

M.B.A. (TOURISM ADMINISTRATION)**(FOUR SEMESTER PROGRAM)****MBA (TA)-101****CONCEPTUAL FRAMEWORK OF DOMESTIC & INTERNATIONAL TOURISM**

Theory: 60
 Internal: 40
 (Credit: 03)

- UNIT-I Tourism concepts, definition, nature and scope, Relationship with other disciplines with reference to History, Archaeology, Economics, Sociology, Geography, Ecology and Environment.
- UNIT-II Brief History and Development of tourism in India and abroad, Significance of tourism, role of Government.
- UNIT-III Types of International and domestic tourism, frontier formalities. Tourism motivations, factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Major outbound tourism countries.
- 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:

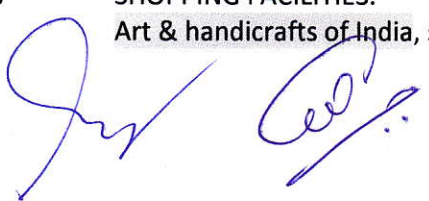
1. Bhatia, A.K. : Tourism Development :Principles and Practices.
2. Bhatia, A.K. : International Tourism :Fundamentals and Practices.
3. Negi, Jagmohan : Tour and Travel :Concepts and Principles.
4. Seth, Pran Nath : Successful Tourism Management.




DEVELOPING TOURISM PRODUCTS

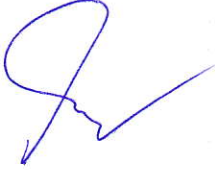
Theory: 60
internal: 40
(Credit: 03)

- 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, Ramayan circuit, Taj Mahal, Red Fort of Delhi & Forts & Palace of Jaipur, Museums.
- (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 Laddhak.
- UNIT-III **ACCOMMODATION:**
Classification of hotels, types of hotels, food plans, factors affecting choice of accommodation. Concept and emergence of Heritage Hotels- Laxmi Vilas Palace, Taj Rambagh palace, Ummaid Bhawan palace, Taj Falaknuma palace, Boutique hotels, bed & breakfast scheme, Theme hotel.
- UNIT-IV **TRANSPORTATION:**
Various modes of transportation –
- (a) Airline Transportation- Air transport facilities, Control of fares 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 Coaches 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.
- (d) Water Transport Systems – Growth and development , Cruise Ships, Ferries , River & Canal Boats, Fly cruise – prospects of future growth of water transport in India.
- UNIT-V **SHOPPING FACILITIES:**
Art & handicrafts of India, souvenirs of India . Shopping destination in India.



SUGGESTED READINGS:

1. Basha, A.L. : The wonder that was India, Rupa & Co, Calcutta, 1992 Brown, Percy : Indian Architecture (Buddhist and Hindu Period) Taraporevala Sons & Co Pvt. Lt. Bombay.
2. Cravern, R.C. : A concise history of Indian Art, Vikas Publishing House, New Delhi, 1979 .
3. Khokar, M. : Splendors of Indian Dance, Himalayan Books, New Delhi, 1988.
4. Murison, Alister : Hospitality and Travel Marketing , Delmar Publishing INC, New York, 1979.



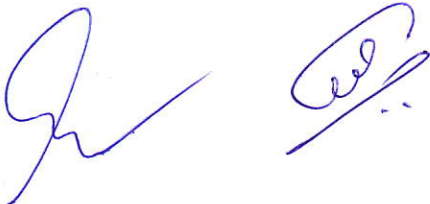
MBA (TA)-103

MANAGERIAL PROCESS AND ORGANISATIONAL BEHAVIOURTheory: 60
Internal: 40
(Credit: 03)

- 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 of 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. Understanding Work Teams– Conflict, Negotiation, and Intergroup Behavior - Change Management – Resistance to Change – Organizational Development.

SUGGESTED READINGS:

1. Peter.F.Drucker, Principles of Management.
2. Dr. C.B. Gupta, Management Concepts and Practices.
3. L.M.Prasad, Organisational Behavior.
4. Fred.Luthans, Organizational Behavior.
5. Dr. S. Sachdeva, Principles and Practice of Management.
6. Dr. S. Sachdeva, Organisational Behaviour.



