ELECTIVE I, II & III

1. Conferences and Convention Management
2. Tourist and Visitor Interpretations.
3. Attraction Management.
4. Basic Cargo Rating & Documentation’s.
5. Accommodation Management & Resorts.
6. Transportation Management.

*NOTE: Any two elective papers will be allotted by the Co-ordinator.

MBA(TA)-101
CONCEPTUAL FRAMEWORK OF DOMESTIC & INTERNATIONAL TOURISM

Maxi. Marks -100
External - 70
Internal - 30

UNIT-I INTRODUCTION:
Tourism concepts, definition, nature and scope, Relationship with other disciplines with reference to History, Archaeology, Economics, Sociology, Geography, Ecology and Environment.

UNIT-II HISTORY:
Brief History and Development of tourism in India and abroad, Significance of tourism. Domestic and International. Role of Government.

UNIT-III TYPOLOGY AND FRONTIER FORMALITIES:
Types of International and domestic tourism. Frontier formalities. Tourism motivations. Travel Agents and Tour Operators.

UNIT-IV TOURISM INFRASTRUCTURE:
Tourism –Domestic, Advent, and Religious and Tourism Sectors: Economic and Operating characteristics of sectors, Current Trends and Developments in main sectors.
UNIT-V   TOURISM ORGANISATION:
Tourism and Travel Organizations: National and International Department of Tourism, Government of India (G.O.I.), World Tourism Organization (WTO), International Air Transport Association (IATA), Pacific Asia Travel Association (PATA), Indian Association of Tour operator (IATO), Organizational structure of Department of tourism in India.

SUGGESTED READINGS:

MBA(TA)-102

UNIT-I   TOURISM PRODUCTS:
Conceptual meaning of tourism products, Difference between Tourism and Consumer Products, Elements and characteristics of Tourism Products, Tourism Production systems, Typology of Tourism products.

UNIT-II   BACKGROUND OF TOURISM ELEMENTS:
(a) Natural Attraction – Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary, Kanha National Park and Sundarban Biosphere Reserve, Sea beaches ( Goa and Kerala ).

(b) Man Made Attraction: Tourism Circuits, Buddhist circuit, Desert circuit, Golden Triangle, Taj Mahal, Red Fort of Delhi & Forts & Palace of Jaipur.

(c) Socio-Cultural Attraction – Kullu Dushara, Camel Festival of Jaisalmer, Nehru Boat Race of Kerala, Regional festivals including Durgapuja of West Beagal and Hemis Festival of Ladakh.

UNIT-III   ACCOMMODATION:
Classification of hotels, types of hotels, food plans, National and International Hotel choice of India and emergence of Heritage Hotels.
UNIT-IV

TRANSPORTATION:
Various modes of transportation –
(a) Airline Transportation- Air transport facilities, Control of fairs and tariffs, Role of ICAO, IATA, IAAI, and Domestic Air Transport.

(b) Surface Transport System – Travel agency and Tour operators, State and inter State bus and coach network, Tourist Couches and Tourist cars. Connected documentation namely Regional Transport Authority, Insurance and Road Taxes.

(c) Rail Transport Network – Rail Transport facilities, various steps taken by Railways to promote tourism, special schemes of packages available, palace on wheels & Royal orient. Facilities provides – Rail Yatri Niwas, Tourist Police, Railway Tourist Guides.


UNIT-V

SHOPPING FACILITIES:

SUGGESTED READINGS:

1. Basha, A.L. : The wonder that was India, Rupa & Co, Calcutta, 1992
   Brown, Percy : Indian Architecture (Buddhist and Hindu Period)
2. Craven, R.C. : A concise history of Indian Art, Vikas Publishing House,
   New Delhi, 1979.
   New Delhi, 1988.
4. Murison, Alister : Hospitality and Travel Marketing, Delmar Publishing
MANAGERIAL PROCESS AND ORGANISATIONAL BEHAVIOUR

UNIT-I 
INTRODUCTION: 
Meaning, scope and functions of management, process of management, schools of management thought - classical, neo-classical, human behaviour approach, decision, theory approach systems approach contingency approach.

UNIT-II 
PLANNING, ORGANIZING, DIRECTING & CONTROLLING: 
Concept, Objectives, Nature, Process of planning concept, nature, process of organizing, concept, nature, principles and techniques of direction concept, objectives, nature and process of control, charts and manuals.

UNIT-III 
ORGANISATIONAL BEHAVIOUR: 
Concept and nature of organisation, concept and nature of organisational behaviour, interpersonal behaviour dynamics - transaction analysis and Johri Windows, individual differences, concept factors causing individual differences.

UNIT-IV 
DETERMINANTS OF INDIVIDUAL BEHAVIOR: 
Attitudes and values, concept, types sources of formation, perception, definition, major influences of the perception process. Personality, concept, types factors contribution to personality learning concept theories of learning. Organisational buying behaviour.

UNIT-V 
DYNAMICS OF GROUP BEHAVIOR AND KEY ISSUES IN ORGANISATIONAL BEHAVIOUR: 
Concept of Group Dynamics, formation of groups, Concept and theories of Motivation, Concept and styles of Leadership, Management of change, Work measurement and standards.

