Accommodation Management: Front office and / Housekeeping – Bar and Restaurant Management and supporting services – Service equipment.

## Unit IV:

International Hotel Management: Globalization – Emergence of International Hotels – International – Perspective – Trends – Understanding Cultural Diversity – Managerial issues – Trends – Problems – Success factors – Study of the one selected Hotels/Motels/Restaurants etc.

## UNIT: V

Trends in Hospitality industry – Usage of Computerized Reservation Systems (CRS) in hotel industry – Role of associations in the growth of hospitality industry – Functions & Operations – Global issues & hospitality.

**REFERENCE BOOKS:**

1. Gray & Ligouri: Hotel and Motel Management and Operations (Prentice Hall), New Delhi 2000
2. Andrews Sudhir: Food & Beverage Service Training Management (Tata McGraw Hill, Bombay)
3. Andrews Sudhir: Front Office Training Manual (Tata McGraw Hill, Bombay 1980)
4. Jagmohan Negi: Professional Hotel Management (S.Chand, New Delhi)
5. Kye-Sung Chon & Raymond T Sparrowe: Welcome to Hospitality. An Introduction (Delmar)
6. Andrews Sudhir: House Keeping Training Manual (Tata McGraw Hill, Bombay)
7. John R Walker: Introduction to Hospitality Management (Pearson )
8. Tom Powers & Clayton W. Barrous: Introduction to Hospitality Industry (Wiley)
9. Tom Powers & Clayton W. Barroust: *Introduction to Hospitality Industry* (Wiley)
10. 2 Kye-Sung Chon & Raymond T Sparrowe: *Welcome Hospitality. An Introduction*(Delmar)
11. 3 Andrews Sudhir: *Front Office Training Manual* (Tata McGraw Hill)
12. 4 Jagmohan Negi: *Hotel Management* (S. Chand)
13. 5 Chuck Y Gee: International Hotel Management – (AHLS – EI)



## Statistical tools using Excel-Lab

Subject code: 2.6

No. of Credits: 5

Unit I: Using Excel for Data Analysis Getting started with Primary Data – Entering Data into Excel.

Unit II: Working with Charts & Graphs Data Analysis Using Charts and Graphs. Bar diagram, Multiple Bar diagram, Pie diagram

Unit III: Descriptive Statistics- Measure of central tendency: mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of variation. Correlation, regression lines.

Unit IV: Inferential Statistics 1

t-Test, F -test, ANOVA one way classification, chi square test, Independence of attributes.

Unit V: Inferential Statistics 2

Time series: forecasting Method of least squares, moving average method. Inference and discussion of results.

### REFERENCES

1. Michael Alexander , Jared Decker & Bernard Wehbe, “Microsoft Business Intelligence Tools for Excel Analysts” 1st Edition, Wiley
2. Glyn Davis & Branko Pecar “Business Statistics Using Excel” Oxford University Press, 2012
3. D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel, 2012.
4. David M Levine, David. F. Stephan & Kathryn A. Szabat, Statistics for Managers – Using MS Excel, PHI, 2015.
5. Bruce Bowerman, Business Statistics in Practice, TMH, 5/e 2012.
6. Shelly, MS Office, 2007, Cengage, 2009.
7. Ajai.S.Gaur, Sanjaya S.Gaur, Statistical Methods for Practice and Research, Response, 2009.

## MBA (TTM) 3.1: ENTREPRENEURSHIP DEVELOPMENT IN TOURISM

Subject Code 3.1

No of Credits: 5

### UNIT – I:

**Entrepreneur and Entrepreneurship:** Evolution of the Concept of Entrepreneur – Characteristics of an Entrepreneur – Distinction between an Entrepreneur and a Manager – Functions of an Entrepreneur – Types of Entrepreneur - Intrapreneur – Concept of Entrepreneurship – Growth of Entrepreneurship in India – Role of - Entrepreneurship in Economic Development – Concept of Entrepreneurship – Functions, growth, Problems, Development, Recent Trends of Women Entrepreneurship – Meaning of and - Need for Rural Entrepreneurship – Problems and Development of Rural Entrepreneurship.

### UNIT – II:

**Factors Affecting Entrepreneurial Growth:** Economic and Non-Economic Factors – Government Actions; Entrepreneurial motivation; Entrepreneurial competencies; Entrepreneurial mobility; and Entrepreneurship Development Programmes (EDPs) – Need for, objectives, course contents and curriculum, phases, evaluation of EDPs.

### UNIT – III:

**Small Enterprises:** Definition – Characteristics – Relationship with large units – Rationale Objectives – Scope of Small Enterprises – Opportunities for an Entrepreneurial career – Role of Small Enterprises in Economic Development – Their problems – Project Identification and Selection – Project Formulation – Project Appraisal – Financing – ownership Structures.

### UNIT – IV:

**Institutional Finance to Entrepreneurs:** Commercial Banks – Other Financial Institutions such as IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFCs, SIDCs, SIDBI, and EXIM Bank ; Need for Institutional support to Entrepreneurs – Role of NSIC, SIDO, SSIB, SSICs, SISI, DICs, Industrial Estates, Specialized Institutions, and TCOs.

