



MBA

Tourism and Travel Management

• SYLLABUS •

Department of Tourism Management

**Indira Gandhi National Tribal University
Amarkantak, Madhya Pradesh**

MBA
(TOURISM AND TRAVEL MANAGEMENT)

SYLLABUS

DEPARTMENT OF TOURISM MANAGEMENT
FACULTY OF COMMERCE & MANAGEMENT
Indira Gandhi National Tribal University

Amarkantak, Madhya Pradesh

About the University

Indira Gandhi National Tribal University is a Central University established by an Act of Parliament to act as a catalyst for imparting quality education, training, research and consultancy in the field of higher education. The University is spread over 372 acres of land adjoining the Biosphere Reserve and primitive tribal villages in Amarkantak. The landscape of campus is very picturesque, creating a peaceful and serene atmosphere for better social and academic life.

About Faculty of Commerce & Management

The Faculty of Commerce & Management was created with the noble objective of offering professional programmes in the areas of Commerce, Management, Tourism and Forest Management. The FCM has been making a continuous endeavour for improving the employable skills of students who can face cutting-edge challenges in the global business environment. As many as 500 students are presently pursuing UG, PG & Ph. D. courses in the faculty in subjects such as Commerce, Management and Tourism. The FCM is making progress brick by brick with highly qualified and experienced faculty members.

About the Department

The Department of Tourism Management was established in 2013 under the faculty to offer MBA in Tourism and Travel Management. The Department currently offers a two-year MBA (TTM) & UG Tourism with a total intake of 38 seats each. The first eight batches of the MBA (TTM) students have successfully completed the course and some of them have been well placed in tourism and allied sectors. The department has an active international collaboration with Vidzeme University of Applied Sciences, Latvia, under which three students during 2018-19 and 2019-20 batches, studied one complete semester in Latvia and two faculty members visited during 2019 under ERASMUS+ scheme. The Department also runs a doctoral research programme leading to Ph. D. (Tourism Management).

Vision

To strive hard for becoming a lead Center for Excellence in Tourism Education & Research nationally and internationally.

Mission

To make all possible endeavors for preparing students to work for the tourism industry through advanced learning, training and research.

Goals

The Department aims at

- Promoting practical managerial skills alongside theoretical business knowledge.
- Generating theoretical and actionable research.
- Fostering ethical, sustainable and entrepreneurial business culture
- Delivering pragmatic solutions to the industry

Salient Features

The academic programmes are designed to help the students learn and acquire theoretical knowledge and practical skills in Tourism, Travel and Hospitality sectors and allied disciplines. These are the following important features on which the Department dwells on improving the quality standards of the teaching, learning and research.

Pedagogy: A typical combination of teaching methods such as lectures, presentation, participation, demonstration, project works, case studies and field visits have been adopted to enhance the hands-on experience of the students.

Curriculum: A well-defined course syllabus has been designed to provide comprehensive, rigorous and contemporary theoretical and practical knowledge to the students, thereby meeting the expectations of the tourism industry.

Evaluation: The performance of students is evaluated continuously and the process of assessment comprises internal and external tests consisting of assignments, seminar presentation, participation and project work.

Interdisciplinary Approaches: The maximum emphasis is given on theoretical and practical inputs from subjects pertaining to social sciences, commerce and management.

Facilities: The Department makes all possible efforts to equip the classrooms with all modern gadgets to facilitate effective teaching and learning.

Alumni Interaction: Building a strong network of alumni is given high priority as interactions of alumni with students is encouraged continuously.

Books and E-resources: The University Central Library has a repository of over 60,000 books, 150 print journals, 5000 e-books. In addition, the library is a member of the UGC-INFLIBNET consortium. The library issues text and reference books to the students and Ph. D. scholars. Students can also use the online resources of the library through remote-access log-in.

Campus Life: The campus landscape is very vibrant and multi-facility gyms for both boys and girls, state-of-art indoor stadium and other sports facilities create an ambience for students to shape their healthy body and mind apart from academic learning. The cultural cell of the University organises several on and off the stage performances to hone the extra-curricular talents of the students.

Highlights of Course

Eligibility for Admission: Any bachelors' or equivalent degree with at least 50% marks.

Intake & Reservation: Total number of intakes is 30. Reservation shall be applicable as per Government of India norms.

Duration of the Course: The duration of the course shall be two academic years spreading over four semesters *i.e.*, two semesters in each academic year - *July to December and January to May*, respectively.

Admission Procedure: Admissions to MBA (TTM) Course shall be based on the merit of the student's performance in the Common Entrance Test.

The pattern of Entrance Test: The question paper in the entrance test shall consist of 100 objective type questions carrying one mark each, including Reasoning, Arithmetic, English and General Awareness types.

Teaching: In each Semester, there shall be actual teaching for a minimum of 90 days, excluding admission, preparatory and examination period.

Medium of Teaching and Examination: Medium of Teaching and Examination shall be English and Hindi. The teaching pedagogy aims at overcoming language barriers however endeavours to enhance proficiency in both English and Hindi languages.

Attendance: Minimum attendance required for becoming eligible to appear in semester examinations for each theory paper shall be 75%.

Discipline-Specific Electives (DSE)

The Department of Tourism Management, depending upon the available resources, offers Discipline Specific Electives from the designated groups, subject to fulfillment of minimum requirements as per the CBCS guidelines. There shall be six such Discipline Specific Electives. Each group shall have three courses under it. The Department may, based on available teaching faculty, offer select courses from the given electives or any of the group.

Pattern of Questions for the Semester End Examinations:

The end semester examinations for 60 marks per paper shall be conducted as per the academic calendar of the University. Each question shall carry 12 marks. There shall be 10 long-type questions drawn equally from five units. Each unit shall have two questions and students are required to attempt one question from each unit and a maximum of five questions. Two Questions shall be set from each unit of the paper.

Internal Examinations:

There will be two internal tests for each subject during the academic calendar of the University. The Internal Assessment Component consists of the following components.

1.	Two Class Tests	20 marks
2.	One Term Project/Assignment	10 marks
3.	Seminar Presentation/Attendance:	10 marks
Total		40 marks

The answer scripts of internal examinations shall be evaluated by the course teacher.

FACULTY PROFILE

Faculty	Qualification	Specialization / Area of Interest
Prof. Jitendra Mohan Mishra Professor	MTA, M.Phil. Ph. D. (HNB Garhwal University)	Tourism & Culture, Sustainability, Travel Geography & Tourism Legislation.
Prof. G. B. S. Johri Professor & Head	MBA, M. Com, Ph. D. (Veer Bahadur Singh Purvanchal University), Certificate Course in Strategic Management (AOTS, Japan), Eduexcellence (IIT-Delhi)	Strategic Marketing Practices, Financial Decision Making, Tourism Marketing, Marketing of Tribal Products
Dr. Prashant Kumar Singh Assistant Professor	MTA, Certificate Course in Russian Language, Ph. D. (APS University)	Tribal Tourism, Travel Agency & Tour Operation Business, Tourism Products
Dr. Anil Kumar Tamta Assistant Professor	BHM & CT, MBA(T), M.Sc. (HM), Ph. D. (Kumaun University)	Hospitality & Hotel Operations, Sustainable Tourism
Dr. Rohit Ravindra Borlikar Assistant Professor	PGDTM, MBA, PGD-Rural Development, PGD-Teaching Skills, Ph. D. (Pondicherry University)	Agri & Rural Tourism, Tour Operation, Tour Guiding, Escorting & Management
Dr. Jayaprakashnarayana G. Assistant Professor	MTM, MSc., B.Ed., MBA, Ph. D. (Kakatiya University)	Travel Agency & Tour Operations, Airport Management and Air Ticketing, Irrigation Tourism & Tribal Tourism

COURSE STRUCTURE

Note: There shall be a minimum of two DSE subjects on offer each one at third and fourth semester along with core courses. However, based on availability of resources, more numbers of DSE subjects may be offered.

DISCIPLINE SPECIFIC ELECTIVES (DSE)

Group- A : Tour Operation Management	Group : D- Special Interest Tourism
Tour Guiding & Interpretation	Basics of Adventure & Sports Tourism
Tourist Behaviour & Cross-Cultural Management	Medical & Wellness Tourism
Tour Leadership and Management	Management of Adventure Tour Operation
Group- B : Air fares & Ticketing Group	Group E: Event Management
Basic Air Fare & Ticketing	Meeting, Incentives, Conventions and Exhibitions
Computerized Reservation System	Event Planning & Management
Airport Operations & Management	Event Logistics
Group- C: Cargo Management	Group- F: Logistics Management
Cargo Management	Basics of Logistics & Supply Chain Management
Dangerous Goods & Live Animal Regulations	Shipping & Multi-modal Transport Management
Export Import Documentation	Forex Management
Group-G: Other Specific Electives	
Entrepreneurship and Business Plan Development	Tourism Law & Ethics
Heritage Conservation & Management	Foreign Language – French
Yoga & Yogic Practices	Foreign Language: Spanish – I

FIRST SEMESTER

(July- December)

MBAT-101

TOURISM CONCEPTS & LINKAGES

This paper will provide a clear understanding of the fundamentals of Tourism and its allied activities.

UNIT I

Development of Tourism Through Ages: Early and Medieval Period of Travel- Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business, Old and New Age Tourism

UNIT II

Tourism and Its Theories: Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences

UNIT III

Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism

UNIT IV

Tourism Industry & Its Linkages: Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalisation & Globalisation, Positive & Negative Impacts of Tourism.

UNIT V

Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

SUGGESTED TEXTBOOKS

1. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), *International Tourism Management*, Sterling Publishers, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). *Tourism, Principles, Practices, Philosophies*. John Wiley and Sons, New Jersey.
2. Michael M. Coltman. (1989). *Introduction to Travel and Tourism- An International Approach*. Van Nostrand Reinhold, New York.
3. Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*, Oxford University Press, New Delhi.

MBAT - 102

PRINCIPLES OF MANAGEMENT

This paper will help students understand the fundamentals of management concepts, theories and practices and this will also provide sufficient theoretical knowledge to take managerial decisions.

UNIT I

Functions of Management: Meaning, Nature and Levels in Management –Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling

UNIT II

Planning: Meaning, Nature of a Sound Plan, Types-Short, Medium and Long-Range Planning, Scope and Limitations and Steps in Planning Process, Management by Objectives (MBO) – Decision-Making Ability

UNIT III

Organising & Directing: Meaning, Organisation Structure & Design – Delegation and Decentralisation of Authority, Relationship and Interactions between Authority - Interdepartmental Coordination – Present Trends in Corporate Structure, Strategy and Work Culture

UNIT IV

Motivation: Types and Nature of Motives, Theories of Motivation and Productivity – Leadership Styles & Models

UNIT V

Controlling: Process of Communication - Formal and Informal Communication – Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

SUGGESTED TEXTBOOKS

1. Koontz, H. and Weihrich, H. (2010). *Essentials of Management*. McGraw Hill Publishing House, Singapore.
2. Prasad, L.M. (2008) *Principles of Management*, Sultan Chand & Sons, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Richard .M H. (1993). *Management*, Academic Press, New Jersey.
2. Hampton, D. R. (1992). *Management*, TATA McGraw Hill, International Edition, Tokyo.
3. Stoner, J. A. F. & Wankel, I.C. (1999). *Management*, Prentice Hall India, New Delhi.
4. Peter F. D. (1987). *Practice of Management*, Pan Books, London.
5. Peter F. D. (1983). *Innovation and Entrepreneurship*, Butterworth & Heinemann, New York.
6. Virmani B. R. (2006). *The Challenges of Indian Management*, Response Books, New Delhi.
7. Important Business Magazines like: Business India, Business World and Fortune International.

