

## **MBA (Tourism) - III Semester**

### **PAPER-XI**

#### **TOURISM PRINCIPLES, POLICIES AND PRACTICES**

**Course Code: 46**

**Paper Code: MBTM 3001**

#### **Objectives**

- To realize the potential of tourism industry in India;
- To understand the various elements of Tourism Management; and
- To familiarize with the Tourism policies in the national and international context.

#### **UNIT- I**

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

#### **UNIT-II**

Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

#### **UNIT-III**

Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

#### **UNIT-IV**

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.

#### **UNIT-V**

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

#### **REFERENCES**

**Page J. Stephen & Brunt Paul (2007)**, TOURISM- A MODERN SYNTHESIS, *Thomson* London.

**Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989)**, THE TRAVEL INDUSTRY, *Van Nostrand Reinhold*, New York.

**Ray Youell (1998)**, TOURISM-AN INTRODUCTION, *Addison Wesley Longman*, Essex.

**Michael M. Coltman (1989)**, INTRODUCTION TO TRAVEL AND TOURISM- AN INTERNATIONAL APPROACH, *Van Nostrand Reinhold*, New York.

**Burkart A.J., Medlik S. (1974)**, TOURISM - PAST, PRESENT AND FUTURE, *Heinemann*, London.

**Sunetra Roday, et al (2009)**, TOURISM OPERATIONS AND MANAGEMENT, *Oxford University*

**MBA (Tourism) - III Semester**

**PAPER-XII  
GLOBAL TOURISM GEOGRAPHY**

**Course Code: 46**

**Paper Code: MBTM 3002**

**Objectives**

- To study the relationship of geography and tourism;
- To be familiar with major tourism destinations worldwide;
- To study locale and accessibility to major tourist destinations across the continents; and
- To be able to plan tour itineraries of various countries across time zones.

**UNIT – I**

World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia.

**UNIT – II**

Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.

**UNIT – III**

Map Reading: Latitude, Longitude, International Date Line – Altitude – Direction - Scale Representation - GIS & Remote Sensing - Time Zones - Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time.

**UNIT – IV**

Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks - Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.

**UNIT – V**

Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.

**REFERENCES**

**Michael hall (1999)**, GEOGRAPHY OF TRAVEL AND TOURISM, *Routledge*, London.

**C. Michael Hall & Stephen J. Page (2006)**, THE GEOGRAPHY OF TOURISM AND RECREATION-ENVIRONMENT, PLACE AND SPACE, *Third Edition, Routledge*, London.

**Robinson H.A. (1976)**, *Geography of Tourism Mac Donald & Evans, ltd.*, India, Lonely Planet Publications.

**MBA (Tourism) - III Semester**

**PAPER-XIII  
TOURISM PRODUCTS OF INDIA**

**Course Code: 46**

**Paper Code: MBTM 3003**

**Objectives**

- To study the vast Tourist resources of India;
- To conceptualize a tour itinerary based on variety of themes; and
- To identify and manage emerging tourist destinations.

**UNIT - I**

Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

**UNIT – II**

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India.

**UNIT – III**

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa.

**UNIT – IV**

Manmade resources: Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.

**UNIT - V**

Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism.

**REFERENCES**

**Stephen Ball (2007)**, ENCYCLOPEDEA OF TOURISM RESOURCES IN INDIA, *B/H*.

**Manoj Dixit (2002)**, TOURISM PRODUCTS, *New Royal Book Co.* Lucknow.

**Norman Douglas. Ed. (2001)**, SPECIAL INTEREST TOURISM, *John Wiley & Sons*, Australia.

**Sarina Singh (2008)**, LONELY PLANET INDIA.

**Robinet Jacob (2007)**, INDIAN TOURISM PRODUCTS, *Abhijeet Publications*, Delhi.

## **MBA (Tourism) - III Semester**

### **PAPER-XIV DESTINATION PLANNING AND DEVELOPMENT**

**Course Code: 46**

**Paper Code: MBTM 3004**

#### **Objectives**

- To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques;
- To familiarize with the destination branding practices; and
- To introduce advanced analysis and research in the field of destination development.

#### **UNIT-1**

Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.

#### **UNIT-II**

Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.

#### **UNIT-III**

Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Study of Puducherry as a brand.

#### **UNIT-IV**

Destination Promotion and Publicity - Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

#### **UNIT-V**

Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning- Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping (practical assignment).

#### **REFERENCES**

**Nigel Morgan, Annette Pritchard & Roger Pride (2001)**, DESTINATION BRANDING: CREATING THE UNIQUE PROPOSITION, *Butterworth and Heinemann*.