### UNIT – V:

**Venture Capital:** Venture Capital Financing Concept and features, Need, relevance and development of venture capital funds. Structure and regulatory framework of venture capital financing in India.

### REFERENCES:

1. S.S. Khanka, 2007, Entrepreneurial Development, S. Chand & Co. Ltd.
2. Vasanth Desai, 2007, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Millenium Edition.
3. Dr. Vasant Desai, 2006, Small Scale Industries and Entrepreneurship, Himalaya Publishing House.
4. A. Sahay and A. Nirjar, 2006, Entrepreneurship, Excel Books.
5. S.R. Bhowmik and M. Bhowmik, 2007, Entrepreneurship, New Age International.
6. David H. Hott, 2004, Entrepreneurship New Venture Creation, PHI.
7. Poornima. M Charantimath, 2006, Entrepreneurial Development and Small Business Enterprises, Pearson Education.
8. Morse.E.A., Mitchell.R.K., 2006, Cases in Entrepreneurship, Sage Publications.
9. Donald G. Kuratko and Richard M. Hodgetts, 2006, Entrepreneurship, Thomson.
10. Raj Agrawal, 2005, Business Environment, Excel Books.

## MBA(TTM) 3.2 TOURISM LAWS & CONVENTIONS

Subject Code 3.2

No of Credits: 5

### UNIT: I

**Leisure and Tourism: The Legal Context:** Leisure and Tourism – Policy Making and Planning – Government Roles – Rights: Human Rights, Human Rights Declarations, Leisure Rights, Sporting Rights, Artistic and Cultural Rights, Tourism and Travel Rights, Group Rights – Rights and Freedom – Other rights – Rights of the Citizen – Needs

### UNIT: II

**The Business of Tourism: A Legal Perspective:** Contract: Introduction, Formation, Essentials, Breach of Contract and Remedies – Negotiable Instruments: Introduction, Offences, Remedies – Partnerships: Essentials, Duties, Rights, Restrictions and Process of Registration

### UNIT: III

**A Legal Perspective II:** Citizenship – Passport – Visa - Foreign Exchange: FEMA, comparison between FEMA and FERA – RBI Guidelines – Carriage of Goods: Land, Sea and Air – Sale of Goods

### UNIT: IV

**Ethics and Morality: Basis for Legal Compulsions:** Ethics – Morality – Professionalism – Conventions facilitating tourism – Global Code of Ethics for Tourism Constitution: Classification of laws and Constitution as a supreme law – Constitution of India –Legal Procedure

### UNIT: V

**Laws Facilitating Tourism and Hospitality Sectors:** Banking and Insurance: Insurance and Securitization – Property and Real Estate: Sale of Property, Lease, Mortgage and Hire Purchase – Tax Laws – Intellectual Property Rights: Copyright, Patent and Trade mark. Bare Acts: Consumer Protection Act-1986; Constitution of India – Criminal Procedure Code; 1973 Environmental Protection Act; 1986 Foreign Exchange Management Act; Forest Conservation Act; 1980 Negotiable Instruments Act; 1981 Prevention of Food Adulteration Act; 1954 Passports Act etc.,

### REFERENCE:

1. Bhulchandani, S. – „Business Law“ (Himalaya)
2. Kapoor, N.D., - „Business Law“ (Sultan Chand)
3. Avatar Singh – „Introduction to Company Law“, Eastern, Lucknow
4. M.C.Kuchhal – „Company Law“, Vikas 1994
5. Veal, T. – „Leisure and Tourism Policy and Planning“ (CABI)
6. Bare Acts of Indian Law
7. FHRAI, Food Safety & HACCP Manual for Hotel & Restaurants in India (FHRAI)

### **MBA(TTM) 3.3: PERSONALITY DEVELOPMENT AND CROSS CULTURAL SKILLS**

**Subject Code 3.3**

**No of Credits: 5**

#### **UNIT- I**

Personality Developmental aspects of Human Beings: Meaning of Personality – Personality Development – Why PD is required? - Role of the PD – Areas of PD.

#### **UNIT- II**

Development of Physical Qualities: Appearance – Habits – Manners – Postures – Voice – Stamina.

#### **UNIT- III**

Development of Psychological Qualities (Mental): Concentration – Alert & Active – Grasping – Tactful to tackle the people – Convincing Nature – Self Confidence – Memory Power.

#### **UNIT- IV**

Development of Social Personality: Co-Operation and Helpfulness – Listening Skills– Ability to get along with People – Convincing conversationalist – Likeable Disposition – Honesty and Sound Character.

#### **UNIT- V**

Development of Vocational and Cross Cultural Skills: Co-Operation – Co-Ordination. Understanding Cross Cultural Differences; Self, Interpersonal and Organisational – Cross Cultural Exercises; CC Interview, Incident, Skit, News, Management – Methodology; A Pre-test, Post-test Research Design.

#### **REFERENCE BOOKS:**

1. Lt. Col. B. Vaikuntam : Super Dynamics of Your Personality Development. Purushanva Publishers, Warangal
2. Anjane Sethi, Bavana, Adhikari, Business Communication, TGH,2013.

## **DS Elective I- 3.4(a) TRAVEL MANAGEMENT**

**Subject Code 3.4**

**No of Credits: 5**

### **Unit – I Conceptual Framework-**

Tourism: definition, meaning, nature and scope. Tourist, travelers, visitor, transit visitor and Excursionist - definition and differentiation. Leisure, recreation and tourism and their Interrelationship .Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism. Components and elements of tourism: Intermediaries and suppliers.

### **Unit – II Historical Dimensions of Tourism-**

Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday", understanding tourism motivations, Factors affecting growth and development of International and national Tourism, Concept of Push and Pull factors in Tourism.

### **Unit – III Infrastructure in Tourism**

Tourism infrastructure -Types, Forms and Significance. Accommodation: Forms and types, Transport Sectors: Modes and relative significance, Other support infrastructures required for tourism.

### **Unit – IV Tourism Demand and supply**

Concept of demand and supply in tourism, Unique features of tourist demand, Constraints in creating ideal destination.

### **Unit – V Significance of tourism industry**

Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc. Socio-cultural impacts of tourism: cultural exchange among nations and international understanding, Impacts of tourism on ecology and environment.

### **REFERRED BOOKS**

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development;An Indian experience, KanishkaPublishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and anhill, S. (2002): Tourism: Principles and Practice, AddisonWesley Longman ublishing, New York, USA
3. Kamra & Chand (2002): Basics of Tourism, TheoryOperation and Practice;Kanishka Publishers,New Delhi-02
4. Kamra, rishna. 2001): Economics of Tourism; Pricing, Impacts, Forecasting;Kanishka Publishers,New Delhi-02
5. Mishra, S.N; Sadual S, K(2008): Basics of Tourism Management, Excel Books , New Delhi – 28
6. Prasad, V V V and Sundari V B T (2009): Travel nd ourism Management; Excel Books , New Delhi – 28
7. Raj. K. (2002): Modern ictionary of Tourism, Ivy Publishing House, Delhi – 95

## DS Elective I- 3.4(b) TOUR GUIDING & INTERPRETATION

**Subject Code 3.4**

**No of Credits: 5**

### **UNIT: I**

Tour Guiding: Concept - History-Dimensions and Present Status. Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct. Personal hygiene and grooming checklist for tour guides. Principles of Tour Guide-How to develop tour guiding skills.

### **Unit- II**

Communication for tour guiding-Language –Posture and Presentation. Roadblocks in Communication-Speaking faults-Body language for speaking. Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing. Linking commentary with what to be seen.

### **Unit- III**

Visitor interpretation: Concept-Principles and Types. How to develop good interpretation skill-Popular understanding of a place. Principles of good interpretive practice. Re constructive and Receptive Interpretation-Personal Stereo type.

### **Unit- IV**

Nature interpretation-Concept-Perspective-Approach-Principles of Nature interpretation. Intrinsic quality of a Resource Hierarchy of interpretation. Heritage interpretation.

### **Unit V**

Dealing with Emergencies- Accidents, Law and Order, Theft, Loss of documents. First Aid: Importance-General Procedures-Evaluation of Situation. First aid Procedure-Artificial ventilation-Bleeding Control-Treating Wounds. Principles of bandaging-Treating Burns-Treating Snake Bite-Dealing with Fractures. Complaint Handling.

### **References:**

1. Pond K.L., The professional Guide: Dynamics of Tour Guiding (Van Nostrand Reinhold) New York, 1993
2. Goddy B. & Parkin I., Urban Interpretation: Vol. I, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers (School of Planning, Oxford Polytechnic)
3. Marc Mancini: Conducting Tours (Delmar)
4. Foster D, *Travel Agency & Tour Operations*
5. Dellers, *Conducting Tours*
6. J M Negi , *Travel Agency and Tour Operation*
7. M.N. Chand, *Travel Agency Management*



**DS Elective I- 3.4 (c) TOURISM SERVICES MANAGEMENT**

**Subject Code 3.4**

**No of Credits: 5**

**CONTENTS:**

**UNIT-I**

Modes of Transport – Introduction- Development of means of Transport – Role of Transport in Tourism towards a National Transport Policy. Tourist Accommodation – Introduction – Various types of accommodation – Some Principal consideration- Who uses Tourist Accommodation – How to get information – A proposal for a Camp Resort.

**UNIT-II**

Informal Services in Tourism – Introduction – Dimensions of the informal sector – Souvenir of sellers in open-air stalls – Street Guides (touts). Subsidiary Services: Categories and Roles – Introduction – Common Services – destination specific Services – Catering to Diverse needs – The arguments of Jobs .