MBAT - 103

BASICS OF ACCOUNTING AND FINANCE

This paper will explain the basic principles of accounting and help the students familiarise with analysis and interpretation of financial statements along with techniques to understand finance strategies and management of funds in tourism business

UNIT I

Financial Accounting: Concepts and Conventions, Double Entry System, Preparation of Journal, Trial Balance, Cash Books, Trading Account, Profit and Loss Account and Balance Sheet.

UNIT II

Accounting Information: Accounts of Non-profit Organisations: Income and Expenditure Account – Receipts and Payments: Travel Agency Accounting

UNIT III

Financial Statement Analysis and Interpretation: Meaning, Types of Analysis, Objectives, Importance, Tools of Analysis, Working Capital Management

UNIT IV

Cost Accounting: Concept – Distinction between Costing and Cost Accounting – Elements of Cost and Cost classification – Preparation of Cost Sheet.

UNIT V

Financial Management: Scope – Objectives – Functions – Major Financial Decisions.

Sources of Finance: Long-Term and Short-Term – Advantages and Disadvantages of Different Sources of Finance.

SUGGESTED TEXTBOOKS

1. Lal, J. (2009). *Accounting for Management*, Himalayan Publishing House, Mumbai.
2. Prasanna, C. (2012). *Financial Management- Theory and Practice*, Tata McGraw-Hill, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Grewal T.S. & Shukla M.C. (2010). *Advanced Accounts* Vol. I. Sultan Chand & Sons, Delhi.
2. R. L. Gupta & Radhaswamy M. (2014). *Advanced Accountancy*- Vol. I. Sultan Chand & Sons, Delhi.
3. Gosh T.P (2006). *Fundamentals of Accounting*. Sultan Chand & Sons, Delhi.
4. Maheshwari S.N. & Maheshwari. S.K. (2006). *Fundamentals of Accounting*. Vikas Publishing House, New Delhi.
5. Sharma R.K & Gupta S. (2012). *Management Accounting* .Kalyani Publisher.
6. Pandey. I.M (2010). *Financial Management*. Vikas Publishing House Pvt. Ltd., New Delhi.
7. Reddy G. Sudharshan (2013): *Financial Management*. Himalaya Publication, Mumbai

MBAT - 104

BUSINESS COMMUNICATION

This paper is intended to emphasise on improving oral and written communication skills through experiential training and comprehensive understanding of the students.

UNIT I

Communication Skills: Nature, Process of Communication, Verbal and Non-Verbal Communication. Importance of Business Communication. Ways to improve Communication Skills.

UNIT II

Report Writing: Characteristics, Importance, Types, Daily Reports, Structure of Formal Report. Do's and Don'ts of Report Writing.

UNIT III

Public Relations: Meaning and Content of Public Relations – Social Context of Public Relations – Communication and Public Opinion – Principles of Persuasion, Adjustment and Adaptation – PR in Tourism, Travel and Hospitality Sector. Guidelines and etiquettes of using Social Media.

UNIT IV

Business Communication: Definition, Types, Characteristics of Communication. Memorandum, Notice, Agenda, Minutes. Drafting Formal Letters and Emails. Telephonic Etiquettes.

UNIT V

Job Related Communication: Application Letter, Interviews, Group Discussion, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper - Team Building – Interpersonal Effectiveness.

SUGGESTED TEXTBOOKS

1. Kaul, A. (2005). *Effective Business Communication*, PHI, New Delhi.

2. Munter M. (2011). *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Mandal S.K. (2007). *Effective Communication and Public Speaking*, Jaico, Mumbai.
2. Bovee, T & Schatzman. (2003). *Business Communication Today*, Pearson, New Delhi.
3. Meenakshi Raman (2012) *Business Communication 2nd Edition*, Oxford University Press, New Delhi.
4. Pd Chaturvedi & Mahesh Chaturvedi (2009) *Business Communication: Concepts, Cases, and Applications 2nd Edition*, Pearson Education Singapore Ltd, Pearson, New Delhi.
5. Thomas Jane, Murphy Herta, Hildebrandt Herbert (2008). *Specifications of Effective Business Communication 7th Edition*, Tata McGraw - Hill Education, New Delhi

MBAT - 105

INDIAN HISTORY, SOCIETY AND CULTURE

This paper aims to provide insights of the history of India, practices in Indian society and rich cultural heritage of India. This is fundamental for tourism professionals to develop product knowledge by reading the political, social and cultural history of India.

UNIT I

Ancient History: Indus Valley Civilization, Early & Later Vedic Period, Sixteen Janapadas, Birth of Buddhism & Jainism, Rise and Fall of Mauryan Empire.

UNIT II

Mauryan Rule 12th Century-: Rule of Kusana Dynasty, Satavahana Dynasty, Gupta Dynasty, Pallava Dynasty, Chola Dynasty.

Unit III

Medieval History (11th – 17th): Rule of Slave Dynasty, Khilji Dynasty, Tughlaq Dynasty, Saiyyid Dynasty, Lodhi Dynasty, Mughal and their contributions to Mughal and their contribution to Indian Society and Culture.

Unit IV

Modern History (1757-1947): Rise of Colonial Power - British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian Society and Culture.

Unit V

Indian Society & Culture: Family, Marriage, Caste System, Indian Cinema & Its Impact on People, Society & Culture.

SUGGESTED TEXTBOOKS

1. Basham, A.L. (2008). The Wonder That Was India. Rupa & Co. New Delhi
2. Thapar, R. (1990). A History of India: Volume 1. Penguin Books, New Delhi

SUGGESTED REFERENCE BOOKS

1. Basham, A.L. (1998). *A Cultural History of India*. Oxford University Press, USA

2. Singh, U. (2009). *A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century*, Pearson Education India, New Delhi.
3. Chandra, B. (2009). *History of Modern India*. Orient Blackswan, New Delhi
4. Brown, P. (2010). *Indian Architecture (Buddhist and Hindu Period)*, Tobey Press, New York
5. Brown, P. (2010). *Indian Architecture (the Islamic Period)*, Palmer Press, New York

MBAT - 106

GLOBAL TOURISM GEOGRAPHY

This paper is unique for the budding tourism professionals to understand and to be familiar with the global geography with reference to tourism.

UNIT I

Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude

UNIT II

IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time

UNIT III

North & South America: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent,

UNIT IV

Europe & Africa: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent,

UNIT V

Asia & Australasia: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia

SUGGESTED TEXTBOOKS

1. Burton, R. (1995). *Travel Geography*. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London.

SUGGESTED REFERENCE BOOKS

1. Hall, M (1999), *Geography of Travel and Tourism*, Routledge, London.

2. C. Michael Hall & Stephen J. Page (2006). *The Geography of Tourism and Recreation-Environment, Place and Space*. Third Edition, Routledge, London.
3. Robinson H.A. (1976), *Geography of Tourism*. Mac Donald & Evans Ltd,.
4. Travel Information Manual, IATA, Netherlands, 2012.
5. World Atlas.

MBAT - 107

COMPREHENSIVE VIVA-VOCE

The objective of conducting comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.

SECOND SEMESTER

(January to May)

MBAT - 201

ORGANISATION BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

This paper is intended to provide a comprehensive understanding of concepts, functions and practices of management for human resources and organisational behaviour.

UNIT I

Concepts of Human Resource Management: Concept of Human Resource Management – Organization and Functions of HR – Structure and Strategy – HR Manager - Climate and Culture of HRD – Evolution of HR Practices in Indian Context - Global Trends in HR Practices.

UNIT II

Functions of HRM: Manpower Planning – Recruitment - Selection and Induction – Practices of Hiring in Tourism Industry – Training and Development – Methods, Design and Evaluation of T & D Programmes Coaching and Mentoring – Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers – Personnel Empowerment - Competency Standards in Tourism.

UNIT III

Compensation Management: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWL). Legislative Aspects of HRM.

UNIT IV

Organisational Behaviour: Individual Behaviour and Differences - Personality –Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis – JOHARI Window – Management of Stress

UNIT V

Group Dynamics: Group Behavior – Group Formation - Understanding Work Teams – Conflict, Negotiation, and Intergroup Behavior - Change Management – Resistance to Change.

SUGGESTED TEXTBOOKS

1. Verma, P. (2002). *Personnel Management in Indian Organisations*, OUP & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam, C.S. & Srivatsava, B.K. (2003). *Personnel Management and Human Resources*, Tata McGraw Hill, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Chakravarthy, S.K. (1987). *Managerial Effectiveness and Quality and Work Life*, Tata McGraw Hill, New Delhi.
2. Mirza, S. (2003). *Human Resource Management*. TATAMcGraw -Hill, New Delhi.
3. Dessler (2008), *Framework for HR Management*, Pearson Education, New Delhi.
4. Heery, E. (2001). *A Dictionary of Human Resource Management*. Oxford University Press.
5. Ivancevich, John (2012). *Organisational Behaviour & Management*. Tata McGraw-Hill Publishing Company. New Delhi

MBAT - 202

BIO-PHYSICAL ENDOWMENTS OF INDIA

The objective of this paper is to describe the importance of bio-physical endowments of India from the tourism perspective.

UNIT I

Geographical Features of India: Topography, Climate, Rainfall, Landforms, Rivers, Seas, Lakes, Wetlands, Western Ghats, The Himalayan Mountain Ranges, Vidhya, Satpura, Maikal, Arawali.

UNIT II

National Parks & Wildlife Sanctuaries: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribagh National Park, Simlipal National Park, Bhitarkanika National Park, Kaziranga National Park, Bandhavgarh National Park, Mudumalai National Park, Periyar National Park, Sunderban National Park, Nilgiri Biosphere Reserve, Kanha National Park, Srisailem Wildlife Sanctuaries.

Unit III

Hill Stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Srinagar, Kullu & Manali, Shimla, Mussoorie, Nainital, Mahabaleshwar, Chikmanglaur, Coorg, Wayanad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong, Tawang.

Unit IV

Beach Resorts: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands

Unit V

Adventure Tourism Sites: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Land, Water and Air Based Adventure Sports and Tourism.

SUGGESTED TEXT BOOKS

1. Dixit, M. (2002). *Tourism Products*. New Royal Book Co, Lucknow.
2. Jacob, R. (2012), *Indian Tourism Products*, Abhijeet Publications, Delhi.

SUGGESTED REFERENCE BOOKS

1. Ball, S. (2012). *Encyclopaedia of Tourism Resources in India*, Butterworth –Heinemann.
2. Douglas. N. Ed. (2001), *Special Interest Tourism*, John Wiley & Sons, Australia.
3. Pletcher Kenneth (2011), *The Geography of India: Sacred and Historic Places*. Britannica Educational Publication, New York.
4. Negi, Sharad Singh. (2002), *Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India*. Indus Publishing Co. New Delhi.
5. Robinet Jacob. (2013). *Places of Touristic Interest in India*. Abhijeet Publications, Delhi.

MBAT - 203

TRAVEL AGENCY AND TOUR OPERATION

This paper is designed to provide a description of the principles and practices in travel agency and tour operation business and help the students make a career in the modern travel trade.

UNIT I

Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator- Inbound, Outbound, Domestic, Ground and Specialized.

UNIT II

Travel Agency Business Network: Operation of Travel Agency Business, Skills and Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business between Wholesale and Retail Agents, Future of Travel Wholesaling & Retailing

UNIT III

Functions of Travel Agency & Tour Operation and Roles of Travel Trade Organizations: Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, Characteristics of a Professional Travel Agent, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, ASTA, TAAI, IATO, ATAIOI, ADTOI, IAAI, FIYTO, TAFI

UNIT IV

Anatomy of Tour: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour, Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business- Distribution Networks of Tour Operation Business, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions

UNIT V

Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Cost Management, Procedures for Obtaining Recognition, Travel Agency Organization Structure, Sources of Revenue, Threats in Travel Agency in Business, Use of Information Technology in Travel Agency Business

SUGGESTED TEXTBOOKS

1. Chand, M. (2009), *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi.
2. Swain, S.K. & Mishra, J.M. (2012). *Tourism: Principles & Practices*. Oxford University Press, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Holloway, J.C. (2012), *The Business of Tourism*, Prentice Hall, London,
2. Roday S, Biwal A & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi.
3. Goeldner, R & Ritchie. B (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.
4. Negi. J (2009), *Travel Agency Operations: Concepts and Principles*, Kanishka, New Delhi.
5. Walker, J.R. & Walker, J.J. (2011). *Tourism Concepts and Practices*, Pearson, New Delhi.

MBAT - 204

TRIBAL HERITAGE OF INDIA

This paper is uniquely designed to reflect upon the tribal heritage of India and students will be taught about the development of tourism in the tribal areas and preservation of tribal heritage through tourism.

UNIT I

Background of Tribes: Origin of Tribes, Types of Tribes- Indo-Aryan, Dravidian, Turkic-Mongol, *Austro-Asiatic*, Important Endangered Tribes in India- Jarwa, Bonda, Gadaba, Mariya, Muria, Dongariya Kondh, Distribution of Tribes in India, Features and Characteristics of Indian Tribes, Tribes vs Primitive Tribes, Tribal Population & Literacy Rate, Indigenous and Tribal people

UNIT II

Tribal Society and Culture: Values and Beliefs, Prominent Tribal Languages in India, Tribal Life, Art, Culture, Fairs and Festivals, Rituals, Costumes, Marriage, Other Practices.

UNIT III

Socio-economic Condition of Tribes: Facilities for Road, Education, Health, Sanitation, Road, Agriculture, Horticulture, Other Occupations, Village Council & Administration, Sources of Employment & Self-Employment, Government Schemes for Socio-economic Development, Self-Help Group, Micro Finance, Entrepreneurship Activities in Tourism for Tribes,

UNIT IV

Tribal Resources for Tourism Development: Dance, Music, Handicrafts, Tribal Herbal Medicines, Traditional Medical Practices, Tribal Museums, Features and Characteristics of Tour for Tribal Culture

Unit V

Management of Tourism in Tribal Areas: Management of Tribal Resources, Preservation of Tribal Heritage & Culture, Practices of Sustainable and Responsible Tourism Principles, Strategies for Development of Tribal Areas from Tourism Perspectives, Promotion of tourism destinations in Tribal Areas, Commoditization of Tribal Culture, Legal Issues of Tribes in India

SUGGESTED TEXTBOOKS

1. Novelli, M. (2005) *Niche Tourism: Contemporary Issues, Trends and Cases*. Routledge.
2. Mohanty, P.K. (2004) *Encyclopaedia of Primitive Tribes in India, Volume 1*. Gyan Publishing House, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Cornell, S.E.(1989).*Tourism and Economic Development: Considerations For Tribal Policy and Planning*, Harvard University, USA
2. Zeppel, H (2006).*Indigenous Ecotourism: Sustainable Development And Management*, CABI, UK
3. Cole, S (2008).*Tourism, Culture and Development*, Channel View Publications, UK
4. Fuchs, S (1974).*The aboriginal tribes of India*, Macmillan India
5. Vidyarthi, L.P., Rai, B.K. (1977) *The tribal culture of India*. Concept Publishing Company
6. Harrison, D (2001) *Tourism and the Less Developed World: Issues and Case Studies*, CABI
7. Zeppe, H.D (2006) *Indigenous Ecotourism: Sustainable Development and Management*, CABI
8. Smith, M. (2009) *Issues in Cultural Tourism Studies*, Routledge.

MBAT - 205

INTERNATIONAL TOURISM

This paper aims at providing an overview of global tourism trends along with major places of tourist importance in different continents.

UNIT I

Global Tourism - Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Country, India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2030, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.

UNIT II

Tourism places of Asia: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia.

UNIT III

Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy.

UNIT IV

Tourism places in North and South America: Major Tourism Places of Interest in the USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile.

UNIT V

Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.

SUGGESTED TEXTBOOKS

1. Swain, S.K. & Mishra, J.M. (2012). *Tourism: Principles & Practices*, Oxford University Press, New Delhi.
2. Bhatia A.K. (2011), *International Tourism Management*, Sterling Publishers, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Reisinger Y, (2009), *International Tourism – Cultures and Behaviour*, Butterworth-Heinemann, Oxford, UK.
2. William F. Theobald, W.F. (2013) *Global Tourism*, Elsevier Science, London.
3. Cochrane, J. (2008) *Asian Tourism Growth and Change*, Elsevier, London.
4. UN World Tourism Organization (2002). *Performance Indicators for Tourism Destinations in Asia and the Pacific Region*, Business & Economics.
5. Vellas François (1995). *International Tourism: An Economic Perspective*. St. Martin's Press,

MBAT - 206

MANAGERIAL ECONOMICS FOR TOURISM

This paper will explain the fundamentals of economics and its applications in the tourism business. This will also help the students take flawless decisions by understanding several jargon of economics.

UNIT I

Circular Flow of Economy: Household & Firm, Types of Economic Systems, Economic System and Its Impact on Tourism Development, Macro & Micro Economic System,

UNIT II

Demand & Supply: Demand, Types of Demand, Elasticity and Types of Elasticity of Demand, Determinants of Tourism Demand, Law of Marginal Utility, Law of Demand & Supply, Determinants of Supply, Measurement of Tourism Demand

UNIT III

Production & Cost: Input-Output Relationship, Law of Variable Proportions, Costs - Types of Cost, Break-even Analysis, Market Structure, Types of Market, Approaches & Determinants to Pricing

UNIT IV

Macro-Economic Impacts: Inflation, Types of Inflation, Recession, Savings & Investment, Aggregate Demand & Supply, Consumption, Export & Import, Costs and Benefits of Tourism

UNIT V

Economic Transition: Globalisation and Liberalisation, Public-Private Sector Participation, Role of Banking Institutions, Monetary Policy - Repo Rate, Reverse Repo Rate, Cash Reserve Ratio (CRR), Case Study on Economic Impacts of Tourism in India, China, Maldives, Thailand, France, USA

SUGGESTED TEXTBOOKS

1. Mukhopadhyay, S. (2010). *Tourism Economics*. Ane Books Pvt. Ltd., New Delhi.
2. Sinclair, M.T. & Stabler, M. (2009). *Economics of Tourism & Development*, Routledge, New York.

SUGGESTED REFERENCE BOOKS

1. Varshney, R.L. & Maheswari K.L. (2007). *Managerial Economics*. Sultan Chand, New Delhi.
2. Dwivedi, D.N. (2002). *Managerial Economics*. Vikas, New Delhi.
3. Maddala, G.S. (2004), *Microeconomics Theory & Applications*, TATA McGraw - Hill, New Delhi.
4. Trive, J. (2011). *Economics of Leisure and Tourism*. Oxford Butterworth Heinemann, London.
5. Chawla, R. (2006). *Economics of Tourism & Development*. Sonali Publications, New Delhi.
6. Peterson, H.C. & Lewis, W.C. (2004). *Managerial Economics*. Prentice-Hall (India), New Delhi.
7. Dholakia, R.H. & Oza, A.L. (2004). *Micro Economics from Management*, OUP, New Delhi.

MBAT 207

COMPREHENSIVE VIVA-VOCE

The objective of conducting comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.

THIRD SEMESTER

(July-December)

MBAT - 301

TOURISM MARKETING

This paper is intended to provide a clear understanding of the theory and practices of marketing with special reference to the tourism business.

UNIT I

Origin of Marketing: Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product design and mapping the products – Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand.

UNIT II

The relationship between market and Consumer: Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision-making Process – Market Research - Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry.

UNIT III

P's of Tourism Marketing: 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling

UNIT IV

Marketing of Tourism Products: Trends in Tourism Marketing – Marketing of Known and Lesser Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Marketing Plans, Social Media Marketing.

UNIT V

Marketing Skills for Tourism Business: Self Motivation – Team Building – Personality Development - Creativity & Innovation – Innovative Products in Tourism, Five-Gap Model of Service Quality.

SUGGESTED TEXTBOOKS

1. Chaudhary, Manjula (2011). *Tourism Marketing*, Oxford University Press, New Delhi.
2. Bennett J. A., Strydom J. Wilhelm (2001). *Introduction to Travel and Tourism Marketing*, Juta Education, Lansdown.

SUGGESTED REFERENCE BOOKS

1. Kotler P. (2012). *Marketing Management*, Pearson Education, New Delhi.
3. Stanton W. J. (1999). *Fundamentals of Marketing*, McGraw Hill, New York.
4. Neelamegham S. (1998). *Marketing in India: Cases & Readings*, Vikas, New Delhi.
5. Ramasamy V.S. & Namakumar S. (1990). *Marketing Management: Planning & Control*, Macmillan, New Delhi.
6. Stone, Marilyn A., Desmond, John (2007). *Fundamentals of Marketing*, Routledge, New York.

MBAT - 302

CULTURAL TOURISM RESOURCES OF INDIA

This paper presents the core competency of Indian Tourism to the students to be familiar with the places of cultural tourism interest. The objective is to help students understand the significance of the cultural tourism resources of India.

