BOOK PRESCRIBED:

1. Jacky Girardet, Jean-Marie Criddig: Panorama (Part - I) - Unit 4, Unit 5 and Unit 6.
2. Initial - Part-I
3. Bonne Route
4. Sans Frontiere - Part I

MBA(TA)-306

INDUSTRIAL TRAINING

I. Viva-Voce - 30
II. Report - 30
III. Presentation - 40

Total Marks - 100

Note: Candidates are to be examined by an external and an internal examiner.

MBA(TA)-401

ADVENTURE TOURISM OPERATIONS

Maxi. Marks - 100
External - 70
Internal - 30

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 Trekking, 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. Malik, Satyendra Singh: Adventure Tourism.
APPLICATIONS OF OPERATION RESEARCH IN TOURISM

Max. Marks: 100
External : 70
Internal  : 30

UNIT-I  Concept and characteristics of operation research, Models of operation research, Operation Research methodology, Linear programming formulation, Graphic method.

UNIT-II Transportation model, Assignment model - Hungarian method, Travelling salesman problem.

UNIT-III Decision analysis and theory, Queuing theory, Games and strategies.

UNIT-IV Networking scheduling by PERT/CPM, Inventory control, Goal programming.

UNIT-V Replacement problem and system reliability, Investment analysis, Information theory.

Suggested Readings:

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  Determents 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.


SUGGESTED READINGS:
2. Sethi, Prannath : Successful Tourism Management.
6. Chattopadhyay, Kunal : Economic Impact of Tourism Development (An Indian Experience)

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

CONFERENCE 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-II  The nature of convention markets, demand for conference felicities. The growth and development of the industry. The economic and social significance of convention. The impact of conventions on local and national communities. International market perspectives


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, interrelated 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 wild life & other attractions, like National Parks, Zoos, Wild-Life sanctuaries, Country Parks, Leisure Parks, Visitor centers etc. Desert Safari, Hiking or Skiling, River Rafting, Mountaineering etc.

UNIT-III
RESORT MANAGEMENT:
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 & Infra structure 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:
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:

MBA(TA)-407

COMPREHENSIVE VIVA
FIELD STUDY AND TOUR REPORT

I. Comprehensive Viva -Voce - 50
II. Field Study Tour Report - 30
III. Presentation - 20

Total Marks - 100

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