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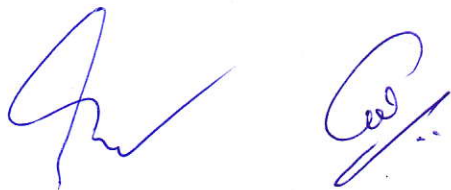
ECO-TOURISM : TRENDS & PROSPECTS

Theory: 60
Internal: 40
(Credit: 03)

- Unit I Ecotourism – Background, concept, definition, types of ecotourism, Difference between the concepts of ecotourism, sustainable tourism, nature- based tourism & responsible tourism, significance of ecotourism.
- Unit II Ecosystem, biomes, and biodiversity, Environment degradation, environmental conservation, ecotourism as a tool for conservation, ecological impact of ecotourism.
- Unit III Sustainable tourism, carrying capacity and development, Sustainable ecotourism development- concept and principles, community-based ecotourism- community interaction and nature, local participation and benefits, socio-cultural impacts of ecotourism
- Unit IV Eco- tourism practices: eco accommodation and case study related to it, eco labelling, green washing, ecopreneurs, certification & green cutlery. Special Interest Tourism – Concept & Contribution to environmental protection
- Unit V Ecotourism resources in India: National park, Wildlife sanctuaries, biosphere reserves, tiger reserve, lion and crocodile projects, wet lands, coral reefs and deserts, trends in ecotourism, innovation in ecotourism.

Suggested reading:

1. James Higham, Critical issues in Ecotourism, Butterworth Heinemann
2. Megan. E. Wood, Sustainable tourism on a finite planet, Routledge.
3. Harold Goodwin, Taking responsibility for tourism, Goodfellow
4. Martha Honey, Eco- tourism & Sustainable tourism : who owns paradise, Island Press
5. Joel Berger, Extreme Conservation: life at the edge of world, University of Chicago Press.
6. Stephen, John Neil, Ecotourism, Impacts, Potentials& possibilities, , Butterworth Heinemann



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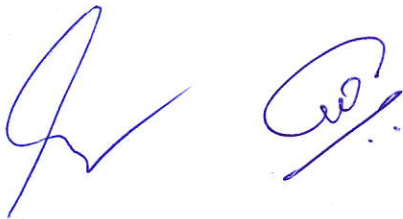
COMPUTER APPLICATION

Theory: 60
Internal: 40
(Credit: 03)

- UNIT –I **COMPUTER FUNDAMENTALS:**
History of computers, Components of computer System, Computer Software, Number systems, block diagram, operating systems, Compiler, Assembler, and Interpreter.
- UNIT –II **IT IN TOURISM:**
CRS for Hotels Airlines, Roadways and Railways, Global Distribution, System in Tourism, E – Ticketing and I- Ticket Introduction to Galileo, Amadeus, Sabre, Word span M/S in tourism, DSS, ESS, EIS,TPS, Application of Information Technology in Tourism.
- 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 **EXCEL:**
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(), Sumo(), If(), Sumif(), Abs(), Roman (), Upper(), Lower(), Cell(), Today(), Now(), Formatting Cells, changing data alignment, changing font, chart and graphs – creating, previewing, modifying.
- UNIT –V **POWER POINT:**
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:

1. Saxena, Sanjay & Chopra, Prabhpreet : Computer – Applications in Management.



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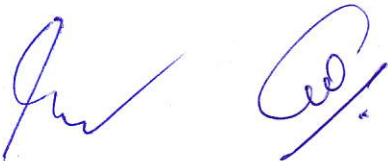
INDIAN SOCIETY AND CULTURE: A TOURISM PERSPECTIVES

Theory: 60
Internal: 40
(Credit: 03)

- Unit I brief understanding of Indian history, special reference to Indus valley civilization, Early & later Vedic period, sixteen janapadas. Indian heritage: definition and characteristics, overview of Indian cultural heritage listed in UNESCO world heritage sites.
- Unit II Structure of Indian society- caste system, ashram vyavastha and forms of Hindu marriages. Religions of India – beginning of religions, Hinduism, Buddhism, Islam, Jainism, Christianity and Sikhism; their contribution to Indian society, Hindu reform movements.
- 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 Architectural heritage of India- Temples & sculpture: Indus valley, Mauryan, Sunga, Satvahana, Gupta, Chandella, Rashtrakuta, Pallava, Chola, Chalukyan, Mughal and British. Role of Archaeological Survey of India in Heritage management. Paintings- Ajanta, Mughal and Rajput style of painting. Major Fair & Festivals.
- Unit V Indian rituals, spirit of Indian culture- multiplicity and diversity.