UNIT I

Indian Cultural History – Early and Post Vedic period - Ancient Indian Literature - Sacred Literature - Secular Literature - Ancient Society & Culture – Upanishad, Aranyaka, Ashramas - Varna System – Purushartha – Cultural Erosion and Inheritance of Loss of Vedic Culture.

UNIT II

Religions of India: Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - Basic Tenets – Different Indian and Western Philosophies.

UNIT III

Non-Material Cultural Heritage: Significance and Places of Importance of Ayurveda, Yoga and Meditation - Performing Arts, Dance Forms, Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture- Fair and Festivals, Indian Cuisine, Traditional Arts and Crafts.

UNIT IV

Architectural Heritage: Significance & Places of Importance, Rock-cut Architecture - Buddhist Architecture – Gandhara & Mathura Schools of Art - Hindu Temple Architecture- Indo-Aryan, Dravida, Vesera, Indo-Islamic Architecture – Pillars, Tomb, Forts, Mosque, Masjid, Modern Architecture – Important Forts, Palaces and Havelis- Public Buildings, Ports, Hotels (Taj Hotel in Mumbai & Oberai Hotel in Shimla), Bridges, Rashtrapati Bhavan, Parliament House, India Gate, Gateway of India, - World Heritage Sites in India - Problems and Prospects of Cultural Tourism in India

UNIT V

Museums and Art Galleries: Significance, Types and Importance of Museums and Art Galleries- Indian Museum, Kolkata, National Museum, New Delhi, Salar Jung Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur

SUGGESTED TEXTBOOKS

1. Basham.A.L (1988). *The Wonder That Was India*. Rupa and Co., New Delhi
2. Sen, Sailendranath (2007). *Textbook of Indian History and Culture*. Macmillan, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Gupta, S.P. (2002). *Cultural Tourism in India*. Indraprastha Museum of Art and Archaeology, New Delhi.
2. Hussain.A.K (1987). *The National Culture of India*. National Book Trust, New Delhi.
3. Jacob, R. (2012). *Indian Tourism Products*. Abhijeet publications.
4. Sahai, S. (2006), *Indian Architecture: Hindu Buddhist and Jain*. Prakash Books.
5. *The Gazette of India: History and Culture, Vol.2*, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.

MBAT - 303

TOURISM TRANSPORTATION

The paper will help the students find the clear differences of functions of air, surface and water transportation systems in the world vis-à-vis India.

UNIT I

Fundamentals of Transport: Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services.

UNIT II

Road Transport: Road Transport Network in India, Road Transport Network in the World. Coach, Car and Bike Rental Services - Types of Coaches - Types of Car Rental Services - Case Study of Zoom Cars and WheelStreet.

UNIT III

Rail Transport: Major Railway Transport Network in the World, Types of Trains in India - Luxury Tourist Trains of India - Mountain Toy Trains in India. Case Study of IRCTC Railway Tourism Packages.

UNIT IV

Air Transport: Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, ICAO and Its Freedom of Air, Roles and Functions of Director General of Civil Aviation (DGCA), Roles and Functions of Airports Authority of India (AAI). Airline Business in India and the World, Major International Air Carrier and Low-cost Airlines - Case Study of Air Deccan, Indigo, Kingfisher Airlines, Jet Airways.

UNIT V

Water Transport Services Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of Star Cruises.

SUGGESTED TEXTBOOKS

1. Jagmohan Negi (2005) *Air travel Ticketing and Fare construction*, Kanishka, New Delhi.
2. Duval, D Timothy (2007). *Tourism and Transport: Modes, Networks and Flows*, Channel View Publications, New York.

SUGGESTED REFERENCE BOOKS

1. Ratandeep Singh (2008), *Handbook of Global Aviation Industry and Hospitality services*, Kanishka Publishers, New Delhi.
2. Page Stephen (2005), *Transport and Tourism: Global Perspectives*, Pearson Prentice Hall, New Delhi.
3. IATA Training Manual.
4. Air Cargo Tariff Manual.
5. IATA Live Animals Regulation Manual.

MBAT - 304

COMPUTER AND MANAGEMENT INFORMATION SYSTEM

The objective of this paper is to help the students understand the fundamentals of computers and practices of management information systems and e-tourism in the tourism industry.

UNIT I

Introduction to E-tourism: Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.

UNIT II

Global Distribution System: Levels of CRS Participation - Hotel Distribution System - Cases of Amadeus - Galileo, WorldSpan, SABRE, Abacus.

UNIT III

Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).

UNIT IV

Payment Systems in E-tourism: Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification - Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.

UNIT V

Amadeus GDS – Hands on Amadeus Software – Building, Retrieval, Display & Cancel of PNR – Fare display – Itinerary pricing – Issuance of tickets.

SUGGESTED TEXTBOOKS

1. Sheldon P. (2002), *Tourism Information Technology*, CABI.
2. Inkpen G. (2000), *Information technology for Travel and Tourism*, Addison Wesley.

SUGGESTED REFERENCE BOOKS

1. Buhalis D. (2004), *E-tourism: Information Technology for Strategic Tourism Management*, Prentice Hall India.
2. Poon A. (1998), *Tourism, Technology and Competitive Strategies*, CABI.
3. Rayport J.F. & Jaworski B.J. (2002), *Introduction to E-commerce*, McGraw-Hill.
4. Malvino A.P (1995), *Electronic Principles*, McGraw-Hill.

MBAT - 305

ITINERARY PREPARATION AND TOUR PACKAGING

This paper is an attempt to help the students prepare tour itinerary and design package tours independently.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't of Itinerary Preparation

Unit II

Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group— Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.

Unit III

The concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

Unit V

Travel Documentation: Familiarisation with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card,

SUGGESTED TEXTBOOKS

1. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
2. Chand, M. (2002), *Travel Agency Management: An Introductory Text*, Anmol Publications Pvt. Ltd., New Delhi.

SUGGESTED REFERENCES

1. Negi. J (2005), *Travel Agency Operations: Concepts and Principles*, Kanishka, New Delhi.
2. Holloway, J.C. (2002), *The Business of Tourism*, Prentice Hall, London, pp.220-279.
3. Roday S., Biwal A. & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.

MBAT - 306

RESEARCH METHODOLOGY

The objective of this paper is to provide an understanding of research methods and methodology applicable in Tourism Business.

UNIT I

Concepts of Research: Nature, Scope and Significance of Research - Art and Science of Knowing Ontology and Epistemology - Theoretical Development - What is Theory Not, Deductive and Inductive Research - Variables, Construct and Relationship – Reliability and Validity - Methodology and Research Methods - Propositions and Hypothesis.

UNIT II

Problem Identification: Review of Old and Current Literature Raising Research Questions – Item Generation- Scale Development - Scale Evaluation – Scale Adoption, Questionnaire Design, Working and Types of Questionnaire – Sampling Methods - Sample Error - Grounded Theory, Formulation of Research and Operational Hypothesis

UNIT III

Qualitative Methods: Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Interview, Delphi Technique, Participant Observations - Projective Techniques - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.

UNIT IV

Quantitative Methods: Measures of Central Tendency and Dispersion – Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and Non-Parametric Tools for Hypothesis Test- Multivariate Analytical Techniques - Use of SPSS.

UNIT V

Data Coding Presentation: Data Collection – Coding the Data, Communicating Research Findings - Report Writing Tips - Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of Citing References (APA, MLA), Written & Oral Presentation.

SUGGESTED TEXTBOOKS

1. C. R. Kothari (2002), *Research Methodology*, New Age Publication. India.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter (2002), *Market Research, Second Edition*, Prentice Hall.

SUGGESTED REFERENCE BOOKS

1. Blaikie N. (2000), *Designing Social Research*, Polity Press, 2000, Canterbury, UK.
2. Marshall. L, Rossman B. (1999), *Designing Qualitative Research, 3rd Edition*, Sage Publications, New Delhi.
3. David de Vaus. (2002), *Analysing social sciences, Data*, Sage Publication, New Delhi.
4. Malhotra. N. K. (2007), *Marketing Research, An Applied Orientation, Fifth Edition*, Pearson Education.
5. Babbie E (2001), *The Practice of Social Research, 9th Edition*, Wardworth, and Thomson Learns, USA.
6. Joseph F, Haur, Robert & David. J (2004), *Market Research*, McGraw Hill, New Delhi.
7. Donald R Cooper & Pamela S Schindler (2006), *Business Research Methods*, McGraw Hill, New Delhi.

MBAT - 307

STUDY TOUR REPORT & VIVA-VOCE

Study Tour shall be offered to the students as a compulsory component. The objective of the study tour is to give exposure to the students about attraction and resources available at a tourist destination of repute. Students shall have to submit the final report within 15 days of completion of the tour and the viva-voce for the same shall be conducted during the third-semester examinations. The credits assigned to this paper shall be distributed in the ratio of 4:2 for report and viva-voce respectively.

MBAT - 308

SUMMER TRAINING REPORT & VIVA-VOCE

Summer Training, Report & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo One-and-half months long training in Tourism, Travel and Hospitality Organisations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of the travel business. The credits assigned to this paper shall be distributed in the ratio of 4:2 for project report and viva-voce respectively.

MBAT - 309

COMPREHENSIVE VIVA – VOCE

The objective of conducting comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.

MBAT - 310

DSE-I

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose a course in the department from the given group of electives. A student shall opt for any of the two elective groups having three courses each during the programme depending on available teaching resources.

FOURTH SEMESTER

(January- May)

MBAT - 401

HOSPITALITY, HOTEL AND HOTELIERING

UNIT I

Evolution of Hospitality Services: Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Hospitality Industry Network, Determinants of Hospitality, Network Demand & Supply for Accommodation in India

Types of Accommodation: Conventional, Supplementary and Customised Accommodation, Non-Commercial & Commercial Establishments, Hospitality Business Scenario

UNIT II

Functions of Front Office Management: Organization Structure, Functions, Attributes and Skills of Manager & Executives, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office, Travel Desk

UNIT III

Functions of Housekeeping: Organization Structure, Functions, Works of Executive House Keeper- Rooms and Floor Cleaning Practices and Interior Decorations, Types of Rooms, House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Coordination with Other Departments

UNIT IV

Food and Beverage Services: Organization Structure, Departments - Food Production - Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F&B, Types of Meal Plans, Types of Restaurant - Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways

UNIT V

Administration and Finance: Finance & Accounts, Sales and Marketing, Administration, Revenue Management, Yield Management, Personnel Management, Training & Development, Safety Management, Management of Distribution Channel

SUGGESTED TEXTBOOKS

1. Negi. J (2008). *Professional Hotel Management*. Sultan Chand & Company, New Delhi.
2. Raghubalan, G. & Ragubalan S. (2009). *Hotel Housekeeping Operations and Management*, OUP, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Tewari, J.R. (2009). *Hotel Front Office Operations and Management*, OUP, Publication New Delhi.
2. Gray and Ligouri (2000), *Hotel and Motel Management and Operations*, PHI, New Delhi.
3. Andrews, S. (2009). *Hotel Front Office Training Manual*, Tata McGraw Hill, Mumbai.
4. Foskett, J.C.D. & Gillespie, C. (2002). *Food and Beverage Management*, Pearson Education, England.
5. Andrews, S. (2008). *Front Office Management and Operation*. TATA McGraw-Hill, New Delhi.
6. Bardi, J. A. (2010). *Hotel Front Office Management*. John Wiley & Sons, New Jersey.
7. Burt, D.N, Dobler, D.W. & Starling, S.L (2007). *World-Class Supply Management*. TATA McGraw Hill, New Delhi.
8. Walker, J.R. (2007). *Introduction to Hospitality Management*, Pearson Education. New Delhi.

MBAT - 402

DESTINATION PLANNING AND DEVELOPMENT

This paper aims to train and educate the students about the importance of planning and management of tourism destinations.

UNIT I

Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination–Destination Development, Destination Life Cycle - Destinations and Products – Destination Management Systems–Destination Planning Guidelines - Destination Zone, Planning Model

UNIT II

Tourism Policy: Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder-Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning.

UNIT III

History of Initiatives for Tourism Planning: Sargent & Jha Committee, National Tourism Policy of India-1982,1987& 2002, National Action Plan- 1992, Tourism Policy in Kerala, Rajasthan, Haryana, Jammu & Kashmir, Andhra Pradesh & Karnataka, Gujarat.

UNIT IV

Fundamentals of Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation, Environment Impact Assessment (EIA), Tourism through Five-Year Plans in India, WTO Guidelines for Planners, Town Planning -Characteristics of Rural Tourism Planning- Environmental Management Systems (EMS) – Destination Vision, Competitive Sustainable Destination -Destination Mapping

UNIT V

Destination Promotion and Publicity :Six ‘A’s for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person’s & Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and God’s Own Country, Vibrant Gujarat

SUGGESTED TEXTBOOKS

1. Gunn, C. (2002). *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*. Oxford University Press, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Morgan, N, Pritchard, A & Pride, R. (2011). *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann,
2. Butler, R.W. (2006). *Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
3. Tang, C.H. & Jones, E.E. (2005). *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing,
4. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). *Tourism in Destination Communities*, CABI Publishing,
5. Crouch, D.I. J.R. Ritchie, B. & Kossatz, H.G. (2003). *Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing,
6. Murphy, P. E. (1986). *Tourism: A Community Approach*. Methuen, New York.
7. Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold, New York.

MBAT - 403

DISSERTATION & VIVA- VOCE

Dissertation & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo two-and-half months (March-May) long training in Tourism, Travel and Hospitality Organisations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts etc. Such training would help students to understand customer services along with administrative, financial and marketing aspects of the travel business. The credits assigned to this paper shall be distributed in the ratio of 60:40 for dissertation and viva-voce respectively.

MBAT - 404

DSE - II

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose either as a single course or as a group in the department from the given group of electives. A student can opt for a maximum of two elective groups having three courses each during the programme depending on available teaching resources.

DISCIPLINE SPECIFIC ELECTIVES

GROUP - A

MBAT-OE-A1

TOUR GUIDING AND INTERPRETATION

The idea behind introducing this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritty of this profession. This course also intends to deliver key skills.

Unit I

Tour guiding: Introduction to tour guiding and tour escorting, the difference between tour guiding and tour escorting, the role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.

Unit II

Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade - Designing Tour Commentary.

Unit III

Practical guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on walking tours, guiding on a coach, designing and conducting heritage walks.

Unit IV

Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.

Unit V

Managing guiding business: How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

SUGGESTED TEXTBOOK

1. Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)

SUGGESTED REFERENCE BOOKS

1. Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
2. Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

GROUP - A

MBAT-OE-A2

TOURIST BEHAVIOUR AND CROSS-CULTURAL MANAGEMENT

After doing this course, the student will be able to:

- Understand the motivators and deterrents of tourist behaviour.
- Understand the trends in tourism market on tourist behaviour.
- Understanding the importance of culture and cross-cultural linkages in tourism.

Unit I

Introduction to Tourist Behaviour and Culture: The Global environment-globalization, tourism and culture; introduction to cultural diversity; Concept of tourist behaviour; importance of tourist behaviour; factors affecting tourist behaviour; models of Tourism behaviour (Nicosia model; Um and Crompton; Woodside and Lysonski; Mayo and Jarvis; etc.); Indian outbound travel market.

Unit II

Theoretical Framework: Introduction to cultural theories and practices; basics of culture; intercultural theories; Motivators & Determinants of Tourist behaviour; models of purchase decision-making process (Mathieson and Wall; Stimulus-Response model (Middleton); etc.)

Unit III

Typologies of tourist behaviour: typologies and their critique; marketing applications of typologies; tourism-specific Market segmentation.

Tourism demand and markets: Global pattern of tourism demand; nature of demand in tourism market; consumer behaviour and markets in different sectors of tourism.

Unit IV

Consumer behaviour and marketing: Marketing mix and tourist behaviour; the emergence of new markets and changes in tourism demand; quality and tourist satisfaction; trends.

Host-guest interactions and their impacts: physical, social, cultural, environmental; tourist-guide interaction and its impact.

Unit V

Culture: Cultural practices and tourism impacts on culture; cultural differences; cultural variability-sources of differences; culture and values.

Cross cultural comparisons: concepts and challenges; cultural influences on tourist behaviour, social interactions; cultural shock; influence on services; cultural influences on ethics; differences among international societies like Asia, Australia, India etc.; multicultural competence.

SUGGESTED TEXTBOOKS

1. Horner, Susan, and Swarbrooke, John (2007). Consumer Behaviour in Tourism, 2/e. Burlington: Butterworth-Heinemann. (L)
2. Reisinger, Yvette (2009). International Tourism: Cultures and Behaviours. Burlington: Butterworth-Heinemann

SUGGESTED REFERENCE BOOKS

1. Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. Cambridge: Cambridge University Press.
2. Hooker, John (2003). Working Across Cultures. Stanford: Stanford University Press.

GROUP - A

MBAT-OE-A3

TOUR LEADERSHIP AND MANAGEMENT

The idea behind introducing this course is to orient the students about the scope of tour escorting as a career option. This course will help the students to appreciate better what the profession of tour escorting is all about by giving them a practical experience of how to practice escort in real life situations. It will also orient them to the nitty-gritty of this profession. This course also intends to deliver key skills.

Unit I

Tour Leadership: Introduction to tour leadership, Characteristics of tour escorting profession, the difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, presenting yourself, Challenges faced by a tour manager

Unit II

Roles and Duties: Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure

Responsibilities at the Airport: Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage

Responsibilities at the hotel: Check In, Checkout, Rooming List, Meal requests

Responsibilities during sight-seeing tours: On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a “Mental Picture” of Routing & Landmarks; Handling microphone, Operating Instructions/ Routeing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, Working with the local driver; Gratuities; Working with the Local Guide.

Unit III

Responsibilities on a train/cruise: Embarkation; Initial Briefing/Duties, Aboard Ship / Train; Disembarkation;

Unit IV

Group management and situation handling

Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

Unit V

Other roles and responsibilities: The Professional Daily Briefing, Dealing with FAQ's,, Taking care of logistics: Dine Around, Shopping / Commissions / Ethics; Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback, Tools of the trade for the tour manager, Understanding cross-cultural differences

SUGGESTED TEXTBOOK

1. Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)

SUGGESTED REFERENCE BOOKS

1. Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
2. Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

GROUP - B

MBAT-OE-B1

BASIC AIRFARE & TICKETING

This course is about basic aviation geography. The learner will be able to understand the nuances of airline routing, airfare construction and handling ticketing.

Unit I

Introduction to the airline industry. Important international conventions: Warsaw convention, Bermuda convention and Chicago convention. Freedoms of air. IATA Traffic conference areas and sub-areas.

Management of airlines: types of airlines; airlines personnel and revenue earning; airport management. Latest trends in aviation in India. Problems and prospects of Indian aviation industry.

Unit II

Familiarisation with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarisation with air tariff; currency regulation, NUC conversion factors, general rules; IATA bill settlement plan.

Unit III

Planning itinerary by air: itinerary terms, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routeing systems, mileage principles, fare construction with extra mileage allowance (EMA), extra mileage surcharge (EMS).

Unit IV

Fare calculation: higher intermediary points (HIP); circle trip minimum checks (CTM); backhaul minimum check (BHC), add-ons, general limitations on indirect travel, special fares.

Unit V

Documentation: Travel information manual, passport, visa, currency regulations, customs regulations, health regulations, immigration formalities at the airport for inbound and outbound tourist.

SUGGESTED TEXTBOOK

1. Gupta, S.K. (2007). *International Airfare and Ticketing- Methods and Techniques*. New Delhi: UDH Publishers and Distributors (P) Ltd.

SUGGESTED REFERENCE BOOKS

1. Davidoff, D.S. and Davidoff, P.G. (1995). *Air Fares and Ticketing*. New York: Prentice Hall.
2. Foster, Dennis L. (2010). *Reservations and Ticketing with Sabre*. London: CreateSpace.
3. *Air Traffic Manuals*.

GROUP - B

MBAT-OE-B2

COMPUTERISED RESERVATION SYSTEM

The course is computer-based laboratory work content and will provide the understanding of the functions of CRS to book the tickets. The course will extend hands-on training to standard CRS packages like Amadeus.

Unit I

Introduction - Flight availability - Selling Air Segments - Passenger Name records

Unit II

Supplementary Data - Modifying a PNR - Fare Displays

Unit III

Itinerary Pricing - Issuing Tickets - Advance Seat Assignments

Unit IV

Queues - Customer Profiles - Reference Information

Unit V

Hotel Reservation - Car Rentals - Miscellaneous Entries

GROUP - B

MBAT-OE-B3

AIRPORT OPERATIONS AND MANAGEMENT

This Operational Module provides a framework for the civil airport operation in a practical context and prepares you for the following modules. It also provides insight into how the civil aviation operation has responded to technological change and increased threat perception.

Unit I

Overview of the airline industry: the link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business, the threat to the civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control

Unit II

Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards

Unit III

Facilitation and security and contingency planning: Passenger Handling , Class or Type of Fare , Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease

Unit IV

Baggage handling: Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk-loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load—Notification to Captain

Unit V

Cargo trends and forecasts: Cargo operations DGR, LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices, Storage of Unit Load Devices, Continued Airworthiness of Unit Load Devices, ULD Build-up and Breakdown, ULD Transportation, ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability—Tipping, Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation, Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, Load Control, Terms and Definitions.

SUGGESTED TEXTBOOKS

1. Rigas Doganis, (2010) *Flying Off Course* Routledge (4th Ed.
2. Trompenaars & Woolliams, (2006) *Business Across Cultures*, Capstone Publishing
3. Speakman & Isabella (2000), *Alliance Competence*, Wiley
4. Holden (2002), *Cross-Cultural Management*, Pearson
5. Stephan Holloway (2003), *Straight and Level: Practical Airline Economics*, Ashgate (2nd Ed.)