**Richard W. Butler (2006)**, THE TOURISM AREA LIFE CYCLE: APPLICATIONS AND MODIFICATIONS, *Channel View Publications*.

**Claire, Haven Tang & Eleri Ellis Jones (2005)**, TOURISM SMES, SERVICE QUALITY AND DESTINATION COMPETITIVENESS, *CABI Publishing*.

**Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003)**, TOURISM IN DESTINATION COMMUNITIES, *CABI Publishing*.

**MBA (Tourism) - III Semester**

**PAPER-XV  
ECO TOURISM**

**Course Code: 46**

**Paper Code: MBTM 3005**

**Objectives**

- To understand the significance of ecotourism;
- To comprehend the theories and practices of ecotourism;
- To be familiar with the model ecotourism projects; and
- To use the theoretical knowledge to manage ecotourism resources.

**UNIT-I**

Fundamentals of Ecology- Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology.

**UNIT-II**

Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism - Qubec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007.

**UNIT-III**

Ecotourism Development - Sustainable Ecotourism - Resource Management - Socio-economic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism -Responsible ecotourism- Ecotourism Programming

**UNIT-IV**

Conservation of Ecotourism - Protected Area Management through Ecotourism - Stakeholder Engagement - Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.

**UNIT-V**

Ecotourism Development Agencies- Role of the International Ecotourism Society - the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India, ATREE, EQUATIONS.

**REFERENCES**

**Weaver, D. (2001)**, THE ENCYCLOPEDIA OF ECOTOURISM, *CABI Publication*.

**Fennel, D. A. (2002)**, ECOTOURISM POLICY AND PLANNING, *CABI Publishing, USA*

**.Sukanta K Chaudhury**, CULTURAL, ECOLOGY AND SUSTAINABLE DEVELOPMENT, *Mittal, New Delhi*.

**Ralf Buckley (2004)**, ENVIRONMENT IMPACTS OF ECOTOURISM, *CABI, London*.

**Ramesh Chawla (2006)**, ECOLOGY AND TOURISM DEVELOPMENT, *Sumit International, New Delhi*.

**MBA (Tourism) -IV Semester**

**PAPER-XVI**

**AIR FARES AND AIRLINES MANAGEMENT**

**Course Code: 46**

**Paper Code: MBTM 4001**

**Objectives**

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

**UNIT-I**

Role of IATA and its functions – ICAO; role and functions – Airport Authority of India – Open sky Policy \_ International Conventions: Warsaw Convention, Chicago Convention

**UNIT- II**

Management of Airlines: Types of Airlines – Airline personnel and revenue earning – Airport Management – Study of aircraft parts – The aircraft turnaround The control tower- Airport facilities and special passengers \_ Airport access \_ Check in facilities – Landing facilities for departing passengers – In-flight services – cabin component – Audio and video projection equipments – Emergency equipments for disembarkation – In-flight entertainment – Class of service with more comfort.

**UNIT-III**

Familiarization with OAG: Three letter city and airport code, airline designated code – minimum connecting time – Global indicators – Familiarisation with Air tariff: Currency regulation, NUC conversion factors, General rules, Planning itinerary by air, Introduction to fare construction – Mileage principles – Fare construction with Extra Mileage allowances (EMA) – Extra Mileage surcharge (EMS).

**UNIT-IV**

One Way and Return Trip – Circle trip journey – Open Jaw – Add-on mixed class journey- HIP check – Back Haul Minimum Check (BHC) – CTM check – Indirect Travel Limitation – Around the World fare – Special fares.

**UNIT-V**

Issue of manual ticket – reservation procedure – MPD, MCO, PTA and their purposes – Universal Air Travel Plan: Types of air travel cards – Billing and Settlement Plan (BSP) – Case studies of selected Airlines' Modules

**REFERENCES**

**Jagmohan Negi**, AIR TRAVEL TICKETING AND FARE CONSTRUCTION, *Kaniska*, New Delhi, 2005

**OAG**, CONSULTANT, IATA, Geneva

AIR TARIFF BOOK

**Stephen Shaw**, AIRLINE IN SHIFTS & MANAGEMENT, *Ashgate Publications*, USA, 2004

IATA GUIDE, Geneva

**Doganis R.**, AIRPORT BUSINESS, *Routledge Publishing*, London, 2002

**Sikdar K.**, ALL A YOU WANTED TO KNOW ABOUT AIRLINES FUNCTIONS.

## **MBA (Tourism) – IV Semester**

### **PAPER-XVII**

#### **TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT**

**Course Code: 46**

**Paper Code: MBTM 4002**

#### **Objectives**

Students will be able to:

- understand the significance of travel agency and tour operation business;
- know the current trends and practices in the tourism and travel trade sector; and
- develop adequate knowledge and skills applicable to travel industry.

#### **UNIT-I**

Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.

#### **UNIT-II**

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

#### **UNIT-III**

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't's of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

#### **UNIT-IV**

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - 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-V**

Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOT, ADTOI, IAAI, FIYTO, TAFI.

#### **REFERENCES**

**Holloway, J.C. (2002)**, THE BUSINESS OF TOURISM, *Prentice Hall*, London, pp.220-279.

**Roday, S, Biwal, A & Joshi, V. (2009)**, TOURISM OPERATIONS AND MANAGEMENT, *Oxford University Press*, New Delhi, pp-164-296.

**Goeldner, R & Ritchie, B (2010)**, TOURISM, PRINCIPLES, PRACTICES AND PHILOSOPHIES, *John Wiley & Sons*, London.

**MBA (Tourism) - IV Semester**

**PAPER-XVIII  
EVENT MANAGEMENT**

**Course Code: 46**

**Paper Code: MBTM 4003**

**Objectives**

- To familiarize the students with the essentials of Event Management;
- To understand the potential of MICE and Event Tourism; and
- To enable the students to take up project work in the above areas.

**UNIT I**

Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.

**UNIT II**

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

**UNIT III**

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

**UNIT IV**

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

**UNIT V**

Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

**REFERENCES**

**Bhatia A.K. (2001)**, EVENT MANAGEMENT, *Sterling Publishers*, New Delhi.

**David C. Watt (1998)**, EVENT MANAGEMENT IN LEISURE AND TOURISM, *Pearson*, UK.

**Joe Gold Blatt (1997)**, SPECIAL EVENTS- BEST PRACTICES IN MODERN EVENT MANAGEMENT, *John Wiley and Sons*, New York.

**Avrich Barry (1994)**, EVENT AND ENTERTAINMENT MARKETING, *Vikas*, New Delhi.

**Panwar J.S. (1998)**, MARKETING IN THE NEW ERA, *Sage*, New Delhi.



## **MBA (Tourism) - IV semester**

### **PAPER-XIX CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT**

**Course Code: 46**

**Paper Code: MBTM 4004**

#### **Objectives**

- To understand the nuances of customer relationship management;
- To familiarize with the issues of service management and global context; and
- To be able to manage a market oriented service organization.

#### **UNIT I**

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

#### **UNIT II**

Managing and Sharing Customer data - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

#### **UNIT III**

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters.

#### **UNIT IV**

Tourism as a major component of Service Sector – Service Design and Development – Technology as an enabler of Service - Service Development and Design, Using Technology as an enabler of Service.

#### **UNIT V**

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

#### **REFERENCES**

**Zeithmal, Parasuraman & Berry**, DELIVERING QUALITY SERVICE, *The Free press*, New York.

**Andry Silmore (2001)**, SERVICES MARKETING & MANAGEMENT, RESPONSE BOOKS, *Sage Publications*, Delhi.

**Jagdish Seethi, Etal (2000)**, CUSTOMER RELATIONSHIP MANAGEMENT.

**Stancles A.Brown**, CUSTOMER RELATIONSHIP MANAGEMENT, *John Wiley & Sons*.

**Lovelock (2003)**, SERVICES MARKETING – PEOPLE, TECHNOLOGY & STRATEGY, *Pearson Edn*, Singapore.

**Iqbal S. Sachdeva (2009)**, PUBLIC RELATIONS PRINCIPLES AND PRACTICES, *Oxford University Press*, New Delhi.

**MBA (Tourism) - IV semester**

**PAPER-XX  
E-TOURISM**

**Course Code: 46**

**Paper Code: MBTM 4005**

**Objectives**

- To understand emerging business models in tourism and travel industry;
- To study the impact of Information Technology on tourism and travel sector; and
- To explore the scope of entrepreneurship in the emerging e-tourism business.

**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: History & Evolution - GDS & CRS - Levels of CRS Participation - Hotel Distribution System - Cases of Amadeus - Galileo, World Span, Sabre, Abacus - Changing Business models of GDS.

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

**REFERENCES**

**Buhalis D. (2004)**, ETOURISM: INFORMATION TECHNOLOGY FOR STRATEGIC TOURISM MANAGEMENT, *Prentice Hall India*.

**Poon A. (1998)**, TOURISM, TECHNOLOGY AND COMPETITIVE STRATEGIES, *CABI*.

**Rayport J.F. & Jaworski B.J. (2002)**, INTRODUCTION TO ECOMMERCE, *McGraw-Hill*.

**Malvino A.P (1995)**, ELECTRONIC PRINCIPLES, *McGraw-Hill*.