Suggested Reading

1. L.K.Singh: Indian Cultural Heritage Perspective for Tourism, Gyan publication House.
2. Chatterjee and Dutta: An Introduction to Indian Philosophy.
3. Cravern, R.C.: A Concise History of Indian Arts, Vikas Publication



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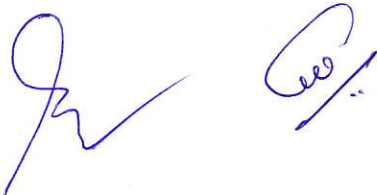
PUBLICATION RELATIONS, COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT

Theory: 60
Internal: 40
(Credit: 02)

- 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 to effective communication and over-coming barriers.
B) Listening and speaking, group discussion and interviews.
C) Non verbal expressions - Body 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:

1. Bhatti, J.R.: Dynamics of Successful Personality Development and Projection (Second Edition), Pearson Education India.



108: ASSIGNMENT (Credit: 01)

109: SEMINAR (Credit: 01)

110: COMPREHENSIVE VIVA (Virtual Credit) (Credit: 04)

MBA (TA)-201


FINANCIAL MANAGEMENT

Theory: 60
Internal: 40
(Credit: 03)

- UNIT-I INTRODUCTION: Concept of Finance and Accounting function. Types of financial decisions, importance, objectives, organization and responsibilities of finance function. Role and status of financial executive in organization structure.
- UNIT-II PATTERNS OF FUNDS REQUIREMENTS: Short-term, medium-term, and long-term financial planning, Capitalization, Types of securities and their evaluation from income, Risk and Control point of view.
- UNIT-III CAPITAL STRUCTURE PLANNING: Approaches to capital structure objectives and determinants of optimum capital structure, Cost of capital, operating and financial leverage analysis.
- UNIT-IV CAPITAL BUDGETING: Process and methods of ranking, investment proposal management of corporate debt capacity, Dividend, decisions and dividend policy.
- UNIT-V WORKING CAPITAL MANAGEMENT: Concepts of working capital, Management of inventory and Accounts Receivables, Tools for analysis of working capital.

SUGGESTED READINGS:

1. Pandey, I.M.: Financial Management, Vikas Publication.
2. Khan & Jain : Financial Management.
3. Chandra, Prasanna: Financial Management.



MARKETING MANAGEMENT -I

Theory: 60
Internal: 40
(Credit: 03)

- Unit -I **INTRODUCTION:**
Marketing - Definition, Concept, Company's orientation towards marketplace, Process, Marketing Mix.
- Unit- II **ANALYZING MARKETING OPPORTUNITIES:**
Marketing Research: definition, Significance, Procedure and Scope. Marketing Environment: Introduction to Micro and Macro environment, scanning the major macro environment.
- Unit III **FORECASTING MARKET DEMAND AND MARKET SEGMENTATION:**
Forecasting Market Demand: Estimating current and future demands. Market Segmentation: Patterns of market segmentation, Procedure, Bases for segmenting consumer markets. Product Differentiation and Product Positioning.
- Unit IV **PRODUCT, PRICING AND DISTRIBUTION STRATEGIES:**
Product: Concept, Classification, Product Life Cycle (PLC), Branding and Packaging. Pricing: Objective, Selecting a Pricing Method, Promotional Pricing, Price Discounts and Allowances. Distribution: Channel management, Retailing, Wholesaling and Physical distribution.
- Unit V **PROMOTION STRATEGIES:**
Promotion Mix, Case study: McDonalds marketing strategies, Dominos marketing strategies.

SUGGESTED READING:

1. Kotler, P., Marketing Management, Prentice Hall.
2. McCarthy/Perreault, Basic Marketing.
3. Grashof, Brogowics, McCarthy, Reading in Basic Marketing.

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MBA(TA)-203

BUSINESS RESEARCH AND QUANTITATIVE TECHNIQUES

Theory: 60
Internal: 40
(Credit: 03)

- Unit –I **CONCEPT OF RESEARCH & RESEARCH PROBLEM:**
Concept, Nature of Research, Types of Research, Research Process, Significance of Research; Concept of Research Problem, Selection and formulation of a Research Problem
- Unit –II **RESEARCH DESIGN AND DATA COLLECTION:**
Research Design: Concept and types. Survey and its Methods: Universe Census method, Sample Method Types of Sampling Technique, Types of Universe. Data Collection: Primary data – concept, direct personal investigation, indirect oral investigation, local report, schedules and questionnaires, Drafting of questionnaire; measuring and scaling techniques; Secondary data – Source of secondary data.
- Unit-III **HYPOTHESIS: TEST OF SIGNIFICANCE:**
Hypothesis: Concept, types of hypothesis, formulation of hypothesis. Test of significance in large sample(z-test), test of significance in small sample (t-test), test of significance in more than one sample (F-test), Meaning and uses of chi-square test.
- Unit-IV **Qualitative Methods :**
Ethnography and Case Study - In-depth Interviews - Focused Group Technique, Delphi Technique, Participant Observations - Projective Technique - Content Analysis, , Historical Analysis, Grounded theory.
- Unit-V **FUNDAMENTALS OF STATISTICS:**
Arithmetic mean, weighted mean, Mode, Median, Standard Deviation. Concept and importance of correlation, types of correlation, co-efficiency of correlation method by Karl Pearson.