SUGGESTED READINGS:

1. Peter F. Drucker, Principles of Management.
3. L.M. Prasad, Organisational Behavior.
5. Dr. S. Sachdeva, Principles and Practice of Management.
6. Dr. S. Sachdeva, Organisational Behaviour.
ECO-TOURISM: TRENDS & PROSPECTS

UNIT-I
Introduction concept, origin, emergence, growth, development, definitions, types, impacts of ecotourism. Actors in ecotourism. Ecotourism as an attraction, Differentiation among ecotourism, sustainable tourism and attraction tourism.

UNIT-II
Eco Tourism Resources in Indian-National parks, Sanctuaries, Tiger Reserves, Lion and Crocodile projects, Biosphere Reserves, Wet lands, coral reefs and desert.

UNIT-III
Sustainable ecotourism development – introduction, concept, definitions, global and local significance. Global warming and tourism, poverty alleviation through ecotourism. Responsible tourism.

UNIT-IV

UNIT-V
Ecotourism Organizations – International and National ecotourism opportunities and prospects in Madhya Pradesh, Rajasthan, Kerala, Lakshadweep, Andaman and Nicobar.

SUGGESTED READINGS:

MBA(TA)-105

COMPUTER APPLICATION

Max Marks - 100
External - 50
Practical - 20
Internal - 30

UNIT-I

COMPUTER FUNDAMENTALS:
History of computers, Components of computer system, Computer Software, number systems, block diagram, operating systems, Compiler, Assembler, Interpreter.

UNIT-II

DISK OPERATING SYSTEM:
Introduction to DOS, directory and file, displaying the list of file with DIR, making and changing directory, copying files, Internal and External DOS commands, date and time, format, type, del/erase, remove directory, hidden files, path, rename, disk-copy, print, x-copy, check-disk, mode, tree, backup and restore.

UNIT-III

MS-WORD:
Word Processing Concept: Creating, saving, closing and opening document, selecting text, editing text, finding & replacing text, printing documents, creating and printing merge documents (Mail-Merge), character and paragraph formatting, page design and layout, creating tables and charts, document templates and wizards.

UNIT-IV

Spreadsheet & Presentation Package: Spreadsheet concepts, creating, saving, closing and editing worksheets, entering data in cell/formula, handling operators in formula, functions, Round(), Sort(), Average(), Max(), Min(), Count(), Sum(), If(), SumIf(), Abs(), Roman(), Uppercase(), Lowercase(), Cell(), Today(), Now(). Formatting cells, changing data alignment, changing font, chart and graphs - creating, previewing, modifying.

UNIT-V

Presentation package: Creating, opening and saving presentation, working in different views working with slides, adding and formatting text, designing slide shows, running and controlling a slide show, printing presentation.

SUGGESTED READING:
MBA(TA)-106

INDIAN SOCIETY AND CULTURE: A TOURISM PERSPECTIVE

Maxi. Marks -100
External - 70
Internal - 30

UNIT-I Brief understanding of Indian History, Cultural heritage of India. Structure of Indian Society, Caste system of India, Ashram Vyavastha.

UNIT-II Elementary Knowledge of the chief Indian Communities and religions- Hindu, Buddhist, Jain, Muslim, Sikh, Christian, Tribes.

UNIT-III Elements of Indian Philosophy: Orthodox (astika) or six chief Philosophical systems (popularly known as sad- Darshana), namely, Mimansa, Vedanta, Sankhya, Yoga, Nyaya and Vaishesika. Heterodox (nastika)- The Charakavas, The Buddhists and the Jains.

UNIT-IV Elementary knowledge of Indian Art – Sculptures (with special reference- To the Indus Valley, Mauryan, Sunga, Mathura and Gandhara school of Art, Satavahana, Gupta, Sculptures of the other dynasties of north and south India- with special reference to the Chandellas, Kalachuris, Pallavas, Rashtrakutasitas, Cholas and Chalukyas). Painting- Ajanta paintings, Mughal paintings and Rajput paintings.

UNIT-V Indian rituals, Spirit of Indian culture - multiplicity, Unity of diversity.

SUGGESTED READINGS:

2. Chatterjee and Dutta : An Introduction to Indian Philosophy.
5. Majumdar, D.N. : Races and Cultures of India, Asia Publications.
MBA(TA)-107

PUBLICATION RELATIONS, COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT

(Non Credit Paper but Passing Marks are Compulsory)

UNIT-I
PUBLIC RELATION AND PUBLICITY:
Concept, definition, importance of public relation in tourism marketing.

UNIT-II
COMMUNICATION SKILL:
A) Meaning, importance, objectives, principles, forms, process of communication, barriers of effective communication and over coming barriers.
B) Listening and speaking, group discussion and interviews.
C) Non verbal expressions - Bpdy languages, gestures, postures, facial expressions, dress code.

UNIT-III
Presentations, meetings, seminars, telephonic conversations, advertisements, reports, business letters, applications and notices.

UNIT-IV
PERSONALITY DEVELOPMENT:
Concept of personality, definition, factors affecting personality, types. Introduction to personality development, its purpose, scope and techniques. Role of family and educational institutes in personality development.

UNIT-V
Personality grooming, physical fitness, dressing sense, formal and informal clothing, behaviour with male and female clients, behaviour in office.

Suggested Readings: