



# **MBA**

## **(Tourism & Travel Management)**

***COURSE CURRICULUM***

**&**

***REGULATIONS***

*(2018 -19 Academic Year Onwards)*



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF MANAGEMENT  
PONDICHERRY UNIVERSITY**

## **The University**

Pondicherry University is one of the fastest growing Central Universities in the country with a mission to train young minds to excel in diverse careers and contribute to nation building through quality education and by creating ample scope for path-breaking research works. In a span of three decades from its inception in October, 1985, this institution has carved a niche in the realm of higher education, globally, for its remarkable research outputs and sterling on-campus placement record. Students and research scholars find this University a preferred centre for learning which is clearly evident from the overwhelming responses of applicants for admissions. There are 15 Schools, 55 Departments and 2 Community Colleges in 3 campuses in Puducherry, Karaikal, and A & N Islands offering courses in consonance with the requirements and spirit of the contemporary societal dynamics and meeting varied educational needs, leading to lucrative careers. Diversity in enrolment of students and recruitment of faculty with exemplary track records and experience speak volumes about the distinctiveness of the University punctuated with the pan-India character.

Nature has bestowed the University with an enamouring landscape dotted with rich vegetation and biodiversity. Its sprawling campus with its own natural ecosystem spreading over 780 acres of land facing the seashore of the Bay of Bengal offers peaceful academic environment for creative thinking and off-the-beaten-track ideas. The campus is truly an ecologist's delight which woos one and all to explore the flora and fauna in the Campus. There is an offshore campus in Andaman Islands and the other one is located in Karaikal, a constituent of the Union Territory of Puducherry.

The University is a member of the Association of Commonwealth Universities and has signed MoUs with several foreign Universities/ Institutions of national and international repute. All these phenomenal achievements have paved the way for making Pondicherry University a top notch university – the sixth position - in the country as per the ranking survey conducted by the India Today Group in 2017.

## **School of Management**

The School of Management is the first School to be established in the University in 1986 and is one of the biggest Schools in terms of enrollment of students & scholars as well as faculty strength. The School offers five sectoral MBA and Ph.D programmes in addition to MA and Ph.D in Economics and M.Com and Ph.D in Commerce. The School strives for achieving distinction in teaching, research, consultancy, students' progression and extension activities. The Department of Tourism Studies, a pro-active Department in SOM, has excelled in all key areas of the University and has contributed significantly towards making the University a premier institution surging forth in the path of achieving excellence.

## **Department of Tourism Studies**

With the seed financial assistance from the then Ministry of Tourism and Civil Aviation, Government of India, the Centre for Tourism Studies (CTS) was conceived and established with a two-year Master of Tourism Administration (MTA) programme in 1991.

The CTS commenced its academic voyage in the sphere of Tourism mainly to realize the dream of providing professional training to the students and for meeting the varied industry demands for quality human resource in tourism sector. The nomenclature of the programme was changed to MBA (TA) in 2002. The Centre was developed into a full-fledged Department with full faculty strength in 2005. Eventually, the Department of Tourism Studies (DTS) has grown from strength to strength and is marching ahead in tandem with its mission of training and equipping students to become business leaders and placing them at renowned tourism and allied companies with lucrative offers. This has been a key attraction for aspiring graduates committed to success by taking up professional careers in tourism and its ancillary areas. DTS, as the Department of Tourism Studies is fondly known among the academia and industry circles flaunts an exceptional recognition as it is the first in the country to be assisted under SAP by the University Grants Commission (UGC) at DRS – level II. The Department has a strong alumni network and has a registered alumni association, viz, the Pondicherry University Tourism Studies Alumni Association (PUTSAL). The bond with alumni members has catapulted the professional image of DTS. The Department is well connected with the alumni through PUTSAL and the network spread across the world offers immense support for placements, training, workshops, special events, skill development programmes and financial assistance for economically backward students. The Department is an allied member of the Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) and South Indian Hotels and Restaurants Association (SIHRA).

**Vision:** The Department acts as a change agent for principled, socially responsible, and creative leadership in Tourism education, industry, consultancy, and research by providing value and need-based quality education for present and future business and academic leaders; and advance research and outreach programmes for the larger cause of tourism industry and academia.

**Mission:** The Department strives a great deal to attain the goal of inspiring students and scholars to gear-up for facing the industrial and career challenges and enriching the best tourism management practices and providing platforms for young leaders to demonstrate their leadership skills and acumen and teaching them values and ethics for serving the society honestly and in a committed manner by:

- Designing distinctive programmes which are relevant, contemporary, and participative;
- Developing individuals personally as well as professionally;
- Promoting practical management skills alongside theoretical business knowledge;
- Generating cutting-edge research, both theoretical and actionable;
- Fostering a vibrant and entrepreneurial business culture; and
- Delivering pragmatic solutions to the industry that are expected to address sustainable and responsible tourism issues.

## **Academic Programmes**

For more than two-and-a-half decades, the Department has been avidly supporting tourism and allied industries as well as academia and research by providing outstanding human resources. The two programmes offered by DTS are:

- Postgraduate Degree programme in Travel and Tourism Management (MBA - Travel and Tourism Management)
- Doctoral programme leading to the award of Ph.D. Degree in Tourism Studies

## **Salient Features**

The academic programmes are designed to provide theoretical knowledge as well as hands-on experience to the students in tourism and allied areas to equip them with skills and competencies which will go a long way in enabling them lead and manage tourism organizations at different levels and to harness its multi-pronged benefits.

- **Pedagogy:** A unique blend of lectures, case studies, role plays, mapping, brainstorming, and other innovative instructional methods.
- **Curriculum:** Comprehensive, rigorous and up-to-date curriculum specially designed to cater to the needs of the industry.
- **Evaluation:** Emphasis on continuous assessment.
- **Interdisciplinary Approach:** Opportunity to opt for courses from other disciplines and academic Departments under the CBCS guidelines.
- **Classrooms:** Well-equipped classrooms with modern multimedia teaching aids.
- **Industry Relations:** Institute-Industry Interface namely (*AKANKSHA*), industrial and field visits
- **Study Tours:**
- **Alumni Relations:** Alumni participation and support in updating the curriculum.
- **Wi-Fi enabled Campus:** Wi-Fi enabled campus with 24X7 access.
- **Computer Lab:** Computer lab with Amadeus training software, SPSS software, and uninterrupted high speed internet connectivity.
- **Library:** Rich library resources with print and electronic journal databases.
- **Campus life:** Ample opportunities for co/extra-curricular activities.
- **Publications:** Department publishes the Yatra Magazine annually which offers the students excellent opportunities to showcase their writing talents and creative pursuits.

## **Supporting Services**

- Well-furnished hostels with modern amenities for boys and girls
- Financial assistance for poor and meritorious students
- Healthcare facilities with medical insurance
- Sports and games with separate gyms for both boys and girls and other recreational facilities
- Free University bus transport within the campus as well as to the day scholars
- Bank, Post-Office, ATM, food-outlets, and other important amenities within the campus

## Faculty Profile

Faculty	Qualification	Specialization/Interest
Dr. Y.Venkata Rao Professor	Ph.D. (Tezpur University)	Human Resource Management, Organizational Behaviour, International Management
Dr. Sampada Kumar Swain Professor & Head	Ph.D & D.Litt. (Utkal University)	Tourism Business Environment, Sustainable and Ecotourism, Research Methodology.
Dr. Jitendra Mohan Mishra Assistant Professor (EoL)	Ph.D. (HNB Garhwal University)	Ecotourism, Accounting for Tourism, Tourism Geography, Tourism Law, and E-tourism.
Dr. Anu Chandran Assistant Professor	Ph.D. (University of Kerala)	Destination Branding, Travel Journalism, and Cultural Tourism
Dr. Sibi P.S. Assistant Professor	Ph.D. (Pondicherry University)	Airline Management, Hospitality Management, Tourism Products' Development and Management.
Dr. Sherry Abraham Assistant Professor	Ph.D. (Bharathidasan University)	Hospitality Management, Event Management, Communication Skills & Public Relations.

## Admission Guidelines

**Eligibility for Admission in MBA (Tourism & Travel Management):** Bachelor's Degree (10+2+3) in any discipline with 50 per cent or equivalent grade as recognized by the Pondicherry University or as recognized by the UGC.

**Selection Procedures:** Selection of students for the master programme is based on the performance in the entrance test conducted by Pondicherry University. The entrance examination (two hours duration) consists of 100 objective type questions in four sections with 25 questions in each section.

Section A: English Comprehension

Section B: Numerical Ability

Section C: Test of Reasoning

Section D: General Awareness

## Evaluation and Award of Grades

**Choice Based Credit System (CBCS):** The MBA (TTM) degree programme is offered through 'Choice Based Credit System'. As per the System, subjects are classified into Hard Core and Soft Core Courses. Hard Core courses are compulsory. The students have a choice to select from among the list of Soft Core courses offered within the Department and by other Departments.

**Weightage of Marks:** The weightage of marks for continuous Internal Assessment and End Semester Examinations shall be 40 and 60 respectively.

**Passing Minimum:** A student is declared to have passed in a given course only when he/she secures a minimum of 40% marks in the End-Semester Examinations and an aggregate of 50% marks (combining marks in both Internal and End-Semester Examinations). There is no minimum passing marks for the internal assessment component.

**Internal Assessment:** Internal Assessment Component of 40 marks consists of the following:

- |   |   |          |
|---|---|----------|
| 1. Two Class Tests (15+15)              | : | 30 marks |
| 2. One Term Project/Assignment          | : | 05 marks |
| 3. Seminar Presentation and Attendance: |   | 05 marks |

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**Total : 40 marks**

**Evaluation of End Semester Examination:** The answer scripts of the end Semester Examinations shall be evaluated for a weightage of 60 marks by one external examiner and one internal examiner (course teacher) separately. The average of the marks awarded by both internal and external examiners shall be taken for awarding the grades. The list of external examiners shall be approved by the Dean, School of Management from a panel of examiners to be given by the course teacher for each subject and the consolidated list of the panel of examiners shall be forwarded to the Dean by the Head of the Department.

**Comprehensive Viva-Voce Examination:** The End Semester Comprehensive Viva-Voce Examinations shall carry a weightage of 50 marks and shall be evaluated by two external examiners (one academician and one industry practitioner) and one internal examiner. The list of external examiners is to be approved by the Dean, School of Management from a panel of examiners to be submitted by the Head of the Department.

**Semester End Examination Question Paper Pattern:** The question paper pattern for each of the subjects for the End-Semester written examination shall be as given below:

**Part A** Ten *short answer questions* to be answered, each carrying two (02) marks (two questions from each unit) **10 X 2 = 20 Marks**

**Part B** *Five questions are to be answered* (with *either or* pattern) each carrying six (06) marks (two questions from each unit) **5 X 6 = 30 Marks**

**Part C** A *compulsory* question consisting of a Case Study Analysis. **1 X 10 = 10 Marks**

**Total 60 Marks**

**Grading:** Grading of the marks obtained by the students shall be made as per the norms of the CBCS in the same manner as followed in other University Departments.

**Attendance:** Each student shall obtain 70 per cent attendance to be eligible for appearing for the End-Semester Examination.

## **Curriculum Based Field Work Components**

a) **One-Day Field/ Industry Acquaintances (2 Credits):** The Department organizes three property and destination acquaintances in the first semester for initial exposure of the

students and familiarization with industry practices. The students shall visit any tourism, travel, or hospitality organization as well as an NGO for one day to gain acquaintances with the functional aspects. These property visits shall be conducted between August and October and the students shall make oral presentation of their experiences.

**b) *One-Week Short Tour (3 Credits):*** During the second semester, One-Week short tour to be accompanied by the teachers for tourist destination acquaintances shall be a compulsory component with **THREE** credits weightage. During this period, the students are expected to interact with the tourists, community members, service providers, and government tourism officials at the destinations and prepare a report as per the guidelines and make PPT presentations of the same.

**c) *Two-Week National Tour Important Tourist Destinations (6 Credits):*** Two-week long national study tour to be accompanied by the teachers for destination acquaintances during the third semester is a part of MBA-TTM curriculum to help the students familiarize with major tourism destinations of national importance. The trip provides hands-on experience in designing itineraries, making reservations, booking accommodation, arranging sightseeing, etc. This component has **SIX** credits weightage. During this period, the students are expected to interact with the tourists, community members, service providers, and government tourism officials at the destinations and prepare a report as per the guidelines and make PPT presentations of the same.

**d) *Summer Training/ Internship:*** The students of MBA (TTM) shall undergo summer training or undertake summer internship at reputed tourism and travel organizations for a period of 6 weeks or 45 days during the summer vacation (*May & June*) under the guidance of a faculty advisor. The students shall strive to get complete functional exposure during the internship period and learn the nitty-gritty's of the travel, aviation or hospitality sector/NGO/DMO/DoT. At the end of the training period, the students shall make PPT presentations based on the training reports which shall be submitted as approved by the Faculty Advisor within three weeks from the date of completion of training.

The Summer Training Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner (respective faculty guide). The list of external examiners shall be approved by the Dean, School of Management from a panel of external examiners to be submitted by the Head of the Department. Summer Project Report will be valued for a weightage of 150 marks followed by Viva-Voce Examination for 50 marks (Total 200 marks). The summer project marks obtained by the students will be recorded in the marks statement issued to them in the *third semester* (along with the third semester marks).

## **CO CURRICULAR ACTIVITIES**

**a) *Institute-Industry Interface:*** The Department organizes a two-day annual Institute-Industry Interface Event named **AKANKSHA** in the month of February. The primary objective is to build and nurture long-term relationships with the industry and academic bodies. About two dozens of distinguished industry and academic leaders participate in various panel discussions to deliberate on the burning issues of tourism, travel, and hospitality industries.

***b) World Tourism Day Celebrations (27 September):*** The Department organizes befitting events on the theme proposed by UNWTO for the celebration of World Tourism Day. Events include Quiz Competition, Workshop, Tableau, Marathon, Tree Plantation, Cultural Walk, Poster Design, Street Play, Radio Talk, and Cultural programmes.

***c) Celebration of Festivals:*** The celebration of national and regional festivals is also an integral part of providing platform for the students to sensitize themselves with several traditions and cultural practices.



**COURSE STRUCTURE**

CODE	FIRST SEMESTER	CREDITS	HARD / SOFT
MBA(TTM) - 411	Management Process & Organizational Behavior	3	H
MBA(TTM) - 412	Tourism Principles and Practices	3	H
MBA(TTM) - 413	Tourism Products of India	3	H
MBA(TTM) - 414	Global Tourism Geography	3	H
MBA(TTM) - 415	Foreign Language- French	3	H
MBA(TTM) - 416	Business Communication and Soft Skills	3	H
MBA(TTM) - 417	Tourism Business Environment	3	S
MBA(TTM) - 418	Contemporary Issues in Tourism	3	H
MBA(TTM) - 419	Destination Visit - I	2	H
	Total	26	
CODE	SECOND SEMESTER	CREDITS	HARD / SOFT
MBA(TTM) - 421	Human Resource Management	3	H
MBA(TTM) - 422	Travel Agency and Tour Operations Management	3	H
MBA(TTM) - 423	Event Planning and Management	2	S
MBA(TTM) - 424	Foreign Exchange Management	3	H
MBA(TTM) - 425	Tourism Research Methodology	3	H
MBA(TTM) - 426	Tourism Marketing	3	H
MBA(TTM) - 427	Aviation Management	3	H
MBA(TTM) - 428	Personality Development and Soft Skills	3	H
MBA(TTM) - 429	Destination Visit - II	3	H
MBA(TTM) - 430	MOOCs	3	H
	Total	29	

CODE	THIRD SEMESTER	CREDITS	HARD / SOFT
MBA(TTM) - 531	Hospitality Management	3	H
MBA(TTM) - 532	Accounting and Financial Management	3	H
MBA(TTM) - 533	Destination Planning and Development	3	H
MBA(TTM) - 534	Business Analytics	3	H
MBA(TTM) - 535	Tour Leadership	2	S
MBA(TTM) - 536	Special Interest Tourism	3	H
MBA(TTM) - 537	E-Tourism	3	S
MBA(TTM) - 538	National Study Tour	6	H
MBA(TTM) - 539	Internship Report & Viva-Voce	4	H
	Total	30	
CODE	FOURTH SEMESTER	CREDITS	HARD / SOFT
MBA(TTM) - 541	Tourism Entrepreneurship	3	H
MBA(TTM) - 542	Travel Media & Journalism	2	S
MBA(TTM) - 543	Ecotourism & Sustainable Development	3	H
MBA(TTM) - 544	Tourist Behaviour and Customer Relationship Management	3	H
MBA(TTM) - 545	Project Report	4	H
MBA(TTM) - 546	MOOCs	3	H
	Total	18	
Total Credits in Four Semesters		103	

# **FIRST SEMESTER**

# **MBA (TTM) – 411: MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR**

## **LEARNING OUTCOMES**

**CREDITS: 3**

- To understand the process of management in an organizational context;
- To familiarize the students with the essence of organizational behavior at workplace; and
- To enable the students to acquire managerial competencies and capabilities.

### **UNIT - I**

**Management Concepts and Functions:** Nature and Levels in Management – Managerial Roles and Skills – Tasks of A Professional Manager — Thoughts of Management - Manager and Environment of Tourism Business.

### **UNIT – II**

**Planning and Organizing:** Steps in Planning Process – Scope and Limitations – Short Range and Long Range Planning — Decision Making, Organizing: Organization Structure & Design – Authority Relationships – Delegation of Authority and Decentralization – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on Organizational Design.

### **UNIT - III**

**Directing and Controlling:** Motivation – Motives – Characteristics – Motivation Theories – Motivation and Productivity – Leadership Styles & Models, Process of Communication - Formal and Informal Communication – Barriers to Communication and Transactional Analysis, Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

### **UNIT – IV**

**Organizational 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 Behaviour – Group Formation - Understanding Work Teams– Conflict Management-Negotiation and Interpersonal Behaviour - Management of Change – Resistance to Change – Organizational Development.

## **REFERENCES**

1. Koontz, H., & Weihrich, H. (2010). Essentials of Management: An International Perspective. New Delhi: McGraw Hill.
2. Stoner, J. A.F., & Wankel, C. (1999). Management. New Delhi: Prentice Hall India.
3. Drucker, P. F. (2006). Practice of Management. New York: Harper & Row.
4. Virmani, B.R. (2006). The Challenges of Indian Management. New Delhi: Response Books.
5. Robbins, S.P., & Judge, T.A. (2013). Organizational Behaviour. United Kingdom: Pearson Publication.
6. Luthans, F. (2012). Organizational Behavior. Singapore: McGraw-Hill.
7. Rao, Y. V. (2010). Management Process and Organizational Behavior. New Delhi: Akansha Publications.

## MBA (TTM) – 412: TOURISM PRINCIPLES & PRACTICES

### LEARNING OBJECTIVES

**CREDITS: 3**

- To comprehend the conceptual dimensions of tourism industry ;
- To understand the dynamics of tourism businesses and its impacts; and
- To elucidate the application of tourism theories to the pragmatic developmental agenda.

### UNIT-I

**History and Concepts of Tourism:** Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches -- Motivations and Deterrents to Travel – Emerging Areas and Practices.

### UNIT-II

**Forms of Tourism:** Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.

### UNIT-III

**Tourism Industry:** Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure.

### UNIT-IV

**Tourism Theory and System:** Leiper's Geo-Spatial Model - Mill-Morrison's Tourism Policy Model - Mathieson & Wall's Travel Buying Behaviour Model - Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model.

### UNIT-V

**Tourism Organizations:** UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

### REFERENCES

1. Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
2. Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: OUP.
3. Tribe, J. (Ed.). (2009). *Philosophical Issues in Tourism*. United Kingdom: Channel View Publications.
4. Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. United Kingdom: Sage Publications.
5. Thomas, R. (2013). *Small Firms in Tourism*. United Kingdom: Routledge.
6. Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall.

## MBA (TTM) – 413: TOURISM PRODUCTS OF INDIA

### LEARNING OBJECTIVES

CREDITS: 3

- To understand the vast tourism resources of India;
- To know the competitiveness of India as a tourist destination; and
- To identify and manage emerging tourist destinations and circuits.

### UNIT - I

**Cultural Background of India:** Types and features of tourism products- Ancient Indian Civilizations - Pre and Post Vedic Periods, Medical Science of Ancient India: Ayurveda, Yoga and Meditation, Major Religious Centers of India – Holy Places Connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and other Religious Sects.

### UNIT – II

**Historical Monuments of India** – Jain and Buddhist Caves, Pillars - Stupas, Monasteries, Ancient, Hindu Temple Art, Architecture, Islamic Art and Architecture, Colonial Art and Architecture, Major Fairs and Festivals, Classical Dances, Indian Music - Different Schools, , Indian Museums, Indian Cuisines, Handicrafts of India.

### UNIT – III

**National Parks, Wildlife Sanctuaries and Biosphere Reserves of India:** Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Similipal, Kanha, Bandhavagarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers- Hill Stations: Locations, Accessibility, Facilities, Amenities of Gulmarg, Kullu & Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of Himalayas.

### UNIT – IV

Adventure Tourism: Attractions of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh, Commercial Attractions-Islands, Beaches, Lakes, Rivers, Deserts of India.

### UNIT - V

**Major Tourism Circuits of India:** Inter-State and Intra-State Circuits, Theme-Based Circuits -World Heritage Sites of India –Tourism by Rail- Emerging Tourism Attractions in India.

### REFERENCES

1. Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
2. Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
3. Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
4. Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons.
5. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.
6. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.
7. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <https://epgp.inflibnet.ac.in/ahl.php?csrno=1827>.

## MBA (TTM) – 414: GLOBAL TOURISM GEOGRAPHY

### LEARNING OUTCOMES

**CREDITS: 3**

- To acquaint with the interdependence between geography and tourism;
- To familiarize on the locales, attractions, 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

**Physical Geography, Time Calculation and Transport System:** North, South and Central America – Europe – Africa - Asia & Australasia, Map Reading: Latitude - Longitude - International Date Line - Altitude – Direction - Scale Representation, Time Zones, Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time, GIS & Remote Sensing, Tourism Transport Systems: Major Airports and Routes - Major Railway Systems and Networks - Water Transport - Road Transport: Major International Highways, Transport Systems in India: Air, Water and Surface.

#### UNIT-II

**Tourist Destinations in the Americas:** Key Features- Special Interests- Activities-Travel Formalities, North American Destinations: Canada- the United States, Mexico, Central America: Bermuda-the Caribbean, South American Destinations: Brazil- Uruguay- Venezuela- Argentina, Chile- Peru.

#### UNIT-III

**Tourist Destinations in Europe:** Key Features- Special Interests- Activities- Travel Formalities, Countries: United Kingdom- France- Italy- Spain-Switzerland- Netherlands- Germany- Monaco.

#### UNIT-IV

**Tourist Destinations in Africa:** Key Features- Special Interests- Activities-Travel Formalities, Regions: Western Africa- Eastern Africa- South Central Africa- South Africa, Important Destinations: the Egypt- Mauritius-Seychelles.

#### UNIT-V

Tourist Destinations, Key Features, Special Interests & Activities, Travel Formalities in Asia, Australia, and Oceania: South Asian Tourist Destinations, South-East Asia Tourist Destinations, Far East Tourist Destinations, Tourist Destinations of the Middle East and West Asia, Australia, New Zealand, Fiji, Papua New Guinea, Cook Islands, French Polynesia.

### REFERENCES

1. Boniface, B., Cooper, R. & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
2. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.
3. Hall, M. (1999). Geography of Travel and Tourism. London: Routledge.
4. Hall, M., & Page, S.J. (2006). The Geography of Tourism and Recreation - Environment, Place and Space. London: Routledge.
5. Hudman, L.E., & Jackson, R. H. (2003). Geography of Travel and Tourism. London: Thomson.
6. IATA. (2009). Travel Information Manual. Netherlands: IATA Publications.
7. World Atlas.

## **MBA (TTM) – 415: FOREIGN LANGUAGE – FRENCH**

### **LEARNING OBJECTIVES**

**CREDITS: 3**

- To familiarize the students with the basic knowledge of contemporary French Language;
- To impart oral and written communication skills through experiential learning; and
- To enable students in listening, speaking and reading in French.

Interactive classroom sessions, which include group activities, role-plays and innovative language games.

### **REFERENCE**

#### **SYNCHRONIE method de francais 1 with CD**

Madanagobalane, K. (2008). Synchronie. Chennai: Samhita Publications.

Lesson 1 to lesson 7 (Lessons and Grammar)

#### **Grammar:**

- Articles - Definite and Indefinite, contracted forms
- Adjectives: Qualifying, possessive, demonstrative, Interrogative
- Pronouns: Personal
- Verbs: Avoir, Etre, I,II,III group verbs in Present, future tenses
- Numbers Zero to Thousand
- Time

## MBAT – 416: BUSINESS COMMUNICATION

### LEARNING OBJECTIVES

CREDITS: 3

- To acquaint students with the required skills for effective communication in business organizations;
- To impart oral and written communication skills through experiential learning ; and
- To acquaint with the etiquettes of business communication.

### Unit-I

**Business Presentations and Public Speaking:** Business Presentations and Speeches- Public Speaking - Group Presentations and Discussions – Brainstorming: Designing and Delivering Presentations, Team Presentations, Negotiation Skills, Interviews, Storytelling for Tourism Business.

### Unit-II

Body Language: Emotions Displayed in Body Language: Aggressive- Submissive- Attentive- Nervous-Upset-Bored-Relaxed-Power-Defensive- Handshake, Cross-Cultural Body Language and Communication.