Reference books:

1. S.P.Gupta&Kapoor, Statistical Methods,Sultan Chand
2. N.K.Sharma, Statistical Tecchniques,MangalDeep, Pub,Jaipur
3. Curisine& Slater, Quantitative Methods for Business Decision
4. Richard, Lewin, Statistics for Management,Prentice hall.
5. Dr. S. Sachdeva : Quantitative Techniques.
6. Dr. S. Sachdeva : Business Statistics.



MBA (TA)-204

MADHYA PRADESH TOURISMTheory: 60
Internal: 40
(Credit: 03)

- UNIT – I Madhya Pradesh- Its Geography, Geology, Climate, Flora, Fauna, River, Mountain.
- UNIT – II Brief History of Madhya Pradesh- Ancient, Medieval and Modern with special reference to tourism perspective.
- UNIT – III Heritage, Pilgrimage, Sanctuaries, National Park and Fair and Festivals of Madhya Pradesh, Handicrafts & cuisines of Madhya Pradesh. Rural tourism in Madhya Pradesh. Case study :
1. Sanchi – Bhopal – Bhojpur – Bhimbetka – Pachmarhi
 2. Gwalior – Shivpuri – Orchha – Khajuraho
 3. Jabalpur – Bhedaghat – Mandla – Kanha – Bandhavgarh
 4. Indore – Ujjain – Maheshwar – Omkareshwar – Mandu
- UNIT – IV Infrastructure Management of Tourism in Madhya Pradesh, role of government, private and public sector in the promotion of tourism in M.P.
- UNIT – V New types of tourism possible in Madhya Pradesh, innovations in Madhya Pradesh. Marketing strategies of Madhya Pradesh government, Swot analysis of Madhya Pradesh Government.

Suggested Readings:

1. Bhattacharya, D.K. : Ancient Geography of M.P.
2. Thakur, Promila : M.P. Ek Bhugolik Adhyan.
3. Singh R.L. : Regional Geography of India (Relevant Chapter).
4. All Districts Gazettes of M.P.
5. All the Publications of Archaeological Survey of India.
6. Sharma R.K. : M.P. Ka Puratatva Sangraha Granth.
7. M.P. Tourism Policy Rep



COMPUTING & INFORMATION SYSTEMS IN TOURISM

Theory: 60
Internal: 40
(Credit: 03)

- UNIT-I **MANAGEMENT INFORMATION SYSTEM:**
Concept of MIS, Structure, Basic Information Systems: Marketing Information system and Personal Marketing System, Concepts of Decision Making and its Models.
- UNIT-II **INTERNET & E-MAIL:**
Introduction, Internet Services Feature, Internet Addressing, Internet Protocols, World Wide Web (WWW), Internet / Web Browsing, Electronic Mail (e-mail).
- UNIT-III **TRAVEL BUSINESS & INFORMATION TECHNOLOGY, AGENCY MANAGEMENT & FOREIGN EXCHANGE SYSTEMS:**
The History of IT in Travel, Business Travel, Travel and Entertainment, Leisure, Travel, Trade Bodies, The Bank Settlement Plan (BSP), Agency Management Functions, Sabre Information Network (STIN), Agency Data System (ADS), Foreign Exchange, Foreign Currency Products, Power Point, Access.
- UNIT-IV **RESERVATION & NETWORKING SYSTEMS:**
Central Reservation Systems for Air Travel, Rail, Road Transport, Hotel etc.
- UNIT-V **PNR, Flight Availability, E-ticket, Intelligent Ticket, Tourism Production System (TPS).**

SUGGESTED READING:

1. Gorden, B. Devis : Management Systems Conceptual
2. Marrethe, H. Olsov : Foundation Structure and Development.
3. Ross and Murdick : Information System for Modern Management.
4. Kante, Jerone : Management Information Systems Management
5. Gary, Inkpen : Information Technology for Travel & Tourism
6. Dennis, P. Curtin : Information Technology Kim, Foly Kunal Sen Kathleen MorinNick Heap, : Information Technology and Society. Ray Thomas, Geogg Elion, Robin Mason, Hughie Mackey
7. Glee Harrah Cady : Mastering The Internet Pat McGregar
8. Andrew S. Tanebaum : Computer Networks
9. Nance : Introduction to Networking. (II Edition)
10. Tay Vaughan : Multimedia making It Work. (IV Ed.)
11. Internet Complete : BPB Publications.

TRAVEL AGENCY AND TOUR OPERATIONS

Theory: 60
Internal: 40
(Credit : 03)

- UNIT-I Definition of Travel Agent and Tour Operators - Differentiation and Interrelationship. History of travel agency system in India since the institution of Pandas to the present age . Changing status of travel agents and tour Operations. Rights, duties and nature of their activities. Role of Travel Agents and Tour Operators in the 21st century.
- UNIT-II Types of Tour Operators: Full Service Agency, Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency. Operation Business. Changing Scenario of Travel Trade. Functions of Travel Agents and Tour Operators. Detailed study of the following services:
 - (i) Planning of sight-seeing and shopping.
 - (ii) Preparation of Itineraries & costing.
 - (iii) Ticketing- Rail reservations and Airline reservations.
 - (iv) Marketing of Tourism packages.
 - (v) Transportation, Accommodation and other auxiliary services.
 - (vi) Providing professional knowledge and experience, foreign currency exchange, train schedules, airline tariff, Hotel rates and documentary requirements. Economies of Travel agency business and need for professional guidance. How to "sell" travel.
- UNIT-III ORGANISATIONAL STRUCTURE AND LINKAGES: Organizational structure of travel Agents and Tour operators. How to form a Travel Agency & Linkages of the Travel Agents and Tour Operators with---(I) transporters (II) Accommodation providers (III) Rail and Airlines (IV) National and International Travel Associations. Job training for Guides etc.
- UNIT-IV LEGAL RESPONSIBILITIES AND INCENTIVES : Legal responsibilities of Travel Agents. Difficulties of Travel Agents. Incentives—Remuneration and Earning. Familiarization Trips. Important Guidelines and literature for Travel Agency business. State and Travel agency.
- UNIT-V GOVERNMENT AND TOURISM: Important activities of the Central and State Government for building. The infrastructure of Tourism Industry with special reference to the Objectives, management working and future prospects of: (I) ITDC (II) STDC.

SUGGESTED READING:

1. Chatterjee : The Indian Travel Agent.
2. Negi, Jagmohan : Travel Agent & Tour Operation

207: ASSIGNMENT (Credit: 01)

208: SEMINAR (Credit: 01)

209: COMPREHENSIVE VIVA (Virtual Credit) (Credit: 04)

MBA (TA)-301

MANAGEMENT OF HUMAN RESOURCES

Theory: 60
Internal: 40
(Credit: 03)

- UNIT-I INTRODUCTION TO HRM:
Definition, scope, objectives, functions, origin of human resource management, challenges of Modern human resource management - technological, economic, demographic, cultural and governmental.
- UNIT-II HUMAN RESOURCE PLANNING AND DEVELOPMENT:
Definition, process and importance, strategic human resource planning, job analysis, job specification, recruitment, selection, and placement and induction process, tourism man power strategies in tourism industry .Employee training, executive development, career planning and development and performance appraisal. Method & issues of training and management development.
- UNIT-III JOB COMPENSATION:
Job evaluation image and salary administration, incentive plans and tinge benefits, promotion, demotions, transfers, separation, absenteeism and turnover. Compensation Issues in Tourism Sector - Quality of Work Life (QWT). Legislative Aspects of HRM : Trade Unions Act- 1926 – Industrial Disputes Act- 1947 - Disciplinary Procedure – Payment of Wages Act- 1936 .
- UNIT-IV WELFARE OF EMPLOYEES
Human Relations - An overview, social security, work-life balance, quality of work life, separation of employees, managing employee turnover.
- UNIT-V HUMAN RELATIONS:
Definition, objectives and approaches to human relations, employee grievances and discipline, grievance Redressal Machinery, participation and empowerment, collective bargaining and its process. Innovation through human resource practices.

SUGGESTED READINGS:

1. V.P Micheal, Human Resource Management & human Relations.
2. R.S.Dwivedi, Management of Human Resource
3. Dr. C.B. Gupta, Human Resource Management.


TOURISM MARKETING AND CONSUMER BEHAVIOUR-II

Theory: 60
Internal: 40
(Credit: 03)

- Unit –I INTRODUCTION: Tourism Marketing – concept, definition. Difference between tourism/ service marketing vs. Product marketing. Tourism/ Service – characteristics , Service Design and management model.
- Unit –II Service delivery – nature, Strategies for effective delivery. Service Quality – concept , approaches, service gap – SERVQUAL model. Service Performance & measurement
- Unit – III Consumer behaviour – concept & models adapted for tourism
- Unit –IV Consumer decision making process – concept & model. Tourism Consumer behaviour – Typologies. Tourists satisfaction – concept and factors affecting.
- Unit –V Issues in tourism marketing, innovations in tourism marketing, Green marketing – concept & importance.

SUGGESTED READINGS:

1. Holloway, I.C. & Plant R.V. : Marketing for Tourism Pitman.
2. Lumsdom, Les : Marketing for Tourism, Macmillan.
3. Kotler P. : Marketing for Hospitality & Tourism, Prentice Hall
4. G. R. Foxall, Consumer Behaviour Analysis



MBA (TA)-303

TOURISM PLANNING, POLICY AND DEVELOPMENT

Theory: 60
Internal: 40
(Credit: 03)

- UNIT-I Planning for Tourism, H.R.D., Planning Tourism resorts, planning at Regional head, National level and International level.
- UNIT-II National and International Tourist Organization planning for Tour components and problems of standards.
- UNIT-III International Tourism - Growth, characteristics Issues, Problems, Processes and factors effecting International Business.
- UNIT-IV Planning for Ecology and Environment protection, planning for youth and sports tourism.
- UNIT-V International co-operation in Aviation International safety, health and hygiene, standardization of immigration procedures.

SUGGESTED READINGS:

1. Negi, Dr.Jagmohan : Travel Agency & Tour Operation.
2. Negi, Dr.Jagmohan : Tourism & Travel Concepts and Principles.
3. Negi, Dr.Jagmohan : Tourism Development & Resource Conservation.

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BASIC CARGO RATINGS & DOCUMENTATIONS

Theory: 60
Internal: 40
(Credit: 03)

- Unit I Growth & development of freight industry, relevance and importance of cargo industry. Freedom of air, Warsaw convention, role and functions of DGCA, IATA and ICAO.
- Unit II World geography: time difference, calculations of transportation time/flying time, IATA areas and sub areas. Understanding of various codes: City, airport and airline etc. Rules regarding cargo acceptance, rounding off weight, dimensions and currency, chargeable weight calculation.
- Unit III Principles of cargo rates, introduction to tariff & rating structure; G.C.R, S.C.R, C.C.R, bulk rates, ULD rates, Add on & LCP. Valuation charges, Disbursement charges/fees (DB), Charges collect fee (CC). Different Inco-terms used air cargo.
- Unit IV Airway bill: introduction, importance & significance. Shipping bill & its types. Other government documents involved in air cargo. Export & import procedures including custom formalities.
- Unit V Aircraft cargo configuration and capacity familiarization. Cargo needing special attention (special loads), Live animal regulation (LAR) handling, packing and documentation. Dangerous goods regulations (DGR); classification, handling, packing and documentation. Indian custom Act.

Suggested Reading

1. C.Rama Gopal, Export Import procedure: Documentation & Logistics, New Age International.
2. TACT Rule book (IATA Manual)
3. Unnikrishnan, Air cargo management and airport handling.
4. IATA DG manual

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MBA (TA)-305

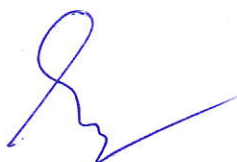
FOREIGN LANGUAGE (FRENCH)*

Theory: 60
Internal: 40
(Credit: 03)

- UNIT-I Translation of simple sentences from French into English.
- UNIT-II Translation of simple sentences from English into French.
- UNIT-III Questions based on grammar of unit 1, unit 2 and unit 3 of the prescribed book.
- UNIT-IV Questions on the lessons of unit 1, unit 2 and unit 3 of the prescribed book.
- UNIT-V Dialogue writing on a topic taken from the first 3 units of the prescribed book.

BOOK PRESCRIBED :

1. Jacky Girardet, Jean-Marie Cridlig, Panorama (Part - I) - Unit 1, Unit 2 and Unit 3.
2. Initial - Part-I
3. Bonne Route
4. Sans Frontiere - Part I
5. Dictionary : Larousse, Cassels, Oxford, Collins.



MBA (TA)-401

ADVENTURE TOURISM OPERATIONSTheory: 60
Internal: 40
(Credit: 03)

- UNIT-I Concept, definition, nature, scope and classification of adventure tourism, inter relationship between adventure, recreation, leisure and pleasure. Trends and Opportunities in Adventure Tourism. Challenges of adventure tourism- litter, waste, pollution, destruction of flora and fauna.
- UNIT-II Wild life Tourism, National Parks, Sanctuaries, Biosphere Reserves, Marine Parks, Safaris. Wildlife protection Act 1972, Action plans for Biosphere reserves. Eco-tourism: Islands, beaches and forest resorts. Space tourism: definition, types and agencies involved.
- UNIT-III Land based adventure activities: Mountaineering, Trekking, rock climbing, etc, popular adventure destination for land based adventure in India.
Water based adventure activities: Rafting, kayaking, canoeing, surfing, water skiing, scuba diving, snorkelling, popular adventure destination for water based adventure in India.
Air borne adventure activities: Paragliding, parasailing, ballooning, bungee jumping, hang gliding etc. popular adventure destination for air based adventure in India.
Winter-sports, Youth Tourism & Sport Tourism
- UNIT-IV Adventure tourism organization: ATOAI and ATTA, Adventure training institutes in India- Himalayan Mountaineering institute, Nehru Institute of Mountaineering, National Institute of Water Sports (NIWS) Goa, Aero club of India, Jawahar Institute of Mountaineering and winter sports (JIM & WS) & Indian Institute of skiing and mountaineering.
- UNIT-V Adventure tourism products & Infrastructure. Future prospects of Adventure tourism in India. Marketing & promotional strategies for adventure activities. Adventure tourism guideline from Ministry of Tourism.

SUGGESTED READINGS:

1. Malik, Satyendra Singh : Adventure Tourism.



MBA (TA)-402

BUSINESS POLICY

Theory: 60
Internal: 40
(Credit: 03)

- UNIT-I BUSINESS POLICY-AN INTRODUCTION: Nature, importance, purpose and objective of business policy. Various terms in business policy, Levels of strategy.
- UNIT-II AN OVERVIEW OF STRATEGIC MANAGEMENT: Nature of strategic decision making, Patterns of strategic behaviour, Process of strategic management.
- UNIT-III STRATEGY FORMULATION: Environmental Appraisal-components, environmental scanning, environmental appraisal. Organizational appraisal – Organizational. Capability factor, organizational. appraisal. Strategic alternatives- modernization strategies, diversification strategies, integration, merger and joint venture. Strategic Choice-corporate portfolio analysis, SWOT analysis, factors in strategic choice.
- 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 3. Dr. S.Sachdeva, Business Policy



TOURISM IMPACTS

Theory: 60
Internal: 40
(Credit: 03)

- UNIT-I Introduction: concepts, definitions and historical development of tourism, Types of tourists: tourist, traveller, excursionists, form of tourism: inbound, outbound, domestic, international, types of tourism (Heritage tourism, Wellness tourism, Spiritual tourism, rural & agri tourism, sustainable tourism, dark tourism, space tourism), Manila Declaration.
- UNIT-II Tourism system & environment, Introduction to demand for tourism patterns. Patterns and characteristics of the supply of tourism, hindering factors affecting tourism supply chain.
- UNIT-III Travel Motivation: definition, concept & types of motivations – Mackintosh’s Classification: physical motivators – rest and relaxation motivators – health motivators – ethnic and family motivators – professional and business motivators, push-pull factors. Determents and motivations of tourism demand, types of tourism demand, measuring tourism demand. Theories of motivation (Maslow’s theory, McClelland’s theory, McGregor’s theory of X & Y, Hertzberg theory)
- UNIT-IV Factors affecting the future of tourism business, Emergence of mass tourism in modern world economic and other factors, characteristics & effects of mass tourism.
- UNIT-V Impacts of tourism at the destination. Tourism Impact Assessment: social impact assessment, environmental impact assessment and economic impact assessment Organisation, Research issues, Impact studies, Relationships etc. Strategies to overcome or reduce the negative impacts of tourism.

SUGGESTED READINGS:

1. Kaul R.N: Dynamics of Tourism, Sterling Publishers Pvt Ltd.
2. Mill & Morisson :Tourism Systems.
3. Seth, Prannath : Successful Tourism Management.
4. Gartner, R. : Tourism Development.
5. Sharma, J.K. :Tourism Planning And Management.
6. Mclontosh , R.W.: Tourism Principles And Practices.

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MBA (TA)-404

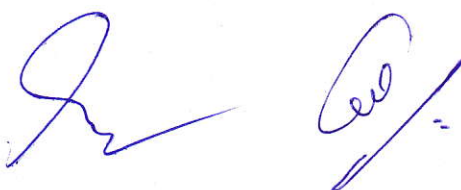
FOREIGN LANGUAGE (FRENCH)*

Theory: 60
Internal: 40
(Credit: 03)

- UNIT-I Translation of a simple passage or sentences from French into English.
- UNIT-II Translation of a simple passage or sentences from English into French.
- UNIT-III Questions based on the grammar of unit 4, unit 5 and unit 6 of the prescribed book.
- UNIT-IV Questions on the lessons of unit 4, unit 5 and unit 6 of the prescribed book.
- UNIT-V Letter writing formal/informal.

BOOK PRESCRIBED:

1. Jacky Girardet, Jean-Marie Cridlig : Panorama (Part - I) - Unit 4, Unit 5 and Unit 6.
2. Initial - Part-I
3. Bonne Route
4. Sans Frontiere - Part I Dictionary : Larousse, Cassels, Oxford, Collins



MBA (TA)-404

FOREIGN LANGUAGE (ENGLISH)*

Theory: 60
Internal: 40
(Credit: 03)

UNIT-I Idioms and phrases, speaking skill - vocabulary, reading, pronunciation. Writing skill - spellings, aids to correct writing, punctuation, grammatical errors, tenses, infinitives, gerunds and participles.

UNIT-II Essays, comprehension, general student letters, applications, notice, reports.
UNIT-III Introduction to communication, effective communication, barriers of effective communication, forms of communication, essential needs of effective communication, Clarity, completeness, conciseness, courtesy, correctness and questions for assessment.

UNIT-IV Mechanical structure and parts of letter, style, format and punctuation. Kinds of letter - business letter, sales letters, enquiries and replies. Application letters correspondence and confirmation letters.

UNIT-V Report writing, importance of reports, special features of reports, types of business reports, meeting, and group discussions.

Note:-

1. The students are requested to identify topics of interest and make oral presentations in front of teachers. The course instructors should evaluate the presentation skill and suggests methods of improvement.
2. The report is evaluated on various dimensions of written communication, suggestions for improvement will be offered.
3. Group discussions for effective communication and improving english language will also be organised by course instructor and evaluated in which students has to perform.

SUGGESTED READINGS:

1. Basic Business Communication - Robert Maarcher
2. Effective Business Communication - Murhy
3. Excellence in Business Communication - Thrill
4. Essentials of Business Communication - Rajendra Pal & J.S.K.
5. Business Communication Management - D.D. Singhal, V.K. Mittal, N.C. Garg, V.S. Vyas.

MBA (TA)-405

ATTRACTION MANAGEMENT

Theory: 60
Internal: 40
(Credit : 03)

UNIT-I Concept of tourist attraction, importance and role of attraction in tourism, products and services offered by tourist attraction.

Unit II **TYPES OF ATTRACTION**
Natural : Mountains, beaches, caves, waterfalls and islands.
Human made: Historical buildings, gardens, museums, art galleries, entertainment parks.
Wildlife attraction: National Parks, Wild-Life sanctuaries, zoo and biosphere reserves.
Special events: Fairs, festivals and exhibitions. All with special reference to India.
Activity based attraction: Desert Safari, Hiking or Skiing, River Rafting, Mountaineering, scuba diving, water & ice boarding, parasailing and sky diving.

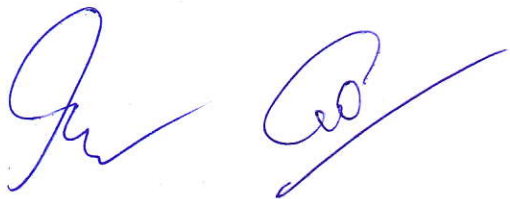
UNIT-III **Concept & framework of attraction development, strategies for marketing & promotion of attraction, major issues or challenges in attraction management, holding sustainability with development, role of local community in attraction management, security management at attraction and destinations.**
Case study (SWOT analysis)- Jaipur, Goa, Munnar, Laddakh & Gwalior.

UNIT-IV **GUIDING SKILLS-I: Tourist itinerary preparation, tour costing, tour co-ordination, Role and Responsibility of a tour guides. Main pre-requisites of a guide: courtesy Behaviour, Dress art of conducting sightseeing tours in an informative and entertaining way.**

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. Negi, Jagmohan : Tourism and Travel – Concepts and Principles.
5. Singh, T.V. & Kaur J. : Studies in Tourism, Wild Life & Park Conservation.



406: INDUSTRIAL TRAINING (Credit: 08)

407: COMPREHENSIVE VIVA (Virtual Credit) (Credit: 04)