**UNIT-III**

Shopes, Emporiums and Melas – Introduction – The Village and Small town “hut” – Seasonal and Festival melas- The Emporiums – Private Shops – boutiques and Co-Operative Outlets – Marketing Organizations at Grass root level – Artisan and Crafts People – Dilli Hat. Travel agency – operations – Facilitation – Additional Responsibility.

**UNIT-IV**

Tour Operator – Introduction – Tour Operator and Operations – Main Partners – Package Tours – Planning a Tour – Costing a Tour – Marketing Material – Tourist Transport Operations. Guides and Escorts – Introduction – Defining guides and Escorts – Role of the Guide – Guiding as a technique – Escorting a Tour.

**UNIT-V**

Tourism Information: Sources – Introduction – Importance of Information – Sources of Information (Government Agencies) – Sources of Information ( Private Agencies) – Sources of Information (Media).

**REFERENCE BOOKS:**

1. Dharmarajan & Ravindra Seth : Tourism in India.
2. Rathan Deep Singh : Tourism Today
3. Veerandra Kaul : Tourism and the Economy
4. Donald Lundon Berg : Tourist Business, New York
5. David W. Howell : PassPort , Ohio
6. Kathleen Lingle Pond : The Professional Guide



**DS Elective II- 3.5(a) HOUSEKEEPING MANAGEMENT**

**Subject Code 3.5**

**No of Credits: 5**

**Unit – I:**

Housekeeping – Executive Housekeeper and his Duties – Housekeeping Organization – Staffing activities – Material Planning and Maintenance of Furniture, Fixtures, Lighting, Guest Room safes, Mini-Bars.

**Unit – II:**

Material Planning and Maintenance – Flooring, Carpets and Rugs, Wall & Ceiling, Coverings, Beds and Accessories, Uniforms.

**Unit – III:**

Lenin Management, Lenin Characteristics – Purchasing – Lenin Control – Cleaning and Equipment and Agents – Landry dry-cleaning and Stain Removal - Pests & Waste Management.

**Unit – IV:**

Swimming Pool Operations and Management – Security Issues – Handling Natural and Man made disasters.

**Unit – V:**

Handling Employee Problems – Absenteeism, Poor Orientation employee turnover, Poor appearance and Hygiene, Poor Performance – House Keeping Manager as a Leader.

**REFERENCES:**

1. Professional Housekeeping, Manoj, Madhukar, Rajat Publications, New Delhi, 2001.
2. Organization of Housekeeping management, Dr. R.K.Singh, Aman Publications, New Delhi, 2005.
3. Hotel, Hostel and Hospital Housekeeping : John C.Banson and Margaret Lennox, ELST, 2003.
4. Hotel Housekeeping training manual : Sudeer Andres, TMH, New Delhi.

## **DS Elective II- 3.5(b) BASICS OF AIR TRAVEL TICKETING AND FARE CONSTRUCTION**

**Subject Code 3.5**

**No of Credits: 5**

### **Unit: I**

Air Travel and World Airlines – Air Travel – International Carriers – Domestic Carriers – Role of state in Air Transport – Air Transport Regulations.

### **Unit: II**

Airlines Policies and Practices – Reservation Policy regarding children and infants – Policy regarding restricted and disabled Passengers – Changes – Alterations in Schedules stand by travel – Passenger check in .

### **Unit: III**

Basic elements of air fares – class of service - fare basis – Air Transportation Taxes – Air Port Taxes.

### **Unit: IV**

Millage System – More Distant Point Principle – Airways Competition – Fare Calculation on a hand ticket – Sector Millages – Basic Principle of International Air fares and Ticketing – Currency Conversion - World Airways Guide – Currency System.

### **Unit: V**

Air ticketing techniques – reservation sheets/ cards – Airline Reservations – Domestic Airline ticketing – International Airline ticket – Analysis of an Airline ticket – Airline ticket – Ticket coupon – Air Ticket Information – writing Airline tickets – Inside cover with limitation of liability- Important reconfirmation notices – Manual ticketing – Air ticket related traffic documents – How to make an airline ticket? – Airline ticketing Procedures.

### **REFERENCES:**

1. Air travel ticketing and Fare Construction, Jagmohan Negi, Kanishka Publishers, distributors, New Delhi.
2. ABC World Wide Air Ways Guide ( RED & BLUE).
3. Air Tariff Book 1, World Wide Fares.
4. Air Tariff Book 1, World Wide Rules, IT fares etc.,
5. Air Tariff Book 1, World Wide Maximum permitted Mileage.
6. Travel Information Manual (TIM).
7. IATA Ticketing Hand Book.

**Subject Code 3.5**

**No of Credits: 5**

**UNIT-I :**

World Tourism – Manila declaration – Economic Significance – Foreign Exchange Earnings – Tour Income Multiplier (TIM) – The Nature of Multiplier – Leakages – Infrastructure – Regional Development – employment Generator – Employment Multiplier – cultural Resource – International goodwill.

**UNIT – II :**

Business Travel – Categories of Business Travel – Geographical factors – The Convention – Domestic Conventions – Business Tourism Market – Conferences and Conventions – Geographical Distribution – Convention Marketing – ICCA membership.

**UNIT-III :**

Incentive travel – Defining Incentive – Travel as an Incentive – Principle users of Incentive travel – Types of Incentive Organizations – Travel trade fairs and exhibitions – Participation Advantage – Important Action Areas for participation.

**UNIT –IV :**

Marketing of New Products – International Tourism Bros (ITB) – ITB Survey – Salon Mondial Du tourism et Voyages (SMTV) – Feria International Turismo (FITUR) – Travel Trade Workshop (TTW) – World Travel Market (WTM) – European Incentive And Business Travel and Meetings ( EIBTM) .

**UNIT – V :**

Swedish International Tourism and Travel Fair TUR – Dutch Travel Trade Exhibition Tour – PATA travel Mart – Computer Appointment Scheduling.

**REFERENCE BOOKS:**

1. A.K.Bhatia, The Business of Tourism, ( Sterling).
2. Sampad Kumar swain & Jitendra Mohan Mishra, Tourism: Principles and Practices ( Oxford University Press).
3. J.K. Sharma, Tourism Planning and Development, ( Kanishka).

## **MBA (TTM) 4.1 STRATEGIC MANAGEMENT**

**Subject Code 4.1**

**No of Credits: 5**

### **UNIT T – I:**

Strategic Management, Developing a strategic Vision, Mission Statement, Establishing objectives, the concept of strategic Intent, Crafting a Strategy.

### **Unit- II :**

The external environment - opportunities, threats, Industry Competition, Competitor analysis, the internal environment - Resources, capabilities and core competencies.

### **Unit- III:**

Strategy and Competitive advantage - Generic Strategies, Co-operative strategies, Merger and Acquisition strategies, Vertical integration strategies, Unbundling and Outsourcing strategies, using offensive and defensive strategies. Outsourcing, Various activities for outsourcing, Benefits of outsourcing, growth and drivers of outsourcing, BPO, LPO, Health care BPO's HR outsourcing, Emerging and changing environments for outsourcing.

### **Unit-IV:**

Tailoring strategy to fit specific industry and company situations - Strategies for competing in Emerging industries, Turbulent and high velocity markets, Maturing Industries, Stagnant industries, and Fragmented industries. Strategies for Industry leaders, Runner - up firms, weak and crisis ridden Business. Diversification Strategies.

### **Unit- V :**

Corporate Governance, Organizational Structure and Controls, Strategic Leadership, Strategic Entrepreneurship.

### **REFERENCES:**

1. Thompson and Strickland, 2005, Crafting and Executing Strategy- Concepts and Cases, TMH.
2. M.A. Hitt, R D Ireland and R E Hoskisson, 2005, Strategic Management Competitiveness and Globalization, South Western Thomson – Learning.
3. Ramaswamy & Namakumary, 2001, Strategic planning and Corporate Strategy, Macmillan India,
4. G. Saloner, A Shepaid J. Podolny, 2001, "Strategic Management", John Wiley.
5. Wheelen and Hunger, 2001, "Strategic Management and Business Policy", Pearson Edn.
6. Mintzberg H, 2005, Strategy Safari, Pearson education.
7. Pearce and Robinson, 2005, Strategic Management, TMH.
8. Banerjee, 2005, Corporate Strategies, Oxford University Press.
9. HBR on corporate Strategy - HBSP - 1999.
10. HBR on Strategy for Growth - HBSP - 1998.
11. Stuart L Hart, 2005, The unlimited Business Opportunities in solving the World's Most Difficult Problems, Wharton-Pearson ed.
12. Robert Mittelstaedt, 2005, Will Your Next Mistake Be Fatal? Wharton-Pearson Ed.
13. R.A. Burgelman, M.A. Maidique and S C Wheel Wright, 2001, Strategic Management of Technology and Innovation, McGraw - Hill Edn.7.

## **MBA (TTM) 4.2 INTERNATIONAL TOURISM**

**Subject Code 4.2**

**No of Credits: 5**

### **UNIT I :**

Introduction to International Tourism, Role and functions of International tourism Organisations, United Nations World tourism Organization, International Civil Aviation Organisation, Pacific Asia Travel Association, , United Federation of Travel Agents Associations & American Society of Travel Agents, their aims, objectives and activities.

### **UNIT- II:**

International Air Transport Association (IATA) – aims – IATA Organisation – IATA Services – Activities - Operations – Trade Association Activities – IATA Finances – The Legal Committee – Technical committee – Traffic Conferences and Activities – Traffic Conference areas – Tariff Coordination Activities – Facilitation – Public Relations activities – International Civil Aviation Organization (ICAO) : objectives – Organization of ICAO.

### **UNIT-III:**

Relevant Concepts for effective International Tourism Development. International Development Council report on Tourism – Development International Action Plan – New Policies on International tourism and International Civil Aviation.

### **UNIT-IV:**

Tourist Traffic and its Development : Destination Development- Sustainable Development, Man Power Development needs – Management Agencies – Tourism Policy Analysis – Consumer satisfaction – need for legislation – Right of the Principles – Swiss Guarantee Fund – Package Holiday – The Ombudsman of the Swiss Travel Industry – Directives on Package Holiday – Withdrawal from Contract.

### **UNIT-V:**

Need for Tourism Statistics – Problems, Estimate of World tourist Arrivals and receipts – Tourism Statistics in India – Estimates of Foreign exchange earnings.

### **REFERENCES:**

1. A.K. Bhatia: International tourism Management, Sterling Publisher pvt. Ltd., New Delhi.
2. Chand M. : Travel Agency Management, An Introductory Text, Anmol Publication, New Delhi.
3. Manual of the Regulation of International Air Transport.

## MBA(TTM) 4.3 TOURISM PRODUCTS OF INDIA

Subject Code 4.3

No of Credits: 5

### UNIT: I

Definition, Concept, Components and Characteristics of Tourism Products – Different models of product levels and layers (Kotler & Smith). Issues in Product Designing – Orientations – Forecasting – Product Life Cycle – New Product Development Process.

### UNIT: II

Nature based Tourism Products-Countryside – Climate – Natural beauty (Landscapes, Mountains, Hills, Valleys, Caves, rocks, Deserts and Terrains) – Hydrological: Lakes, rivers, waterfalls, beaches and - Vegetation: Forests and Wildflowers – wildlife: Animals, Birds– The Indian Context.

### UNIT: III

Culture and Tradition Based Tourism Products: Sites of historical, Archaeological and cultural interest – Heritage Monuments – Museums and Art Galleries –Buddhist heritage sites, Islamic art & Architecture – Medical and Health Systems – Traditional Fairs & Festivals, Regional Cuisine varieties, Performing Arts, Paintings, Sculpture and Handicrafts – Folklore and Tribal lore as Tourism Products.

### UNIT: IV

Recreation and Entertainment Based Tourism Products: Theme Parks and Resorts - types, shopping - Duty free shops and Mega malls, Night life and Cultural Events – Tourism Fairs & Festivals, Modern attractions - The Indian Examples.

### UNIT: V

India as a Tourism Destination for all seasons. Major tourism circuits of India & Emerging Tourism Destinations - World Heritage sites: Criteria for selection – World Heritage Sites and Monuments in India, Natural areas and Monuments. Field visits to newly developed Tourism Products (Local/regional/National)

### REFERENCE BOOKS:

1. David Weaver, **Tourism Management** (Wiley)
2. Cooper (et al), **Tourism Principles and Practice** (Prentice Hall)
3. Manoj Dixit, Charu Sheela, **Tourism Products** (New Royal Book Co.,)
4. Rabindra Seth, **Tourism in India 2 vols**, (Kalyani)
5. K.K. Kamra, Mohinder Chand, **Basics of Tourism** (Kanishka)
6. R.S.Bist, **National Parks of India** (Publication Division)
7. S.P. Gupts, **Cultural Tourism in India**
8. David Weaver, **Eco- Tourism** (Wiley)
9. Shalin Singh „Cultural Heritage of India“
10. Al Basham „A cultural history of India“
11. S. Punja „Museums of India“
12. S. Hutington „The Art of Ancient India“



## MBA(TTM) DS Elective III- 4.4(a)ADVENTURE TOURISM

**Subject Code 4.4**

**No of Credits: 5**

### **Unit I:**

Concept and Origin: Definition – Principles – Emergence of Adventure tourism – Growth & development – An Overview

### **Unit II:**

Adventure tourism product: Designing, development, issues and considerations in adventure tourism development. Basic minimum standards for adventure tourism related activities

### **Unit III:**

Land, Water and Air Based Adventure Tourism: Rock and Fort climbing, Trekking and Camping, Safaris – Mountaineering – Skiing – Water Sports – Water Zorbing, Waterfall rappelling, Kayaking & White water rappelling , canoeing, surfing, water skiing, scuba diving; Air based – Para Gliding, Hand Gliding, Hot Air ballooning, Bungee Jumping etc.

### **Unit IV:**

Adventure tourism Planning and development strategies – Adventure tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) – Product development, Marketing and Promotion through Infrastructure development – Government and Industry interventions through training programmes both at operational and promotional levels.

### **Unit V:**

Resort Management: History – Types – segments of the market – Mountain based and water based resorts – Development and Management of recreational amenities. Theme Parks – Categories and Management.

### **REFERENCE BOOKS:**

1. Hill Stations of India – Gillan Wright, Penguin Books, New Delhi
2. India – A Travelers Companion by Pran Nath Seth
3. Kumar: Coastal Tourism & Environment
4. David Weaver : Eco – Tourism ( Wiley)



## **DS Elective III-4.4 (b) MANAGING SALES AND PROMOTION IN TOURISM**

**Subject Code 4.4**

**No of Credits: 5**

### **UNIT I :**

Introduction to Sales Management – Sales and distribution policy – Formulation of Sales Strategy – Selling in Tourism. Personal Selling: The Growing importance of Personal Selling- Situations Conducive for personal Selling – Changing Roles – Sales Personal qualities – Sales Situation: Diversity, Scope of Activities.

### **UNIT II :**

Sales Process : Introduction – Personal Selling and Marketing Effort – Theories of Selling – Personal Selling Process – In-Reach Selling. Selling skills – Presentation Skills – Negotiation Strategies, Principles of Sales Negotiations.

### **UNIT-III:**

Retail Communication : Sales Displays – Principles of Display – Types of Display – Managing Display Effectively – Training Retailers – Motivating the Retailers. Sales force Management.

### **UNIT-IV**

Promotional Media Use : Introduction – Media Selection : The Press medium- The Broad Cast Medium – Aerial Advertising – Promotion Scene. Planning, Managing and Evaluating promotional Strategy.

### **UNIT-V :**

Managing Sales Promotion – Managing Client- Agency Relations – Message Design and Development – Media Selection, planning and Scheduling – Measuring Advertising Effectiveness.

### **REFERENCE BOOKS:**

1. Albert H. Dunn and Eugene M. Johnson, Managing your sales Team, Printice Hall.
2. Anderson B. Robert, A Professional Sales Management, Prentice Hall.
3. Hebert Zeltner, Guide to Media Management, Lincolwood, NTC Business Books.

## **MBA(TTM) DS Elective III- 4.4(c): TRAVEL AGENCY MANAGEMENT**

**Subject Code 4.4**

**No of Credits: 5**

### **UNIT: I**

Travel Agency Business: History, Growth and Present status – Differences between Travel agency & Tour Operation– Linkages with other Industry participants –Role and Significance of Travel Agencies and Tour Operators. Future of Travel Agency with zero commission structure.

### **UNIT: II**

Travel Agencies: Functions – Organization types (rules & regulations: Government-IATA- Feasibility / Viability-staffing-Tie-ups/sources of earning – commission – service charges -documentation).

### **UNIT: III**

Travel Procedures (Formalities: Passport – Visa – Ticket – Medicals - Taxes – Travel Insurance - Customs- Currencies)-Principles (suitability: appropriateness – availability – speed-cost-dependability)- Record Keeping-Coordination, Back Office Functions (Travel Accounts etc). Entrepreneurs skills, Problems in the Travel trade

### **UNIT: IV**

Organizational structure and different departments in Travel Agency – working of network travel agencies (Thomas Cook; TCI; American Express etc) – Current Trends in Indian Travel Agencies and their Performance. Stand-alone agency, Acquisition and Mergers

### **UNIT: V**

National and International Travel Trade Associations: IATO / TAAI / UFTAA / PATA / ASTA etc. Visit to a Regional / National Travel Agency.

### **REFERENCES BOOKS:**

1. Stevens Laurence: **Guide to Starting and Operating Successful Travel Agency** (Delmar)
2. Syrratt Gweda: **Manual of Travel Agency Practice** (Butterworth)
3. Foster: **Business of Travel Agency Operations and Administration** (McGraw Hill)
4. Mart Mancini: **Conducting Tours** (Delmar )
5. Chunk, James, Dextor & Boberg: **Professional Travel Agency Management**
6. Morrison: **Travel Agency** (Network : Arco)
7. Negi, Jagmohan: **Travel Agency & Tour Operations: Concepts & Principles** (S. Chand)
8. Middleton: **Marketing in Travel & Tourism** (Butterworth)
9. Holloway JC., :**The Business of Tourism**“ Prentice Hall, London 2002
10. Chand. M., „**Management of Travel Agency & Tour Operations**“ Anmol, New Delhi

**MBA(TTM) DS Elective IV- 4.5(a) FRONT OFFICE MANAGEMENT**

**Subject Code 4.5**

**No of Credits: 5**

**UNIT: I**

Objectives, Goals and Strategies with relation to Hotel, Management of Human Resources of Front office, Role of Front Officer Manager, Role of Human Resource Department.

**UNIT: II**

Hotel Lobby, Different types of Reception counters- Hospitality Desk and the Furniture-Front Office and its functions – Job Description of Front Office Manager, Assistant Front Office Manager, Assistant Manager, Reservation Manager and other people – Receptionist, Qualities and Duties – Tariff Structure – Room Tariff Cards.

**UNIT: III**

Communication – Communication Skills – Importance of effective communication in Hotel Industry – Internal Communication – Body Language – Front Office and Guest Handling – Pre Arrival Formalities – Room Reservations – Receiving Guests and assignment of room – Registration Procedure – Rooming of a Guest – Handling Groups and Group arrivals – Complaint Handling.

**Unit: IV**

Guest Accounting – Basics of keeping accounts – Front Office – Cash Sharing – Guest Accounting Process – Night Auditing – Departure Procedure – Occupancy Ratio – Computing Room availability.

**Unit: V**

Guest Security – Types of Security – Hotel Fires & Precautions – Guest Service – Service Standards – International Guests – Managements role in Guest Services – Guest Service Training – Six Sigma and Customer Loyalty.

**REFERENCES:**

1. Front Office management, S.K. Bhatnagar, Frank Bros & Co., New Delhi, 2004.
2. Front Office, Operations and Management, Ahmad Ismail, Thomson, Delmar.
3. Hotel Front Office Management – James A.Badri, John Wiley & Sons.

**MBA(TTM) DS Elective IV- 4.5(b)**  
**AIR TRAVEL TICKETING AND FARE CONSTRUCTION**

**Subject Code 4.5**

**No of Credits: 5**

**Unit: I**

Air Travel and World Airlines- Five Freedoms of Air – Passengers Aircrafts and Aeroplanes – flight Distance – Passenger Capacity and Sitting – Aircraft Sitting Plans – Food and Beverage Service.

**Unit: II**

Airlines Polices and Practices – Cancellation and delays - Baggage Transportation – Checked Baggage – Checked Baggage: The Weight System – Checked Baggage: The piece system – Excess Baggage Charge – Special Charges – Pet transport policy – Special Meals.

**Unit: III**

Basic elements of air fares – Customes User Fees – Miscellaneous charges – Fare Rules – Fare Calculation – More than one segment – Special Air Fares – Ticket Issuance.

**Unit: IV**

Air Fare Construction – Air Line Regulations – Guide Lines for finding and reading International Air Tariff Rules – Guide Lines for Fare Construction – Lowest Combination of Fare Method – Millage System – Tariff Terminology – Lowest Combination of Fares Method. (Fare construction Unit) – Guide to Fare Construction – How to use Nature Unit of Construction ( NUCs) to calculate fares? – Millage System – Fare City – to - City fairs – flight routings – ticket designator – alterations – Reissuance and refunds – Agency Commission.

**Unit: V**

Air ticketing techniques –Universal credit card charge form – Pre Paid ticket advice (PTA) – Refund/ exchange notice (REN) – Ticket exchanges – Ticket exchange notice – cash refund notice – credit card – refund notice – miscellaneous charges order – Booking a Tour – How to procure traffic document? – Tour Order – ticket revalidation – Chartered and Group Travel.

**REFERENCES:**

1. Air travel ticketing and Fare Construction, Jagmohan Negi, Kanishka Publishers, distributors, New Delhi.
2. ABC World Wide Air Ways Guide ( RED & BLUE).
3. Air Tariff Book 1, World Wide Fares.
4. Air Tariff Book 1, World Wide Rules, IT fares etc.,
5. Air Tariff Book 1, World Wide Maximum permitted Mileage.
6. Travel Information Manual (TIM).
7. IATA Ticketing Hand Book.

**MBA(TTM) DS ELECTIVE-IV 4.5(c)  
RECREATION AND WELLNESS TOURISM**

**Subject Code 4.5**

**No of Credits: 5**

**Unit I:**

Introduction: Definition of Recreation – Recreation Concepts – Places – Seasonality and Recreational activities – Theme Parks & Resorts/ Categories of Theme Parks and Resorts – Management – Study of one leading theme park and one time share resort.

**Unit II:**

Wellness Tourism: Origin and development – health as a motivator to travel – the body, Mind and Spirit relationship – Quality of Life (QOL) – Factors affecting growth of wellness tourism.

**Unit III:**

Wellness Tourism Tools & Resources: Tools for wellness: medicine, therapy, therapeutic recreation, psychology, nutrition, cosmetics – Forms of health tourism – medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism etc.

**Unit IV:**

Wellness Tourism – An overview: Modern medicine & C.A.M – holistic approach Vs specialization approach – AYUSH – Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homeopathy – Chinese medicine and acupuncture, Aromatherapy – Medicinal properties of Spa water – Modern Spa treatments – Panchakarma treatments – market size, growth and future challenges for Wellness Tourism.

**UNIT- V :**

Global Medical Tourism Scenario – Countries promoting medical tourism – Indian Medical Tourism Potential and Problems – Market size, growth future challenges

**REFERENCE BOOKS:**

1. Tourism Recreation Research, Wellness Tourism, Journal of Centre for Tourism Research and Development, Lucknow, Vol. 31, No. 1, 2006
2. M. Smith and L. Puczko, Health and wellness tourism, B. Heinemann (2009)
3. Sonali Kulkarni, Spa and Health Tourism, Book Enclave, Jaipur (2008)
4. Raj Pruthi, Medical Tourism in India, Arise Publications, New Delhi (2006)
5. Swami Vishnudevananda, The Complete Illustrated Book of Yoga
6. David Weaver, Laura lauton, Tourism management ( wiley).
7. Copper (etal) Tourism Principles and Practice ( Prentice Hall).
8. L. Pender & R. Sharpley (eds), The Management of Tourism ( Sage).
9. P.C. Sinha, Tourism Management