### Unit-III

**Business Correspondence:** Seven C's of Business Letter Writing, Effective Business Correspondence: Basic Principles- Components of Business Letters- Strategies for Writing the Body of A Letter, Kinds of Business Letters: E-Mail- Writing Effective Memos- Reports, Résumé Making

**This Course does not have the Semester end Examination. Evaluation is based on continuous assessment of their performance in Presenting Seminars, Discussions, Activities, and Assignments.**

### REFERENCES

1. Mitra, B. K. (2016). Personality Development and Soft Skills. New Delhi: Oxford University Press.
2. Madhukar, R. K. (2016). Business Communication. Noida: Vikas Publishing House Pvt Ltd.
3. Asha, K. (2015). Effective Business Communication. New Delhi: PHI.
4. Mary, M. (2013). Guide to Managerial Communication: Effective Writing & Speaking. New Delhi: PHI.
5. Raman, M., & Singh, P. (2012). Business Communication. New Delhi: Oxford University Press.
6. Guffey, M.A., & Loewy, D. (2010). Business Communication: Process and Product. Boston: South-Western Cengage Learning.



## MBAT – 417: TOURISM BUSINESS ENVIRONMENT

### LEARNING OBJECTIVES

**CREDITS: 3**

- To expose the learners to the basic concepts of Economics and familiarize them on the integration between tourism and economics;
- To enable the students comprehend the current socio-cultural, economic, and environmental, impacts on Tourism businesses : and
- To equip the students to apply economic tools in managerial decision making.

### UNIT-I

**Micro Economic Environment:** Demand & Supply: Elasticity of Demand and Supply- Law of Marginal Utility- Cost Concepts: Short Run vs. Long Run Costs, Production Function: Law of Variable Proportions - Returns to Scale - Break Even Analysis, Market Structure: Perfect Competition- Monopolistic Competition– Duopoly-Oligopoly, Pricing: Determinants of Price-Price Discrimination.

### UNIT-II

**Macro Economic Environment:** Kinds of Economic System, Circular Flow of Economy, National Income Analysis: GDP- GNP- Per Capita Income- Multiplier Effect-Business Cycles- Balance of Payment, Fiscal and Monetary Policies.

### UNIT-III

**Economic Policies:** Internal, External, Macro and Micro Environment: Competitive Structure of Industries- Environmental Analysis and Strategic Management, Trade Policy: FEMA- GATT- MRTP-GST, Business Ethics and Corporate Governance: Consumer Protection Act and Competition Law- Social Responsibilities of Business- Social Audit.

### UNIT-IV

**Tourism Impacts:** Positive- Negative Economic-Social-Cultural-Political-Environmental Factors Affecting Future of Tourism Business, Seasonality & Tourism, Role of State in Tourism Development and Promotion: Overview of Five Year Plans for Tourism Development and Promotion- National Action Plan- National Tourism Policy - Role of NITI AYOOG, Tourism Business During Post Liberalization & Post Globalization Period.

### UNIT –V

**Investment Initiatives in Tourism:** Tourism Projects of Central Government- Innovation & Start-Ups, Technological Leadership- Make in India- SWACHATA Tourism, Public-Private Participation (PPP)- Industrial Finance-Foreign Direct Investment (FDIs)-Displacement Effect-Rules Regulations and Licenses Under Legal Environment for Starting Tourism Ventures - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Economics – World Economic Forum Reports.

### REFERENCES

1. Dwyer, L., Forsyth, P., & Dwyer, W. (2010). Tourism Economics and Policy (Vol. 3). Bristol: Channel View Publications.
2. Samuelson, W. F., & Marks, S. G. (2008). Managerial Economics. Toledo: John Wiley & Sons.
3. Varshney, R.L., & Maheswari, K.L. (2004). Managerial Economics. New Delhi: Sultan Chand.
4. Chawla, R. (2004). Economics of Tourism & Development. New Delhi: Sonali Publications.
5. Shaikh, S. (2006). Business Environment. New Delhi: Pearson Education.
6. Paul, J. (2010). Business Environment. New Delhi: The McGraw Hill.
7. Magazines & Journals – The Economist, The Week, Harvard Business Review, Indian Management, Economic and Political Weekly, India Today, Business Today, Business World, Outlook, Computers Today, Daily Business and General News Papers, Etc.

# MBA (TTM) – 418: CONTEMPORARY ISSUES IN TOURISM

## LEARNING OBJECTIVES

**CREDITS: 3**

- To familiarize students with the context of contemporary issues in tourism;
- To analyze and comprehend the significance of tourism business; and
- To enable the students relate to the real world of tourism businesses.

### UNIT-I

**Globalization - Geo-Political Conflicts:** Threats of Terrorism and Natural Disasters – Climate Change – Epidemic Diseases –Resource Use Issues - Contemporary Issues in Travel and Tourism (Socio - Cultural, Economic, Ecological, Political, Legal and Technological) – Common VISA and Travel Formality Issues - Analytical Perspectives of UNWTO and WTTC Reports - Sports and Its Impacts on Tourism - Major International Events – Promotion of New Routes, Spice, Silk, Ramayana Trails.

### UNIT-II

International Organizations and Their Role in Tourism: BRICS – SAARC- BCIM- Commonwealth of Nations- G8+5- G-20 Major Economies- G4 Nations- Mekong-Ganga Cooperation- ASEAN- Asia-Pacific Economic Cooperation- Shanghai Cooperation Organization – Cases on Destination Management Organizations.

### UNIT-III

**Technological Issues in Travel and Tourism:** Latest Trends in Travel and Tourism – Cyber and Social Media Issues - Transport Technology - Tourism Satellite Accounting - Discussions and Debates on the Current Travel Trade.

This course does not have examination. Evaluation is based on students' performance in seminars, participation in classroom discussion and submission of term projects.

## REFERENCES

1. Kaminski, J., Benson, A.M., & Arnold, D. (2013). Contemporary Issues in Cultural Heritage Tourism. London: Routledge.
2. Cooper, C., & Hall, C. M. (2008). Contemporary Tourism: An International Approach. United Kingdom: Butterworth–Heinemann.
3. Pearce, P. G., & Butler, R.W. (2001). Contemporary Issues in Tourism Development. New York: Routledge.
4. Boniface, B., Cooper, R., & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
5. Coles, T., & Hall, M. C. (2008). International Business and Tourism Global Issues, Contemporary Interactions. London: Routledge.
6. Bhardwaj, D.S., & Chaudhary. M. (1997). Contemporary Issues in Tourism. Mumbai: Himalaya Publishing House.
7. Magazines- Mainstream Weekly, Economic and Political Weekly, NAM, World Focus, Third Concept, Open, The Week, India Today.
8. Major Publications- Outlook Traveller, Travel and Tourism Today, Discover India, Air India Magazine, Travel Plus (India Today), Lonely Planet, National Geographic Traveller.
9. National and International Dailies and Online Newspapers.
10. Official websites of International and Regional Organizations.
11. UNWTO Newsletter.

# **SECOND SEMESTER**

# MBA (TTM) – 421: HUMAN RESOURCE MANAGEMENT

## LEARNING OBJECTIVES

CREDITS: 3

- To understand basic concepts of human resource management;
- To know the human resource management practices in tourism industry; and
- To be aware of the contribution of human resources in tourism business.

### UNIT – I

**Human Resources Management:** Context and Concept of Human Resources Management- Organization and Functions of the HR – Structure and Strategy in Tourism - HR Manager – Evolution of HR Practices in Indian Context

### UNIT – II

**Human Resource Planning:** Job Terminologies – Job Analysis – Job Description and Job Specification - Manpower Planning – Recruitment - Selection and Induction – Hiring Trends in Tourism Industry.

### UNIT – III

**Employees Assistance Programmes:** Coaching and Mentoring – Performance Appraisal - Career Development – Promotions and Transfers – Employees Empowerment - Competency Standards in Tourism Sector- Retention and Retirement.

### UNIT - IV

**Human Resource Development:** Concept – Climate and Culture of HRD, Mechanisms of HRD: Training and Development – Methods, Design and Evaluation of T & D Programmes- Potential Appraisal

### UNIT – V

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

## REFERENCES

1. Edwin, B.F. (1995). Personnel Management. New Delhi: Tata McGraw Hill.
2. Verma, P. (2002). Personnel Management in Indian Organisations. New Delhi: Oxford & IBM Publishing Co.Ltd.
3. Ratnam, V. R., & Srivatsava, B.K. (2003). Personnel Management and Human Resources. New Delhi: Tata McGraw Hill.
4. Chakravarthy, S.K. (1987). Managerial Effectiveness and Quality and Work Life. New Delhi: TMH.
5. Mathis, R.L., & Jackson, J.H. (2005). HRM. Nashville: South Western Publication.
6. Mirza, S.S. (2003). HRM. New Delhi: TMH.
7. Dessler, G. (2001). A Framework for HR Management. India: Pearson.
8. Henry, E. (2001). A Dictionary of HRM. London: Oxford University Press

# MBA (TTM) - 422: TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT

## LEARNING OBJECTIVES

CREDITS: 3

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

### UNIT-I

**Travel Trade:** Historical Perspectives: Emergence of Thomas Cook- Cox and Kings-American Express Company, Types of Tour & Types of Tour Operators: Full Service Agency-Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, 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, Recognition: IATA Accreditation - Recognition from Government.

### UNIT-III

**Itinerary Planning & Development:** Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process :FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

### UNIT-IV

**Tour Packaging & Costing:** 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, MakeMyTrip and Cox & Kings.

### UNIT-V

**Travel trade Organizations:** Objectives, Activities and Functions of UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI.

## REFERENCES

1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.
2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-02>.
3. Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons.
4. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.
5. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.
6. Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.
7. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.

# MBA (TTM) - 423: EVENT PLANNING AND MANAGEMENT

## LEARNING OBJECTIVES

**CREDITS: 2**

- To enrich the level of knowledge about management of different types of events;
- To help the students understand different aspects and functions of events; and
- To provide sufficient opportunities to use knowledge and skill in event business.

### UNIT – I

**Event Business:** Types of Events - Size of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems.

### UNIT – II

**Selection of Event Site:** Layouts and Designs - Site Map or Plan-Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations - Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification.

### UNIT – III

**Planning and Scheduling Events:** Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies -Ethical Behavioral Practices in MICE industry.

### UNIT – IV

**Bidding for Events:** Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements.

### UNIT – V

**Logistics:** Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating With Vendors and Service Contractors.

## REFERENCES

1. Fenich, G.G. (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. Edinburgh: Pearson.
2. Robincon, P., Wale, D., & Dickson, G. (2010). Events Management 'Ed'. London: CABI.
3. Editorial Data Group USA (2018). Exhibition & Conference Organizers United States: Market Sales in the United States Kindle Edition.
4. Johnson, N. (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business). MCJ Publishing. Kindle Edition.
5. Mittal, S. (2017). Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series. Alex Genadinik Publication. Kindle Edition.

## MBA (TTM) - 424: FOREIGN EXCHANGE MANAGEMENT

### LEARNING OBJECTIVES

CREDITS: 3

- To impart students with knowledge of foreign exchange market;
- To equip with basic knowledge on the economic fundamentals; and
- To develop better understanding of foreign exchange market.

#### UNIT- I

**Concept of Foreign Exchange:** Exchange Rates System - International Monetary System - Gold Standard - Fixed Exchange Rates - Flexible Exchange Rates-Float System-Rate Fluctuations - Foreign Exchange Market: Cash and Spot Exchange Markets-Eurocurrency Markets - Role of Commercial Banks-Authorized Dealers & Money Changers-Mechanics of Making Foreign Payment – Foreign Exchange (FX) Treasury Market (SWIFT) - Costs Associated with International Payments, Foreign Exchange Markets and Its Importance in Tourism Industry.

#### UNIT- II

**Determination of Exchange Rates:** Factors Affecting Exchange Rates-International Trade and Capital Flow-Theories of Determination of Foreign Exchange Rates – Purchasing Power Parity – Interest Parity-Balance of Payment, Theory of Exchange Rates: Merchant Rates- Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.

#### UNIT- III

**Foreign Exchange Exposure Management:** Forecasting Forex Rates – Forward Rate as a Short-Term Forecast – Technical Forecasts – Economic Model – Forecasting of Fixed Exchange Rates from Convertible Currencies - Denomination in Local Currency - Management of Foreign Exchange Reserves.

#### UNIT- IV

**Foreign Direct Investment:** FDI Theories on Macro Level, Micro level, OLI Theory - FDI - FII. Indian Forex Market: Foreign Exchange Administration in India – Setting Up and Operating a Forex Dealership – Convertibility of Rupees on Current Account – Convertibility of Rupees on Capital Account – Pros and Cons – Foreign Exchange Control Objectives – Methods –Role of FEDAI – FERA 1973 to FEMA 1997.

#### UNIT- V

**Forex Trading:** Forex Trading Infrastructure and Networks – Market Microstructure & Order Placing – Direct and Indirect Quotas – Cross Rates – Speculation – Exchange Arithmetic – Psychology of Forex Trader – Computerized Trading Programme – Information Analysis of Trading - Documents Used in Foreign Trade- Mates Receipt- Bill of Lading- Shipping Bill- Bill of Entry-Letter of Credit.

### REFERENCES

1. Shah, P. (2015). Forex Management. New Delhi: Wiley Publications.
2. Pilbeam, K. (2008). International Finance. Switzerland: Springer Nature.
3. Bhardwaj, H.P. (1994). Foreign Exchange Handbook. New Delhi: Wheeler Publishing.
4. Gandolfo, G. (2006). International Finance and Open Economy Macro Economics. London: Springer International Edition.
5. Clark, E. (2004). International Finance, (2 Ed.). London: Thomson Publications.
6. Bhole, L. M. (2004). Financial Institutions and Markets- Structure, Growth and Innovation. (4 Ed.). New Delhi: Tata Mc-Graw Hill.
7. Reference Rate. Reserve Bank of India.  
[https://rbi.org.in/Scripts/BS\\_DisplayReferenceRate.aspx](https://rbi.org.in/Scripts/BS_DisplayReferenceRate.aspx)

## MBA (TTM) – 425: TOURISM RESEARCH METHODOLOGY

### Learning objectives

Credit-3

- To understand the theories and practices of research;
- To be acquainted with scientific methods of research; and
- To acquire research knowledge, skills and competencies for undertaking independent research activities.

### UNIT-I

Introduction to Research: Nature, scope and significance of research - Ontology and Epistemology - Deductive and Inductive Research – Types of research- Research approaches – Research methodology and Research Methods- Research Process - Structure and steps of preparing research proposal

### UNIT-II

Identifying research problems- Review of literature, Research questions, Identifying variables, Constructing Hypothesis – Conceptualizing a research design – Constructing research instruments for data collection

### UNIT-III

Questionnaire design – Schedule -Scale development - Reliability and Validity of research instrument - Sampling methods- Data Collection –Methods of data collection- Ethical issues in data collection

### UNIT-IV

Qualitative approaches: Ethnography, Case Study, Phenomenology, Narrative methods, Grounded Theory – Qualitative methods of data collection: In-depth Interviews - Focused Group Technique, Narrative methods Delphi Technique, Observations ,Projective Technique - Content Analysis- Historical Analysis - Preparation of Field Notes.

### UNIT-V

Communicating the research findings - Written and oral presentations - Report writing tips - Scientific writing styles - the art of writing research paper - Art of citing references.

### REFERENCES

1. Durberry, R. (2015). *Research Methods for Tourism Students*. Routledge.
2. Hillman, W., & Radcliff, K. (2018). *Qualitative Methods in Tourism Research: Theory and Practice* (Aspects of Tourism). Channel View Publications.
3. Silverman, D. (2010). *Doing Qualitative Research*. Sage
4. Malhotra, N., John Hall, Mike Shaw & Peter (2007), *Market Research*, Second Edition, Prentice Hall.
5. Dann, G., Nash, D., & Pearce, P. (1988). *Methodology in tourism research*. *Annals of tourism research*, 15(1), 1-28.
6. <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-15.



## MBA (TTM) – 426: TOURISM MARKETING

### LEARNING OBJECTIVES

**CREDITS: 3**

- To expose the students to concepts and components of marketing;
- To acquaint them with tourism specific marketing skills; and
- To familiarize them with the contemporary marketing practices.

### UNIT-I

Evolution of Marketing: Marketing for Tourism-Tourism Product- Features of Tourism Marketing- Marketing Functions-Market Research-Tourism Marketing Mix.

### UNIT-II

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

### UNIT-III

Ps of Marketing : Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other Ps: People, Physical Evidence and Process.

### UNIT-IV

**Marketing of Tourism & Related Activities:** Global Marketing, Direct Marketing, Social Media & Digital Marketing, Green Marketing, Corporate Social Responsibility, Ethics & Consumerism - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – Sectors and Products.

### UNIT-V

Developing Marketing Skills for Tourism: Self-Motivation-Team Building-Personality Development-Creativity & Innovation-Innovative Products in Tourism-International Perspective and Contemporary Trends.

### REFERENCES

1. Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.
2. Fyall, A., & Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18). Bristol: Channel View Publications.
3. Kotler, P. (2006). Marketing Management. Delhi: PHI.
4. Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill.
5. Neelamegham, S. (1998). Marketing in India: Cases & Readings. New Delhi: Vikas.
6. Ramasamy, V.S., & Namakumar, S. (1990). Marketing Management: Planning & Control. New Delhi: Macmillan.
7. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-14.

## MBA (TTM) – 427: AVIATION MANAGEMENT

### LEARNING OBJECTIVES

CREDITS: 3

- To understand the structure and dynamics of aviation industry;
- To gain a thorough insight into various operations and management of airlines; and
- To enable the students to acquire skills in airline reservation system (Amadeus).

#### UNIT-I

**Evolution and Introduction:** Aviation History-Open Sky Policy- Freedoms of Air - Functions and Roles of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts-Manufacturing Companies : Boeing, Air Bus; International Conventions: The Chicago Convention-The Warsaw Convention-The Montreal Convention; Licensing of Air Carriers- Limitations of Weights and Capacities.

#### UNIT-II

**Anatomy of Air Journey:** International Sale Indicators-Global Indicators-Types of Air Fares-Three Letter City and Airport Code - Airline Designated Code - Mileage Principles - MPM, TPM, EMA, EMS, HIP -Currency Regulation - Special Fares.

#### UNIT- III

**Airport Management:** Travel Documentations–Types of Airports -Airport Facilities - Check-in Formalities - In-flight Services - Classes of Service and Comfort - Special Passengers - Baggage Handling – Procedures and Practices.

#### UNIT-IV

**Computer Reservation System:** Ticketing-GSAs-Online Booking System-Web-Checking- Machine Readable Travel Documents- Frequent Flyers- Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan- Case studies of Selected Airlines-American Airlines Group, Delta Air Lines, Lufthansa, Air France-KLM, Indigo, Air India

#### UNIT-V

**Amadeus Software** – Encoding and decoding- Flight availability- Alternative Availability Entry- Selling from Availability- Selling or Waitlist by Flight Number- PNR Creation-Editing and Retrieval of PNR- Fare Display - Seat assignment – Advance Seating Request-Queue Functions - Miscellaneous Entries.

#### REFERENCES

1. Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
2. Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
3. Cook, G. N., & Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
4. Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers.
5. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select – P-03.
6. IATA Training Manual.

# **MBAT-428: PERSONALITY DEVELOPMENT AND SOFT SKILLS**

## **Learning Objectives**

**Credits: 3**

- To acquaint students with the required soft skills for their carrier growth.
- To enable the students to handle job interviews with positive personality.
- To enhance the body language of students and development on their personality.

## **Unit- I**

Soft Skills: Introduction to Soft Skills; Classification of Soft Skills: Time Management, Attitude, Responsibility, Ethics, Integrity, Values, Trust, Self Confidence and Courage, and Consistency, Team Work and Interpersonal Skills, Networking and Empathy.

## **Unit- II**

Handling guest complaints: Introduction to guest complaints; Different types of complaints: mechanical, attitudinal, service-related, unusual; guest complaints in hotels, travel organizations, airlines, events; Reason for dissatisfaction; resolving guest complaints; case study on guest complaints.

## **Unit- III**

Listening Skills : Introduction to Listening Skills; Listening Process; Types of Listening: Passive, Selective, Active; Barriers of Listening; Ten Commandments of Listening; Importance of Listening Skills in Business

**This Course does not have the Semester end Examination. Evaluation is based on continuous assessment of their performance in Presenting seminars, Discussions, Activities, and assignments.**

## **REFERENCES**

1. Barun. K. Mitra (2016), Personality Development and Soft Skills, Oxford University Press
2. R. K. Madhukar (2016), Business Communication, Vikas Publishing House Pvt Ltd.
3. Kaul, Asha (2015), Effective Business Communication, PHI, New Delhi.
4. Munter Mary (2013), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi
5. Meenakshi Raman & Prakash Singh (2012), Business Communication, 2/e, Oxford University Press.
6. Mary Ellen Guffey, Dana Loewy (7<sup>th</sup> Ed), Business communication: process and product, South-Western Cengage Learning.

# **THIRD SEMESTER**

# MBAT – 531: HOSPITALITY MANAGEMENT

## LEARNING OBJECTIVES

CREDITS: 3

- To study the flow of activities and functions in today's Hotel operation;
- To familiarize with Hotel and resort management; and
- To establish the importance of various departments and its role in the Hospitality Industry.

### UNIT- I

**Introduction to Hospitality Industry:** Distinctive Characteristics: Inflexibility-Intangibility-, Perishability-Fixed Location- Relatively Large Financial Investment etc.; Concepts of "Atithi Devo Bhavah"; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India

### UNIT- II

**Front Office : Duties and Responsibilities:** Reservation & Registration- Meal Plans- Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans- Wake-up call.

### UNIT- III

**Housekeeping:** Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments.

### UNIT- IV

**Food & Beverage :** Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen-Buffets-Beverages Operation & Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette-Corporate- MICE- Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services.

### UNIT-V

**Evaluating Hotel Performance:** Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management.

## REFERENCES

1. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.
2. Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.
3. Negi, J. (1984). Hotels for Tourism Development: Economic Planning & Financial Management. New Delhi: S. Chand.
4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.
5. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.

## **MBA (TTM) – 532: ACCOUNTING AND FINANCIAL MANAGEMENT**

### **LEARNING OBJECTIVES**

**CREDITS: 3**

- To acquaint oneself with the fundamental principles of accounting;
- To enable oneself to analyze and interpret the financial statements; and
- To be able to apply accounting techniques and finance strategies in the field of tourism activities.

#### **UNIT-1**

**Financial Accounting:** Principles: Golden Rules of Accounting- Concepts and Conventions – Double Entry System; Generally Accepted Accounting Principles: Preparation of Journal- Ledger and Trial Balance -Users and Uses of Accounting information.

#### **UNIT -II**

**Preparation of Final Accounts:** Procedures: Trading- Profit-Loss; Account and Balance Sheet; Adjustment Entries; Financial Statement Analysis and Interpretation: Objectives-Importance-Tools of Analysis; Accounts of Non-Profit Organizations: Income and Expenditure Account-Receipts and Payments Related to Travel Agency & Hotel Accounting.

#### **UNIT –III**

**Costing:** Marginal Costing: Concept-Techniques-Applications; Cost Volume Profit Relationship: Break-Even Analysis-Break-Even Point- Margin of Safety; Determination of New Product Line; Make or Buy Decision; Shut down or Continue.

#### **UNIT-IV**

**Cost Accounting:** Concept- Distinction Between Costing and Cost Accounting – Elements of Cost – Preparation of Cost Sheet – Types of Costs – Standard Costing; Analysis of Variance; Budget: Types of Budget-Preparation of Budget-Zero Based Budgeting.

#### **UNIT -V**

**Financial Management:** Scope – Objectives – Finance Functions; Major Financial Decisions; Sources of Finance{ Long-Term and Short-Term- Advantages and Disadvantages of Different Sources of Funds- Capital Structure- Capital Budgeting- Working Capital Management-Cash Management- Dividend Decision; Problems of Financial Management Unique to Hospitality Industry, Opportunities and Challenges for Investments in Hotel, Aviation & Tourism Related Sectors; Role of TFCI and Other Financial Organizations.

### **REFERENCES**

1. Chandra, P. (2006). Financial Management- Theory and Practice, Tata McGraw Hill, New Delhi.
2. Grewal, T.S. & Shukla, M.C. (2010). Advanced Accounts Vol.1. Sultan Chand & Sons, Delhi.
3. Gupta, R.L. &Radhaswamy,M.(2006). Advanced Accountancy- Vol. I, Sultan Chand & Sons, Delhi.
4. Lal, J. (2009). Accounting for Management. Himalayan Publishing House, Mumbai.
5. Maheshwari, S.N. &Maheshwari. S.K.(2006). Fundamentals of Accounting, Vikas Publishing House, New Delhi.
6. Narayanaswamy, R. (2017). Financial Accounting: A Managerial Perspective. PHI Private Limited, Delhi.
7. Pandey. I.M (2006), Financial Management. Vikas Publishing House Pvt, Ltd., New Delhi.

## MBA (TTM) – 533: DESTINATION PLANNING AND DEVELOPMENT

### LEARNING OBJECTIVES

CREDITS: 3

- To facilitate assessment of the tourism potentials of destinations and prepare tourism development plan as well as marketing techniques;
- To familiarize with the destination branding practices; and
- To introduce advanced analyses and researches in the field of destination development endeavours.

### UNIT-1

**Destination Development: Destination:** Types of Destinations- Characteristics of Destinations; Destinations and Products; Destination Management Systems; Destination Selection Process; Values of Tourism.

### UNIT -II

**Destination Planning Process and Analysis:** Destination Planning Guidelines: National and Regional Tourism Planning and Development - Assessment of Tourism Potential- Planning for Sustainable Tourism Development; Contingency Planning for 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 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 - 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- UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning -Characteristics of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination - Destination Mapping (Practical Assignment).

### REFERENCES

1. Butler, R.W. (2006). The Tourism Area Life Cycle: Applications and Modifications. Bristol: Channel View Publications.
2. Claire, H.T., & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. London: CABI.
3. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases. New York: Routledge.
4. Morgan, N., Pritchard, A., & Pride, R. (2001), Destination Branding: Creating the Unique Proposition. London: Butterworth and Heinemann.
5. Ritchie, J. B., & Crouch, G. I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. London: CABI.
6. Singh, S., Timothy, D.J. & Dowling, R.S. (2003). Tourism in Destination Communities. London: CABI.

## MBA (TTM) – 534: BUSINESS ANALYTICS

### LEARNING OBJECTIVES

**CREDITS: 3**

- To enable the students to know about the information needs of Management
- To familiarize basic statistical concepts
- To analyze and interpret the results of statistical analysis
- To have hands-on training of Statistical Data Analysis through MS-EXCEL

### UNIT-I

**Introduction to Data and Ms-Excel:** Basic Statistical Terms - Population and Sample (Theory), Understanding Data-Qualitative vs Quantitative Data / Continuous vs Discrete (Theory) -Measurement Scales - Nominal, Ordinal, Interval & Ratio, Types of Data in Excel - Text, Numbers, Date/Time, Logical (Excel) - Understanding Formulas and Functions (Excel) - Relative vs Absolute Reference (Excel), Basic Formulas, Functions and Named Ranges (Excel), **Descriptive Statistics:** Descriptive Statistics –Summary statistics [Mean/Median/Mode/Quartiles, Percentiles / Standard Deviation / Coefficient of Variation/Measures of Skewness & Kurtosis, Installing Data Analysis Pack and Calculating Descriptive Statistics (Excel), **Data Visualization:** Importance of data visualization- types of charts - Bar/Pie Charts -Histogram -Box and Whisker Chart -Scatter Diagram (Excel)-Radar Charts

### UNIT-II

**Basic Probability Concepts & Probability Distributions: Basic Probability Concepts** – Types - Rules - Concept of Bayes' theorem, Probability Distribution - Types (Discrete, continuous) -Random variable -Use of expected value in Decisions making - Binomial Distribution - Poison Distribution - Normal Distribution, Theory of Sampling-Types probability sampling, non-probability sampling - Introduction to Sampling Distribution (Concept of SE) - Sample Size Estimation

### UNIT-III

**Theory of Estimation & Hypothesis Testing:** Theory of Estimation- Types - Interval Estimates and Confidence Interval - Calculation Interval Estimates (C.I) for small & large samples, Tests for Mean and Proportions –One Sample test), [One Sample z Test - One Sample t Test-One Sample p Test], Testing of Hypothesis (two sample test) - Test for differences between means (large, small samples) - Test for proportions (small, large samples)

### UNIT-IV

**Bivariate Analysis:** Chi-Square Analysis - Test of Independence - Test of Goodness of fit Analysis of Variance - One-Way Classification - Two way Classification Theory of Correlation - scattered diagram; Methods of Correlation-Karl Pearson & Spearman Rank Correlation - Introduction to partial Correlation - Regression Analysis Introduction

### UNIT-V

**Time Series, Index Numbers & Non-Parametric Tests:** Time Series Analysis: Concept, Additive and Multiplicative Models, Components of time series, Trend analysis: Least Square method - Linear and Non-Linear Equations, applications in Business Decision-Making. Non Parametric: Chi-square, Man-Whitney, median and Kolmogorov-Smirnov - Paired Samples (Sign, Wilcoxon, McNemar and Kolmogorov-Smirnov, Binomial Phi, Cramer)

### REFERENCE BOOKS

1. Newbold, P., Carlson, W., & Thorne, B. (2012). Statistics for business and economics. New York: Pearson.
2. Groebner, D. F., Shannon, P. W., Fry, P. C., & Smith, K. D. (2011). Business statistics: A decision making approach. New York: Prentice Hall/Pearson.
3. Gupta, K. R., & Gupta, M. P. (2017). Business statistics. New Delhi: Atlantic Publishers & Distributors.
4. Bowerman, B. (2016). Business Statistics in Practice: Using Data, Modeling, and Analytics. New York: McGraw-Hill Higher Education
5. Christian Albright, Wayne L. Winston.(2015). Business Analytics: Data Analysis and Decision Making. New Delhi: Cengage Learning.
6. Panneerselvam, R. (2014). Research Methodology. New Delhi: PHI Learning Pvt. Ltd.
7. Levin R., and Rubin, D. (2012). Statistics for Management (7th Edition). New Delhi: Pearson India.



## **MBA (TTM) – 535: TOUR LEADERSHIP**

### **LEARNING OBJECTIVES**

**CREDITS: 3**

- To gain at thorough insights into various operations of guiding a tour;
- To explain the nitty-gritty's of tour leader's profession; and
- To impart knowledge on professional tour guidance & operational skills.

#### **UNIT-1**

**Introduction to Tour Guiding and Tour Escorting:** Differences- Characteristics-Role of a Tour Guide, Tour Guiding in India; Steps to become a Tour Guide: Presentation - Making Sense of Cultural Differences.

#### **UNIT-II**

Understanding the Dynamics of Tour Guiding: Practical Tips- Mechanics of Tour Guiding- Tools of Trade, Guiding at a Monument- Religious Site- Museum- Archaeological Site- Nature Walk- Walking Tours- Coach Tour, Designing and Conducting Heritage Walks.

#### **UNIT-III**

Handling Difficult Tourists: Handling Questions-Handling Emergencies-Searching For Information, Responsible Guiding- Designing and Conducting Heritage Walks, How to Plan an Itinerary, Partners in Business, Setting up Tour Guiding Business, Code of Conduct for Tour Guides in India (MoT).

#### **UNIT-IV**

Tour Leadership: Characteristics of Tour Escorting Profession, Differences Between Tour Escorting and Tour Guiding, Advantages and Disadvantages of Choosing Tour Escorting as a Profession. Tour Management in India and Overseas - Knowledge, Skills and Competencies to be a Tour Manager, Challenges Faced by a Tour Manager

#### **UNIT-V**

Group Control and Setting Limits: Communication Skills- Typical Day-to-Day Problems- Listening Skills- Conflict Resolution- Composure, Creativity- Tips to Keep Group Happy, Ethical and Professional Considerations, Handling Emergency Situations, Other functions: 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 Trade for Tour Manager, Understanding Cross Cultural Differences.

### **REFERENCES**

1. Chowdhary, N. (2013). Handbook for Tour Guides, IITTM, India
2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-09>.
3. Lichty, T., & Watson, J. (1998). The Official America Online Tour Guide. USA: Coriolis.
4. Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding. New York: Van Nostrand Reinhold Company.
5. Weiler, B., & Black, R. (2014). Tour guiding research: Insights, issues and implications (Vol. 62). Bristol. Channel View Publications.

## **MBA (TTM) - 536: SPECIAL INTEREST TOURISM**

### **LEARNING OBJECTIVES**

**CREDITS: 3**

- To familiarize with special interest tourism concept;
- To acquaint with ecotourism, sports tourism, adventure tourism; and
- To give insights into functioning of SIT.

#### **UNIT-I**

Special Interest Tourism: Characteristics, socio-economic impact-Types of SIT - Strategic approaches- Management tools and Techniques-Marketing of Special Interest attractions-Sustainability and Special Interest Tourism.

#### **UNIT-II**

Health & Wellness - Determinants of Health and Wellness- Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario-Stakeholders, Certification and Accreditation- Tourism and wellness –Dimensions of wellness- types of Spas -Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism –Case studies about selected medical and wellness tourism destinations

#### **UNIT-III**

Adventure Tourism: Adventure in Water , Adventure on Land , and Air-Considerations in adventure tourism development - Basic minimum standards for adventure tourism related activities -Profile of Adventure tourists - Preferences and perceptions - Adventure tour packages - mode of operation -Impacts of adventure tourism -Selected case studies on adventure destinations

#### **UNIT-IV**

Rural Tourism: Rural areas as a tourism product- Rural Life, Art, Culture and Heritage-Development and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes, Special Markets, Ethnic Restaurants- Needed indicators and monitoring - Holistic benefits to the society - Challenges of Rural Tourism-Selected case studies on popular rural destinations

#### **UNIT-V**

Emerging Special Interest Areas – Ethnic tourism, Agro tourism, Slow Tourism, Food Tourism, Shopping tourism, sports tourism, Film Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Voluntourism- Impact of SITs : social, economical, environmental –Future trends.

