MBA(TA)-401

ADVENTURE TOURISM OPERATIONS

UNIT-I
Definition, Scope, trends and Opportunities in Adventure Tourism. Beginning of Adventure tourism in India.

UNIT-II
Wild life Tourism, National Parks, Sanctuaries Biosphere Reserves Marine Parks, Safaris.

UNIT-III
Mountaineering Tracking, Sea Beach, and Island Tourism, Concept of carrying capacity and impact Assessment.

UNIT-IV
Winter-sports, water-sports, Zero-sports, Youth Tourism, Sport Tourism and other avenues of Adventure Tourism and Wild – life Tourism.

UNIT-V
Existing Infrastructure for Adventure and wild life tourism, future prospects of Adventure tourism in India. Importance of Human Resource in Adventure Tourism, Equipment’s and Training centers.

SUGGESTED READINGS:

1. Adventure Tourism : Satyendra Singh Malik

MEA(TA)-402

BUSINESS POLICY

UNIT-I
BUSINESS POLICY-AN INTRODUCTION:

UNIT-II
AN OVERVIEW OF STRATEGIC MANAGEMENT:
Nature of strategic decision making, Patterns of strategic behavior, Process of strategic management.

UNIT-III
STRATEGY FORMULATION:
UNIT-IV  STRATEGY IMPLEMENTATION:
Project and procedural implementation, Structural Implementation-
structural considerations, structures, organization. Design and change,
Functional Implementation-financial/marketing/operations/personnel plans
& Policy. Behavioral Implementation – leadership, corporate culture,
personal values and business ethics.

UNIT-V  STRATEGY EVALUATION:
Strategic Control-basic types of control, Operational control-process of
evaluation and control. Role of organization system.

SUGGESTED READINGS:
1. Azhar Kazmi, Business Policy
2. P.K.Ghosh, Business Policy

MBA(TA)-403

TOURISM IMPACTS

Max.Marks-100

External - 70
Internal - 30

UNIT-I  Introduction: concepts, definitions and historical development of tourism,
Types of tourists: tourist, traveler, excursionists, form of tourism: inbound,
outbound, domestic, international, Manila Declaration.

UNIT-II  Tourism system & environment, Introduction to demand for tourism
patterns. Patterns and characteristics of the supply of tourism.

UNIT-III  Determinds and motivations of tourism demand, Impacts of tourism at the
destination, Factors affecting the future of tourism business.

UNIT-IV  Emergence of mass tourism in modern world economic and other factors.

UNIT-V  Tourism Impact Assessment: Organisation, Research issues, Impact
studies, Relationships, Economic benefits, Environmental impacts, Social-
cultural impacts etc.
SUGGESTED READINGS:
1. Tourism Systems
2. Successful Tourism Management
3. Tourism Development
4. Tourism Planning And Management
5. Tourism Principles And Practices
6. Economic Impact of Tourism Development (An Indian Experience)
7. Tourism Management

MBA(TA)-404 (ELECTIVE No.1)

CONFERECE AND CONVENTION MANAGEMENT

Max. Marks-100
External - 70
Internal - 30

UNIT-I Introduction to Meetings, Incentives, Conventions, and Exhibitions (MICE). Definitions Conference and the components of the conference marker. Introduction to the convention Venues.


UNIT-IV New product development to serve the corporate market. Trade shows and exhibitions: Principle purposes, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention / Exhibition facilities, benefits of convention facilities, inter-related venues. Project planning and development, meeting planners, convention manager, organization and planning events, major attributes of meeting planners, types of meeting planners, convention and visitors bureau, bureau structure and funding.
UNIT-V Contract Negotiations, the Law and meeting professionals, meeting & convention check lists. Development of convention hotel sales and marketing plans. Hotel convention service management. Transportation: group fares, airline negotiations, extra services, cargo transportation. Food and beverage planning and operation management. Incentive tours: major incentive market in the world. Basic infrastructure requirements for organizing incentive tours.

SUGGESTED READINGS:

MBA(TA)-404
(ELECTIVE No-2)

TOURIST & VISITOR INTERPRETATIONS
Maxi. Marks -100
External - 70
Internal - 30

UNIT-I The visitor Experience: The public in tourism and visitor services, Experiences of place and event, manipulation and packaging of other places and other times. Origin of interpretations: Topographical literature, promotional materials.

UNIT-II Population understanding of place, time, buildings and nature, the theories of signs, the desire for knowledge, guidance, information and Education practice difference, the state of public knowledge’s, educational Legacies, television as standard for presentation, remnants from personal Experience.

UNIT-III Image and promoting: Perceptions and Reputations: Case study example of the role of Art galleries and Collection of creating place images, Examination of professional and public assessments and use of such facilities, Evaluation of gallery presentation and interpretation.
UNIT-IV
Interpretive Design: Getting to the site or location assessment and design of Access, signs, way side promotion TICS, invitational literature etc. Getting round the site assessment and design of in-site navigation, house style, Sign for specialist groups. Interpreting Artifacts approaches and techniques available; briefing techniques assessment of product through user reaction.

UNIT-V
Interpreting sites, potential of public and private agencies, interpretation of specific groups, especially the young. Professional Development: interpretative planning, training staff for interpretation, evaluation techniques, source of professional assistance. Economic, evaluation of interpretation: the confused values of gallery and museum management, interpretation as an immature art or a developed Management science.

SUGGESTED READING:

MBA(TA)-405
(ELECTIVE No.-3)

ATTRACTION MANAGEMENT

Maxi. Marks -100
External    - 70
Internal    - 30

UNIT-I
TYPES OF ATTRACTION:
Natural or Man-made, Different categories of attraction - Historical buildings, gardens, museums and art galleries etc. with emphasis on India.

UNIT-II
Attraction of wildlife & other attractions, like National Parks, Zoos, Wild-Life sanctuaries, Country Parks, Leisure Parks, Visitor centers etc. Desert Safari, Hiking or Sking, River Rafting, Mountaineering etc.

UNIT-III
RESORT MANAGEMENT:
UNIT-IV
GUIDING SKILLS-I:

UNIT-V
GUIDING SKILLS-II:
 Escorting group movements, Escorting VIPs and special interest Groups, Handling Tourist complaints safety & security of tourists, First Aid.

SUGGESTED READINGS:
1. Anand M.M.: Tourism and Hotel Industry in India
2. Boordman R.D.: Hotel & Catering – Costing and Budgeting
3. Kohali M.S.: Mountaineering in India
4. Jagmohan Negi: Tourism and Travel – Concepts and Principles

MBA(TA)-405
(ELECTIVE-No.4)

BASIC CARGO RATINGS & DOCUMENTATIONS

Maxi. Marks -100
External - 70
Internal - 30

UNIT-I

UNIT-II
General Cargo Rates: Concept and rating, specific commodity rates. Valuation charges. Airway Bill, Disbursement (DB) and charges Collect (CC) fees. Government documents.

UNIT-III
Shipping Bill & other Export/ Import formalities, including Customs formalities.

UNIT-IV

UNIT-V
SUGGESTED READING:

1. The Air Cargo Tariff (TACT) Rates Book (bi-annual) Rate Books world wide (Published every two months) Rate Books North America (Published every two Months)
2. AITA live Animals Regulations manual (Annual)
3. AITA special Loads Manual (annual)

MBA(TA)-406
(ELECTIVE No.5)

ACCOMMODATION MANAGEMENT & RESORTS

UNIT-I
INTRODUCTION:
Introduction to Hotel industry, historical background, present trends, future prospects. Hotel industry in India; F.H.R.A.I. and its role, governments participation in and contribution to hospitality industry. Classification of hotels; a) Indian standards b) International standards, hotel chains and groups; a) Indian b) International.

UNIT-II
HOTELS; AN INSIDER’S VIEW:
Hotel typology, Organization chart and hierarchy, Handling customers: a hotelier’s orientation, Attribute of a good hotelier. Problems facing the hotel industry: a) human b) technological c) social d) political e) financial.

UNIT-III
PRINCIPLES OF MANAGEMENT:
Principles of hotel management, Components, Methods, tools & techniques, Rules and regulation applicable to a hotel guest, Duties & responsibilities of a hotel towards its guests, Hotel Law (Indian & International), Licenses & Permits necessary for opening & operating a hotel.

UNIT-IV
FINANCIAL MANAGEMENT:
Facility planning & Infrastructure development, Principles and methods of pricing, Strategies for Revenue optimization, Controls department and its functions, Preventing frauds, Staying competitive: short term and long term perspective.

UNIT-V
HUMAN RESOURCE MANAGEMENT:
Manpower planning, Obstacle to effective manpower planning, Influence of unions: Indian scenario, Training institute in India and abroad.

SUGGESTED READINGS:
1. Tourism & Hotel Management : Pushpinder S. Gill
3. Principles of Classification of Hotels
TRANSPORTATION MANAGEMENT

Max. Marks : 100
External: 70
Internal: 30

UNIT-I History of Transport and its Chronological Development. Importance of Transport in Tourism.

UNIT-II Patterns of Demand for Tourism and Transportation. Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India.


UNIT-V Water Transport System, Historical Past, Cruise ship, River Canal boats. Future prospectus of Water Transport in India.

Suggested Readings:
1. Travel Industry, Chuck Y. Gee
2. Transport for Tourism, Stephen Page
3. Successful Tourism Management, P.N.Seth
4. Tourism System, Mill, R.C. And Morrison
5. Tourism & Travel Concepts and Principles, Jagmohan Negi

MBA(TA)-407

COMPREHENSIVE VIVA

FIELD STUDY AND TOUR REPORT

I. Comprehensive Viva -Voce - 50
II. Field Study Tour Report (3rd Sem.) - 30
III. Report Presentation - 20

Total Marks -100

NOTE- Candidates are to be examined by an external examiner and internal examiner.