SUGGESTED REFERENCE BOOKS

1. Diana M. Stancu, *AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International*, October 2010, Vol. 16, Issue 5 (pp. 11-13)
2. Robert W. Poole (2008), *Risk-Based Aviation Security*, Joint Transport Research Center.
3. K. Jack Riley (2011), *Air Travel Security Since 9/11*, Rand Corporate Publication.

GROUP – C

MBAT-OE-C1

CARGO MANAGEMENT

Growing international trade calls for an understanding of cargo management and related issues. Study of cargo management is apparent in today's scenario.

Unit I

Growth and development of air transport industry and freight industry: Relevance and importance of cargo industry, Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO & FIATAA.

Unit II

World Geography: IATA 3 letter codes, time differences, calculations of transportation time/flying time. IATA airlines codes, country codes, city codes, currency codes etc.OAG Air cargo guides, TACT rates & rules. Aircraft cargo configuration, capacity familiarisation, limitations of weight and special loads.

Unit III

Packaging, marking, labelling: Packaging, marking and labelling of consignment, acceptance of cargo, Airway bill and its completion and valuation charge.

Unit IV

Cargo rating: Rating of Published tariff-Air Cargo, G.C.R., S.C.R, C.C.R,

Unit V

Unpublished rate: Construction of Unpublished tariff -ADD ON and LCP rate structures.

SUGGESTED REFERENCE BOOKS

1. Travel Industry - Chunk, James and Dexter
2. Tack Rule Book
3. OAG and the Air Cargo Tariff both Red and Green

GROUP – C

MBAT-OE-C2

DANGEROUS GOODS AND LIVE ANIMAL REGULATIONS

Growing international trade calls for an understanding of dangerous goods and live animal regulations. Study of dangerous goods and live animal regulations is required for safe transportation dead loads.

Unit I

Restricted Articles: Introduction, Historical developments, classification & packaging.

Unit II

Dangerous goods: labelling-significance, handling, hazard and orientation labels, marking-UN and non-UN markings.

Unit III

Handling and documentation: Handling and documentation of restricted articles

Unit IV

Radioactivity: Radioactive Materials and its handling

Unit V

LAR: Live animal regulations and documentations

SUGGESTED TEXTBOOK

1. Dangerous goods regulations – Manual (IATA)

SUGGESTED REFERENCE BOOK

1. Live Animal Regulations – Manual (IATA)

GROUP – C

MBAT-OE-C3

EXPORT-IMPORT DOCUMENTATION

The role of proposed learning in managing businesses is to give Basic Understanding of export and import procedure and Documentation

Unit I

Export procedures and documentation: Types of Exports, Types of Exporters, Institutional framework for the promotion of exports, Legal Framework governing exports, Need for export Procedure and Documentation.

Unit II

Export procedures: Pre-shipment, shipment and Post shipment Procedures. Foreign Trade Policy

Unit III

Export documentation: Mandatory Documents for Export- Commercial and regulatory Documents, Multimodal Transport Documentation

Unit IV

Export incentives: Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation for availing incentives ; Trading Houses- Export and trading houses schemes – criteria, procedures and documentation; Policy and procedures for EOU/FTZ/EPZ/SEZ units, Incoterms and its usage.

Unit V

Import procedure and documentation: Types of Imports, Need for Licensing, Types of Licensing, Import Procedures and Documentation

SUGGESTED REFERENCE BOOKS

1. C. Rama Gopal, *Export-Import Procedures: Documentation and Logistics*, New Age International
2. Francis Cherunilam, *International Trade and Export management*
3. Mahajan, *A Guide on Export Policy Procedure & Documentation*, Snow White Publications Pvt. Ltd

4. Kapoor, D. C., *Export Management*, Jain Book Depot
5. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
6. Desai, H.B. *Indian shipping Perspectives*, Delhi: Anupam Publications.

GROUP - D

MBAT-OE-D1

BASIC OF ADVENTURE AND SPORTS TOURISM

The students will know about the various types of adventure/sports and the relation of adventure/sports in the tourism industry. This will make them to work and to indulge into new Adventure/Sports Tourism Business.

Unit I

Basic concepts of adventure and adventure tourism: Its element and classifications-land based, air based and water based. Adventure tourism organisations and training institutes in India.

Unit II

Adventure tourism ecology and landscape: island, coral reefs, tropical rainforests, deserts, mountains, sea and river bodies. Scope and the Future prospects of Adventure tourism in India.

Unit III

Equipment and clothing requirements for land-based, air based and water-based activities. Impacts of adventure tourism (environmental, socio-cultural and economic).

Unit IV

An overview of Sports, Sports tourism and sports management, purpose and scope of sports management, career opportunities and sources of employment in sports management.

Unit V

Management of sports events (opening ceremony, closing ceremony, the formation of various committees and their responsibilities. Sports marketing and sponsorship. Upcoming sports destination in India.

SUGGESTED TEXTBOOKS

1. Buckley, Ralf, CAB International 2006, Adventure Tourism.

SUGGESTED REFERENCE BOOKS

1. Malik, S.S., 1997, *Adventure Tourism*, New Delhi: Rahul Publishing.
2. Negi, J. 2001, *Adventure Tourism and Sports – Part- I & II*, New Delhi: Kanishka Publisers.
3. New Som, D., Moore, S.A., Dowling, R.K. (2004), *Natural Area Tourism*, New Delhi: Viva Books.
4. Russell Hoyer, Aaron Smith, Hans Westerbeek, and Bob Stewart, *Sports Management: Principles and Application*.
5. Graham, Stedman., Neirotti, Lisa Delpy and Goldblatt, Joe Jeff, *The Ultimate Guide to Sports Marketing*
6. Robinson Leigh, *Managing Public Sport and Leisure Services*
7. Westerbeek, Smit, *Managing Sports Facilities and Major Events*

GROUP – D

MBAT-OE-D2

MEDICAL AND WELLNESS TOURISM

This course is designed to help students understand the growing importance of medical tourism in the contemporary world. This course will also help students to analyse and understand push-pull factors as motivators for medical tourists throwing some light on AYUSH, India as a medical tourism destination and its contribution to Indian tourism.

Unit I

Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, - Ancient centres of healing, Quality of Life (QOL) - Concept. The scope of Health Measures.

Health: Concept, Definitions and Importance of health to People, Business and Government.

Unit II

Medical tourism: concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism.

Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level

Unit III

Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

Unit IV

Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism.

An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

Unit V

Medical tourism in India: Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support.

SUGGESTED REFERENCE BOOKS

1. M. Smith and L. Puczko (2009), *Health and wellness tourism*, B. Heinemann
2. Sonali Kulkarni (2008), *Spa and Health Tourism*, Book Enclave, Jaipur.
3. Raj Pruthi (2006), *Medical Tourism in India*, New Delhi: Arise Pub.

GROUP - D

MBAT-OE-D3

MANAGEMENT OF ADVENTURE TOUR OPERATIONS

Adventure tours require expertise in terms of knowing the risk involved at the destination as well as with the type of activity undertaken. The adventure tour planning keeping in mind the risk, legalities, equipment, food, documentation etc. shall be taught to students during this course.

Unit I

Managing Adventure Tours: Major terms used in adventure activities (land, water and air). Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness etc). National and International Organisations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA etc), its code of conduct.

Unit II

Planning Adventure tourism Activities: Itinerary planning considerations for different durations (land, water and air); planning for safety and emergencies. Permits (ILP, PAP and RAP) and permits to climb Himalaya in India and Nepal. Season for climbing Himalaya. Highest mountain peaks of seven continents.

Unit III

Group management: Preparing navigation routes, attitude of the State authorities, community tourists and other stakeholders, the natural history of destination- ecology, climate, fauna and flora, landform features.

Unit IV

Food Plan: Menu and nutrition considerations; hygiene, trail food preparation; kitchen food preparation; packaging; presentation; and hygienic sanitation.

Unit V

Legal Liability and Risk Management: Legal liability concepts; owner and director liability; guide and leader liability; risk assessment and control; risk mitigation; risk financing and insurance.

SUGGESTED TEXTBOOK

1. Buckley, Ralf (2006). *Adventure Tourism*, CABI International.

SUGGESTED REFERENCE BOOKS

1. Malik, S.S. (1997). *Adventure Tourism*, New Delhi: Rahul Publishing.
2. Negi, J. (2001). *Adventure Tourism and Sports-Part- I & II*, New Delhi: Kanishka Publisers.
3. New Som, D., Moore, S.A., Dowling, R.K. (2004), *Natural Area Tourism*, New Delhi: Viva Books.

GROUP – E

MBAT-OE-E1

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS

The purpose of this course is to acquire an in-depth knowledge about the specialised field event management and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events. With this course, students will be able;

- To acquire an understanding of the role and purpose(s) of special events.
- To acquire an understanding of the techniques and strategies required to plan successful special events.
- To acquire the knowledge and competencies required to promote, implement and conduct special events.
- To acquire the knowledge and competencies required to assess the quality and success of special events.

Unit I

Conceptual foundations of events: Major characteristics, Five C's of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the organiser, event planner, participants, economy and society; Broad classification of Events.

Unit II

Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles;

associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.

Unit III

Events venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room layouts; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

Unit IV

Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant

decision-making process. Contract negotiations – principles; negotiation with hotels, airlines and ground handlers.

Unit V

Incentive tours: Characteristics, its organising and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business.

SUGGESTED TEXTBOOK

1. Fenich, G.G. (2005). *Meetings, Expositions, Events and Conventions- An Introduction to the Industry*. New Delhi: Pearson/Prentice Hall. (L)

SUGGESTED REFERENCE BOOKS

1. Montgomery, R.J. and Strick, S.K. (1995). *Meetings Conventions and Expositions- An Introduction to the Industry*. New York: Van Nostrand Reinhold. (L)
2. Weirich, M.L. (1992). *Meetings and Conventions Management*. New York: Delmar Publishers Inc. (L)

GROUP - E

MBAT-OE-E2

EVENT PLANNING AND MANAGEMENT

After completing this the students should be able to;

- Understand the techniques and strategies required to plan an event.
- Understand the importance of event planning
- Have basic knowledge about various responsibilities of the event manager.

Unit 1

Introduction to Events: characteristics, classification of events, reason and need for events, Major event organisations- ICPB, CVB, ICCA.

Introduction to MICE: components, TA's and TO's as MICE planners. Introduction of PCO

Unit 2

Event Management & Planning: Introduction, Importance. Planning event – Determining the purpose of your event, What is the Goal of the Event? Understanding Your Event's Audience – Need Analysis. Event Planning Process.

Event Budgeting: Introduction & Importance. Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Analysis, Making the budget, Do's & Don'ts of budgeting. Expenditure and Revenue considerations of an event

Unit 3

Event Marketing: Introduction & Objectives of event marketing. Types of media and marketing, PR and its use within event management, Product launches / PR events, Using media, Advertising campaigns, Roadshows and marketing campaigns, e-marketing.

Event Sponsorships: marketing through an event. The importance of sponsorship – for event organiser, for the sponsor, Type of sponsorships.

Unit 4

Event Risk management: Introduction, Importance, Objective Of Risk Management, Types - Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks. The Risk Management Process

Event Evaluation: its importance and problem areas, performance assessment indicators.

Unit 5

Event Laws & Permissions: Permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights

Society (IPRS), Phonographic Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor. Waste Management & Green Events.

SUGGESTED TEXTBOOKS

1. Robinson, P., Wale, D. & Dickson, G. (2010). *Events Management* 'Ed'. London: CABI
2. Shone, A. and Parry, B. (2008). *Successful Event management (2e)*. Canada: Cengage learning
3. Hoyle, L.H., CAE and CMP, (2013). *Event Marketing*. India: Wiley India Pvt. Ltd.

SUGGESTED REFERENCE BOOK

1. Wagen, L.V.D. and Carlos, B.R. (2008). *Event Management*. Delhi: Dorling Kindersley Pvt. Ltd.

GROUP - E

MBAT-OE-E3

EVENT LOGISTICS

After completing this the students should be able to;

- Understand the techniques and strategies required to plan an event.
- Understand the technical aspects of event logistics.
- Identify and develop event resources.

Unit 1

Event Staffing: Forming event team, recruitment and selection, training of staff and volunteers, staff briefing, event rehearsal.

Event networks & supply chain: Importance, handling vendors & service contractors, negotiating with vendors & service contractors. Bidding for events

Unit 2

Event Venues and physical settings. Determinants of site and venue selection. Types of venues. Site Inspection, Site layout and plans. Seating Plans. Protocol and VIP services, Event venue signage.

Event Technology: LED displays, e-podiums, e-posters, webinar, Virtual Reality, Gamification, Apps, i-beacons, Near Field Communication, Cloud Computing

Unit 3

Event Registration: Importance and process; pre-registration – Introduction, benefits and methods. Onsite registration - the concurrence of participant list with master file, Registration layout, payments, distribution of kits and badges etc.

Events planning checklists: Determinants and importance. Types

Unit 4

F&B services: Importance; major considerations- audience, price/cost, type and duration of the event, changing approaches (hygiene, vegetarianism, environment etc.); types of food functions; food plan; control plan. Beverage services- common practices and emerging trends; beverage control functions.

Unit 5

Events Theme: Color, Décor, Focal Points, Fabrics, Furnishing, Lighting, Audio-visual.

Event Logistics: Security, Transport, Parking, Accommodation, Special needs and disabled requirements

SUGGESTED TEXTBOOKS

1. Robinson, P., Wale, D. & Dickson, G. (2010). *Events Management* 'Ed'. London: CABI
2. Shone, A. and Parry, B. (2008). *Successful Event management (2e)*. Canada: Cengage learning
3. Silvers, J. R. (2012). *Professional Event Coordinator (2e)*. Wiley

SUGGESTED REFERENCE BOOK

1. Wagen, L.V.D. and Carlos, B.R. (2008). *Event Management*. Delhi: Dorling Kindersley Pvt. Ltd.

GROUP - F

MBAT-OE-F1

BASICS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Unit-I

Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organised Retail in India

Unit-II

Integrated Logistics: Introduction, Objectives, Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, Organisation structure, Measurement system, Inventory ownership, Information technology, Knowledge transfer capability, Logistical Performance Cycle, Logistics performance cycle, Manufacturing support performance cycle, Procurement performance cycle

Unit-III

Process Analysis “Process Fundamentals” Introduction to Supply Chain Management, Supply Chain Performance, Supply Chain Drivers and Metrics and Distribution Network in a Supply Chain, Distribution Network Design, Network Design in an Uncertain Environment.

Unit-IV

Demand Forecasting in the Supply Chain, Aggregate Planning in the Supply Chain, Sales and Operations Planning, Planning Supply and Demand in a Supply Chain: Managing Predictable Variability.

Unit-V

Managing Economies of Scale in a Supply Chain: Cycle Inventory, Managing Uncertainty in a Supply Chain: Safety Inventory, Sourcing Decisions and coordination's in the Supply Chain, Bullwhip effect.

SUGGESTED TEXT BOOKS

Supply Chain Management by S. Chopra and P. Meindl, Prentice Hall, 2010 (4th Edition)
Purchasing and Supply Management, Leenders, Johnson, Flynn and Fearon, 14th Edition R. D. Reid and N. R. Sanders, Operations Management, 2011, published by J. Wiley R. S. Russell and

B. W. Taylor, *Creating Value Along the Supply Chain*, 2009, published by J. Wiley *Supply Chain Logistics Management*, 3rd Ed., (2010) Donald J. Bowersox, David J. Closs & M. Bixby Cooper, McGraw-Hill Chapters 5 & 6, *Strategic Logistics Management*, (2001) James R. Stock & Douglas M. Lambert, McGraw-Hill. Simchi-Levi, David, Philip Kaminsky, and Edith Simchi-Levi. *Designing and Managing the Supply Chain*. McGraw Hill/Irwin, 2007. ISBN: 9780073341521. Case studies (Sportsuff.com, Zappos.com, Barilla SpA

GROUP – F

MBAT-OE-F2

SHIPPING & MULTI-MODAL TRANSPORT MANAGEMENT

Basic Understanding of conventions, cargo handling equipment, movement of cargo, security concerns.

UNIT I

Regulatory and Facilitation organisations and Role of Intermediaries: Role of National and International regulatory and facilitation organizations (IMO, UNCITRAL, UNCTAD, ICC, ICU, Ministry of Shipping and Commerce, Customs & Excise, WTO) Introduction to International Trade and economics of sea Transport; Agency Role and Functions: Ship chandlers', Cargo Consolidating agents, Customs house agents, Freight Forwarders, Stevedores, Liner and Streamer agents, Charterers agents, National and International Agency associations Multi-model transport operators agency Contractors.

UNIT II

Maritime Labour Conventions and Recommendations: Merchant Shipping Conventions, 1976 – Seaport Development. Indian Dock Labour Act and Regulations, Role of ILO and International Labour convention.

Unit III

CMS and Cargo Handling Equipment: Cargo Handling Process - Types of Cargo transportation systems – Dry Bulk, Break Bulk, Liquid Bulk. Cargo handling equipment: Various equipment like Cranes, Conveyor systems, Pipelines, Liquid cargo pumping systems, Self-unloading ships, Waggon tippers, and Automated bagging machines.

UNIT –IV

Shipping (Cargo) Regulations: Merchant Shipping Carriage of Cargo Rules, 1995 – Understanding the role of the Director General of Shipping, Commerce and Customs in the Implementation of National Law like the Merchant Shipping Act Indian COGSA. Multi-model Transportation goods act, Customs act, National foreign trade policy International Conventions / regulations and codes relating to - Bulk cargo – Customs procedures (Unified Customs Protocol), Indian Law of Contracts; Shipping Procedures & Shipping Procedures in India – import & Export Procedure; Customs Procedures & Container Freight Stations – ICD, INCO

Terms – Documentation such as Bill of Lading, Proforma Invoice, Actual Invoice – Liability and Insurance

UNIT-V

Hazardous Material Shipping Procedure: International and National regulations for transportation of Hazardous material in bulk and packaged form (IMDG code), Environment protection requirements involved in transportation of Hazardous Cargo, Responsibilities of importer / exporter, shippers and agents, dangerous goods declaration, classes of dangerous goods, procedures for handling dangerous materials; **Security:** Port Security, Marine Security, Cargo Security, Traffic Control, Technology and Equipment used in port security, Maritime frauds

SUGGESTED TEXTBOOKS

1. J. Mark Rowbotham *Introduction to Marine Cargo Management*, Lloyd's Practical Shipping Guides
2. Prem Nath Dhar *Global Cargo Management: Concept, Typology, Law And Policy* Kanishka Publishers Distributors

SUGGESTED REFERENCE BOOKS

1. Branch. A, (1999). *Elements of Shipping* (7th Ed). London
2. Brodie P (1999). *Commercial Shipping Handbook* Lloyds of London Press.
3. Bes J, (1992). *Chartering Shipping Terms*. London: Barker and Howard.
4. Packard William V (2004),. *Cargoes Shipping Books* (2nd Ed).

GROUP - F

MBAT-OE-F3

FOREX MANAGEMENT

This paper is to acquaint the students with foreign exchange markets and management in order to prepare them to operate in an increasingly global business scenario.

Unit I

International Monetary System: Evolution of the international monetary system: Bimetallism, Gold standard, Bretton Woods system, Flexible exchange rate regime, Current exchange rate arrangements (Basic Idea).

Unit II

Concepts and Provisions: Concepts of authorised person, Categories of authorised dealers, current account transaction, capital account transaction. Regulation and management of foreign exchange: FEMA (Main Objectives), realisation and repatriation of foreign exchange.

Unit III

Foreign Exchange Market: Structure of Foreign exchange market (Global & Indian), Participants in foreign exchange market,

Types of transactions & foreign exchange market: Spot Market: Concept of spot rate, spot rate quotations, bid-ask spreads, Trading in spot markets. Forward Market: Concept of forward rate, long and short forward positions, forward premium and discount.

Unit IV

Exchange Rate: Concept and its determinants, BSR and BBR, Types of Exchange Rates. Government intervention and government influence on exchange rates.

Buying Power: Concept and its effect on Travel trends.

Unit V

Foreign Exchange Rules in India: Residents and Non-Residents Accounts in foreign currency. Import and Export of Foreign exchange, Import and Export of Indian currency, Foreign exchange facilities or restrictions in India (Basic Idea), Foreign exchange rules in India for Tourists.

SUGGESTED TEXTBOOKS

1. Jeevanandam C, *Foreign Exchange & Risk Management*, New Delhi: Sultan Chand & Sons.
2. Apte, P.G., *Multinational Financial Management*, New Delhi: Tata McGraw Hill, 1998

SUGGESTED REFERENCE BOOKS

1. Cheol S. Eun & Bruce G. Resnick, *International Financial Management*, McGraw Hill.
2. Madura, Jeff, *International Corporate Finance*, Cengage Learning.
3. Levi, Maurice, *International Finance*, New York: McGraw Hill Inc.
4. RBI Guidelines on Foreign Exchange (Latest)

Note: Latest edition of text book may be used.

GROUP - G

MBAT-OE-G1

ENTREPRENEURSHIP AND BUSINESS PLAN DEVELOPMENT

Tourism is one sector which offers plenty of opportunities for entrepreneurship. Experience at IITTM suggests that many Alumni sooner or later take to entrepreneurship. This course will, therefore, help students with:

- Searching for feasible business ideas.
- Convert ideas into business propositions.
- Understand the mechanics of developing a business plan

A tangible outcome of this course will be the development of a bankable business plan.

Unit I

Introduction: Introduction to entrepreneurship; tourism industry and business ideas; business strategy- understanding customers and analysing competition.

Unit II

Functional Area Management: Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.

Unit II

Organisation and Business: Form of organisation and legal considerations; networking and collaboration; good business practices.

Unit IV

Business Plan Development: Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning.

Unit V

Setting up a tourism enterprise: Steps, procedures, licenses, registration etc.

SUGGESTED TEXTBOOKS

1. Chowdhary, Nimit and Prakash, Monika. (2010). *Managing Small Tourism Business*, New Delhi: Matrix Publishers. (L)

2. Prakash, Monika and Chowdhary, Nimit (2010). *Starting a Tourism Company*, New Delhi: Matrix Publishers. (L)

SUGGESTED REFERENCE BOOKS

1. Mohanty, Sangram Keshari (2005). *Fundamentals of Entrepreneurship*, New Delhi: Prentice Hall of India.
2. Sido-online. Portal of MSME, Government of India (www.smallindustryindia.com)
3. Scarborough, N.M. and Zimmer, T.W. (1996), *Effective Small Business Management*, 5/e, New York: Prentice Hall, Inc.
4. IGNOU MTM-8 (2005, Reprint). *Managing Entrepreneurship and Small Business in Tourism*.

GROUP - G

MBAT-OE-G2

HERITAGE CONSERVATION & MANAGEMENT

Learners will understand the importance of conservation of historic sites, heritage material and natural heritage and analyse their tangible and intangible factors. Understanding of conservation, preservation, restoration and management and its precincts will help our country to create a niche in the podium of world heritage. Documentation of the same will highlight heritage value of the past; act as an evidence of honour of our glorious past and pay off official recognition in the International forum.

After completing this course the student should be able to:

- Creating awareness and induce thinking about our past, present and future condition of our heritage
- Understand the importance of conservation, heritage and its values
- Identifying tangible and intangible cultural values and recording the same with onsite data and sketches.
- Classifying and marking issues and challenges at the site level and documenting the same.

Unit I

Introduction to Heritage: Heritage; Types of Heritage; Organisation of importance- ASI, UNESCO, INTACH, ICCROM, ITRHD; Heritage of National importance- UNESCO World Heritage Sites in India.

Unit II

Conservation: Introduction & Types; identification, demarcation and documentation of heritage Zone; community-based heritage conservation; community engagement & stakeholder participation in heritage conservation. Uncovering the community participation through the case.

Unit III

Conservation maintenance: Preservation; Restoration; Basic conservation handlings – temperature, humidity, pollution, light, bio – deterioration, proper environmental conditions, care & handling.

Unit IV

General principles of conservations: Analysis of material; Rules & regulations regarding antiquity & heritage; conservation policy.

Unit V

Heritage Management Plan: Introduction; significance; Steps – Hardware component and software component; Promotion & public display of conserved site; Analysing working of Heritage management plan through the case study of Heritage Tourism Village Raghurajpur.

SUGGESTED TEXTBOOKS

1. J. J. Plenderlauth, The conservation of antiques and work of art.
2. O.P. Agarwal, conservation of cultural property of India.
3. S. S. Bishvash: Protecting the cultural heritage.

SUGGESTED REFERENCE BOOKS

1. Inaugural issue of INTACH Journal of Heritage Studies, INTACH
2. Heritage Management Plan, INTACH
3. Shyam chainani, Heritage conservation legislative and organisational policies of India, INTACH

GROUP – G

MBAT-OE-G3

YOGA & YOGIC PRACTICES

Learners will understand the facets of Yoga as a tourism resource. The students would also practice Yoga as unique path to health, happiness and spiritual well-being.

Unit I

Origin of Yoga, History and Development of Yoga; Etymology and Definitions, Misconceptions, Aim and Objectives of Yoga, True Nature and Principles of Yoga

Unit II

Applications of Yoga: Yoga & Wellness • Yoga as tourism resource • Yoga for Stress Management: • Yoga for Personality Development.

Unit III

Theory & Practice: Shatkarmas: Dhauti (Kunjali), Neti (Sutra and Jala), Kapalabhati, Agnisara, Nauli. Suryanamaskar;

Unit IV

Theory & Practice: Asanas (yogic postures) Standing Postures; Hastapadasana, Ardha Chakrasana, Trikonasana, Parivritta trikonasana, Parsvakonasana, Veersana, Sitting postures; Paschimottasana, Suptavajrasana, Ardhamatsyendrasana, Vakrasana, Marichasana, Merudandasana, Akarna dhanurasana, Gomukhasana, Prone postures; Bhujangasana, Salabhasana, Dhanurasana, Urdhva mukha svanasana, Makarasana, Supine postures; Halasana, Chakrasana, Sarvangasana, Matsyasana, Shavasana, Setu Bandhasana, Balancing postures; Vrikshasana, Garudasana, Namaskarasana,

Unit V

Theory & Practice: Pranayama Breath awareness, Sectional breathing, Nadishuddhi, Bhastrika, Ujjai, Cooling pranayama (Sitali, Sitkari and Sadanta), Bhramari, Pranayama (with Antar & Bahya Kumbhaka)

SUGGESTED TEXT BOOKS

NCERT (2006) Yoga – A Healthy Way of Living, ISBN 978-93-5007-344-5 can be downloaded from <http://www.ncert.nic.in/gpPDF/pdf/tiyhwls1.pdf>

B. K. S. Iyengar (2016) Light on Life: The Yoga Journey to Wholeness, Inner Peace, and Ultimate Freedom

B. K. S. Iyengar Holtzbrinck Publishers

M L Gharote & S K Ganguly (2001), Teaching method for yogic Practices, Kaivalyadhama Publications.

GROUP – G

MBAT-OE-G4

TOURISM LAW & ETHICS

Credits: 3

To understand the basic principles of various Laws, Codes, rules and regulations relating to tourism for providing professional assistance and advice to tourists. To help students inculcating the legal orientation in tourism planning To comprehend the ethical and legal aspects of tourism operations

Unit - I

Introduction – Law and society - General Principles of Contract Act – Breach of Contract – Indemnity - Guarantee – Bailment, Consumer Protection Act – Consumer issues in Hotels - Travel Agency – Tour Operations – Transportation - Carriage of persons with disability and reduced mobility.

Unit - II

Basic Principles of Company Law - Registration of Company – Types of Companies – Types & administration of Meetings – Winding up of companies.

Unit – III

Citizenship – Passport - Visa – FEMA -Customs & RBI Guidelines – Foreigners Registration Act - Criminal Law; Registration of cases - Role of Embassies and consulates.

Unit- IV

Environment Act – Environment rules – EIA guidelines - Forest Conservation Act – Wildlife Protection Act – Coastal Zone Regulation Act – Land Acquisition act - General suggestions to improve tourism in India.

Unit – V

Tourism Ethics - Significance – Application – CSR – Accessible tourism –Legal policy framework – Tourism and livelihood – Tourism and Human Rights – environmental, management ethics - Opportunities and challenges to implementation of ethical principles.

TEXT BOOKS

1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.

2. M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.

REFERENCES 1. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow.

3. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.

4. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.

5. Civil Aviation Requirements Section 3 – Air Transport Series ‘M’ Part I, 2008

6. The Environment (Protection) Act, 1986, amended 1991,
<http://envfor.nic/legis/legis.html>

7. Foreign Exchange Management Act,
http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.html

8. Foreigners Registration Act,http://www.immigrationindia.nic.in/registration_requiements.html

GROUP - G

MBAT-OE-G5

FOREIGN LANGUAGE: FRENCH – I

The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students with a basic understanding of the French language as a whole. The overview of this particular course is to give the students exposure to French being used in the tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures and to act as a useful introduction to French and Francophone culture.

Unit I

Introduction to the Language: Basic introduction of French, The alphabets and their pronunciation, nature and rules of the language, The accents, The Orthographic Signs, the punctuation signs, The numbers in French 0-9; Cardinal and ordinal form of number, Greetings

Unit II

Basic Vocabularies: (Tourism Based Vocabularies) The days of the week, Months, item narration, Gender specification for the things, the country , city name , time , weather, fruits and vegetable names, the family name, body parts, colors, numbers 10-100 gradual learning, French phonetics, profession; all the necessary word meaning used in general and specifically by tourism professionals .

Unit III

Basic and Introductory Grammar: The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types, Principal and auxiliary verbs in French (être and avoir), Verb's groups: First, Second and Third group, rule of making ordinal numbers, verbs conjugation in present participle

Unit IV

Sentence and Dialogue framing: The Affirmative form of the sentences using first, second and third group verbs(Only Present tense), dialogue and phrases from the textbook (Situation 1 -7) Chapter 1 from textbook, verbs Aller, The negative and interrogative form using all types of verbs, Tourism and Tourist based vocabulary

Unit V

French culture and self-Presentation, Introduction of France and its culture and, the basic Geo-political-economical introduction of France, French History, French (Tourist) habits and the introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session.

SUGGESTED TEXTBOOKS

1. Gupta, Vasanthi, Gupta, Malini, and Ramachandran, Usha, Bon Voyage: 1 Method de Français l'hôtelier et du Tourisme pour les débutants, New Delhi: W. R. Goyal
2. Girardet, Jackey and Cridling, Jean-Marie (Vol 1)méthodes de français; Le Nouveau Sans Frontières,

SUGGESTED REFERENCE BOOKS

1. Larousse/Collins Pocket Dictionary (Minimum 40000 Translations)
2. Bhattacharya, S. and Bhalerao, Uma Shashi, French for Hotel Management & Tourism Industry, Frank Bro & CO.

GROUP - G

MBAT-OE-G6

FOREIGN LANGUAGE: SPANISH – I

This course is designed to help students understand and learn the growing importance of Spanish language in the modern world. This course will also help students to analyse and understand cultural considerations as motivators for an effective tourism support and engagements.

Unit I

Spanish as a Beginner, History & Culture, Spanish reach and population, Opportunities and How it Impacts You, Efficient Learning guide & considerations, Salutations & Pronunciations

Unit II

Continuation of Salutations & Pronunciations, Alphabets, Numbers, Audio Exercises, Case Example with Class Interaction

Unit III

Introduction to Nouns, Introduction to Verbs, Date and time, Simple Sentences & Vocabulary, Interactive AV Demo

Unit IV

Travel Survival Kit-I: Greetings, Modes of Travel and Guides, Airport, Taxi, Accommodation, Hotels.

Travel Survival Kit-II: Ordering Food, Understanding Addresses, Asking Directions, Shopping.

Unit V

Role Play Exercises with AV Demo, Sentence Formations, Writing Small Paragraphs, Letters, emails, Student Leads on key topics, Links for further studies (to be provided by the instructor)

Reference books/ Study material: To be provided by the instructors