### **REFERENCES**

1. Agarwal, S., Busby , G., & Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. London: CABI.
2. Douglas, N., Douglas, N., & Derrett, R. (2002). Special Interest Tourism. Brisbane: Wiley.
3. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-09
4. Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
5. Myers, J.E., Sweeney, T.J. (2005). Counselling for Wellness: Theory, Research and Practice. Alexandria: American Counselling Association.
6. Novelli, M. (Ed.). (2005). Niche Tourism: Contemporary Issues, Trends and Cases. London: Routledge.

# MBA (TTM) - 537: E-TOURISM

## LEARNING OBJECTIVES

**CREDITS: 3**

- To familiarize with digital tourism business concept;
- To acquaint with E-commerce; and
- To give insights into E-business and its strategies.

### UNIT-I

Digital Tourism Enterprise: Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business.

### UNIT-II

Digital Tourist: Online Consumer Behavior – Consumer decision journey and Marketing funnel – Value of online communities, user-generated content (UGC) – Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making

### UNIT-III

Digital Marketing: Characteristics - Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising

### UNIT-IV

Social Media Marketing: Social Media Campaign Process - Social Media Marketing – Development of Social Media Content and Communities - Deliver Social Media Promotions - Measure Social Media Performance - Manage Social Media Activities.

### UNIT-V

Digital Marketing Analytics: Organizational Maturity - Maturity Model - Digital Analytics, Maturity Model - Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration.

## REFERENCES

1. Bones, C., & Hammersley, J. (2015). Leading Digital Strategy: Driving Business Growth through Effective E-commerce. Kogan Page Limited.
2. Buhalis, D. (2003). E-tourism: Information Technology for Strategic Tourism Management. London: Pearson (Financial Times/Prentice Hall).
3. Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall.
4. Chaffey, D. (2014). Digital Business and E-Commerce Management. New Delhi Pearson Education Limited, New Delhi.
5. HBR. (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press.
6. Morabito, V. (2016). Trends and Challenges in Digital Business Innovation. London: Springer Publications.
7. Rogers, D.L. (2016). The Digital Transformation Playbook – Rethink Your Business for the Digital Age. Columbia: Columbia Business School Publishing.

# **FOURTH SEMESTER**

# MBA (TTM) - 541: TOURISM ENTREPRENEURSHIP

## LEARNING OBJECTIVES

**CREDITS: 3**

- To highlight the importance of entrepreneurship in economic development;
- To expose students to the success stories in travel & tourism; and
- To help them become job creators rather than job seekers.

### UNIT-I

**Entrepreneurship:** Theories & Approaches; Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.

### UNIT-II

**Creativity & Innovation:** Process of Creativity-Roadblocks for Creativity-Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses-Contemporary Trends

### UNIT-III

**Entrepreneurship in Tourism:** Opportunity Identification –Sources of Ideas- New Product Development -Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability

### UNIT-IV

**Funding Options:** Sources of Finance for Tourism Enterprises, Subsidies & Incentives-Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms of Organization- Management.

### UNIT-V

**Managing Growth:** Business Integration – Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism

## REFERENCES

1. Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. *Journal of Enterprising Culture*, 19(01), 1-40.
2. Bezbaruah, M.P. (2000). *Beyond the Millennium*. New Delhi: Gyan Pub House.
3. Drucker, P.F. (1985). *Innovation & Entrepreneurship*. New York: Harper & Row.
4. Jeffrey, T. (1984). *New Venture Creation*. Illinois: Homewood.
5. Kuratko, D.F. & Hodgets, R.M. (2008), *Entrepreneurship*. New York: Harcourt College Publishers.

## MBAT- 542: TRAVEL MEDIA & JOURNALISM

### LEARNING OBJECTIVES

CREDITS: 2

- To provide basic understanding about Travel Journalism and its role in tourism promotion;
- To equip the students with the practical know-how on travel writing and the dynamics of making travelogues; and
- To expose the students to the nitty-gritty's of travel blogging and E-documentation of tourism destinations.

#### UNIT-I

**Introduction to Travel Writing:** Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books – Travel journalism and the Internet - Researching and Approaching Markets -Travel Books : Guide Books, Accommodation Guides, Business Travel Guides, Coffee Table Books, Autobiographical Tales, Anthologies-FAM Tour & Press trips.

#### UNIT-II

**Electronic Media and Documentation of Destinations:** Methodical approaches in the coverage of travel and transport, events, hospitality and special-interest tourism resources - Nature of media coverage: webcast and telecast –Travel Blogs- Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism-Preparation of travel footage.

#### UNIT -III

**Researching Topics:** Sources of Information - Research on the Internet - Researching on the spot - Organizing research material-The importance of specializing.

#### UNIT-IV

**Developing Ideas for Travel Articles:** Journey Pieces, Activity Pieces, Special Interest Pieces, Side-trips, Reviews - Ideas from own travel experiences - Ideas from other sources.

#### UNIT-V

How to portray the experiences: Using the Senses- Practical Tips; Choosing the Right Words, Verbs, Adjectives and Phrases, And Usages- Illustrations - The Practicality of Taking Photographs, Non-Photographic Illustrations.

### REFERENCES

- 1.Arvaaham, E. & Ketter, E. (2008), Media Strategies for Marketing Places in Crisis, UK: Elsevier.
- 2.Brunst. P (1997), Market Research in Travel and Tourism, UK: Butterworth and Heinemann.
- 3.Bryan Pirolli. (2016). Travel Journalism. London: Taylor and Francis.
- 4.Clark, R.M., Wood, R.C.(1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
- 5.Greenman, J. F. (2012). Introduction of Travel Journalism. New York: Peter Lag.
- 6.Macdonald, J. (2000). Travel Writing, London: Robert Hale.
- 7.Neilson, C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Melbourne: Hospitality Press.
- 8.Neilson, C. (2001). Tourism and the Media: Tourist Decision Making, Information and Communication, Melbourne: Hospitality Press.
- 9.Reijnders, S. (2016). Places of the Imagination Media, Tourism, Culture. London: Routledge.

# MBA (TTM) – 543: ECOTOURISM & SUSTAINABLE DEVELOPMENT

## LEARNING OBJECTIVES

**CREDITS: 3**

- To comprehend the theories and practices of ecotourism;
- To understand the problems of sustainable development, ecotourism and identify solutions; and
- To be familiar with various approaches and practices for sustainable tourism development.

### UNIT-I

**Fundamentals of Ecology:** Ecotourism-Evolution, Principles, Trends and Functions of Ecotourism- Environmentalism, sustainable development-Pollution-Ecological Foot Prints.

### UNIT-II

**Tourism & Ecology:** Mass Tourism Vs Ecotourism-Typology of Eco-tourists-Ecotourism Activities & Impacts-Quebec Declaration 2002 - Kyoto Protocol 1997- Ecotourism and globalization.

### UNIT-III

**Ecotourism Policies, Planning:** Carrying Capacity - Alternative Tourism-Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project - Nandadevi Biosphere Reserve - Gulf of Mannar - Kruger National Park, South Africa.

### UNIT -IV

**Sustainable Development-** Evolution - Principles, Major Dimensions of Sustainability- 10 R's-Stockholm Conference 1972 - Brundtland Commission – The Rio Declaration 1992 - World Conference on Sustainable Tourism 1995 - WSSD 2002, The Cape Town Declarations

### UNIT-V

**Global Warming & Climate Change:** Eco-friendly Practices - Role of International Ecotourism Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India- ATREE- EQUATIONS.

## REFERENCES

1. Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd.
2. Fennel, D. A. (2002), Ecotourism Policy and Planning. USA: CABI Publishing.
3. Fennell, D.A. (2008). Ecotourism Third Edition. New York: Routledge Publication.
4. Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited.
5. Honey. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC: Island Press.
6. Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD.
7. Tiwari, S.K., & Upadhyay, R.K. (2017). Conservation of Degraded Wetland System of Keoladeo National Park, Bharatpur, India. Ecological Complexity, pp74-89.
8. Weaver, D. (2001). The Encyclopedia of Ecotourism. London: CABI Publication.

## **MBA (TTM) - 544: TOURIST BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT**

### **LEARNING OBJECTIVES**

**CREDITS: 3**

- To understand the nuances of Customer Relationship Management;
- To familiarize with the issues of Services Marketing; and
- To be able to create and 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– 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 Service Quality Gaps.

### **REFERENCES**

1. Gilmore. (2004). Services Marketing and Management. New Delhi: Response Books.
2. Jagdish, S. E. (2000). Customer Relationship Management. London: John Wiley & Sons.
3. Lovelock, C., & Wirtz, J. (2004). Services Marketing. Delhi: Pearson Education.
4. Lovelock. (2003). Services Marketing – People, Technology & Strategy. Singapore: Pearson Edn.
5. Sachdeva, I. S. (2009). Public Relations Principles and Practices. New Delhi: Oxford University Press.



6. Zenithal, V.A., Parasuraman, & Berry, L.L. (1990). Delivering quality service. New York: The Free press.