

# STUDY CENTRE FOR TOURISM A.P.S. University Rewa (M.P.)



(C.B.C.S. Pattern)

M.B.A. (TOURISM ADMINISTRATION)



**STUDY CENTRE FOR TOURISM**  
**M.B.A. (Tourism administration) Scheme of Examination C.B.C.S. Pattern**

Paper Code	Nomenclature	Type of Course	Theory Assessment		Internal Assessment		Total	Credit Points
			Max.	Min.	Max.	Min.		
<b>Semester-I</b>								
101	Concept and Principles of Tourism	CC	60	24	40	14	100	3
102	Principles and Practices of Management	CC	60	24	40	14	100	3
103	Tourism Products and Resources	CC	60	24	40	14	100	3
104	Policy & planning in Tourism	CC	60	24	40	14	100	3
105	Computer Application	CC	60	24	40	14	100	3
106	Communication Skill	CC	60	24	40	14	100	3
107	Indian Art & Culture	GE	60	24	40	14	100	3
108	Viva-Voce	-	-	-	-	-	100	4
<b>Semester-II</b>								
201	Travel Agency Management	CC	60	24	40	14	100	3
202	Research Methodology	CC	60	24	40	14	100	3
203	Organisational Behaviour	CC	60	24	40	14	100	3
204	Tourism Marketing	CC	60	24	40	14	100	3
205	Human Resource Management	CC	60	24	40	14	100	3
206	Financial Management	CC	60	24	40	14	100	3
207	Event Management & MICE	GE	60	24	40	14	100	3
208	Viva-Voce Comprehensive	-	-	-	-	-	100	4
<b>Semester-III</b>								
301	Hotel & Resort Management	CC	60	24	40	14	100	3
302	Service Marketing	CC	60	24	40	14	100	3
303	Consumer Behaviour OR Hospitality Management	DCE	60	24	40	14	100	3
304	Ethical Legal & Regulatory Aspects of Tourism	CC	60	24	40	14	100	3
305	Hotel Accounting	CC	60	24	40	14	100	3
306	Foreign Language Course (French) OR Foreign Language Course (German) OR Foreign Language Course (Japanese)	GE	60	24	40	14	100	3
307	Job Training Report	-	-	-	-	-	100	8
308	Viva-Voce (Comprehensive)	-	-	-	-	-	100	4

## M.B.A. (Tourism Administration) Scheme of Examination C.B.C.S. Pattern

(2)

<b>Semester-IV</b>								
401	Strategic Management	CC	60	24	40	14	100	3
402	Heritage Management OR Rural Tourism	CC	60	24	40	14	100	3
403	Tour Operations Management	DCE	60	24	40	14	100	3
404	Eco Tourism	CC	60	24	40	14	100	3
405	Tourism Geography	CC	60	24	40	14	100	3
406	Advertising Management OR Retail Management	GE	60	24	40	14	100	3
407	Dissertation Report	-	-	-	-	-	100	8
408	Viva-Voce (Comprehensive)	-	-	-	-	-	100	4

CC – Core Course, GE – Generic Elective, DCE – Discipline Centric Elective

# M.B.A. (Tourism Administration)

## Semester – I

### 101 :- Concept and Principals of Tourism

**Objective :** This will introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

#### Course Contents :

**Unit – I Introduction :** What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development, Past to 2<sup>nd</sup> world war, recent and current 1945-2002, Future from 2002 onwards. General Tourism Trends. Types of Tourists, Visitor, Traveler, and Excursionist – Definition and differentiation. Tourism, recreation and leisure, their inter – relationships.

**Unit – II Tourism Products & Attraction :** Nature, Characteristic and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

**Unit – III Types and Forms of Tourism :** Inter- regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism and VFR.

#### Unit – IV Tourist Transportation:

**Air transportation :** The airline industry present policies, practices. Functioning of India carriers. Air Corporation Act, Air charters.

**Surface Transport :** Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All India Permits

**Rail Transport :** Major Railway systems of World, (Euro Rail and Amtrak) General information about Indian Railway, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass.

**Water Transport :** Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

**Unit – V A study of International Tourism Organisations :** Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

#### Suggested Readings :

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Pretience Hall, New Jersey.
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)

## Semester – I

### 102 : PRINCIPLES AND PRACTICES OF MANAGEMENT

**Objectives :** This module explains meaning of management and analyses its process in modern organisations including tourism and travel.

#### Course Contents :

- Unit – I**      **Management** : Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession skill and roles of managers in organisation; Evaluation of management theory, schools of management thoughts.
- Unit – II**      **Functions of Management** : An overview of functions of management; Concepts of POSDCORB Planning : Nature, purpose, types and process, Management By Objectives (MBO) Decision Making process, tools and techniques. Decision making components of effective decision making.
- Unit – III**      **Organisaing** : Concept of organising and organisation. Line and Staff Authority and responsibility, span of control, Delegation of authroity, centralisation versus decentralisation. Organisation Structure and design. Staffing and Selection Process.
- Unit – IV**      **Directing** : Communication – Process and Types; Barriers and principle of effective communication (Horizontal and Vertical communication), Motivation – theories and practices.
- Unit – V**      **Leading** : Leadership – Concept, Theories of Ladership, styles, Successful effective leadership style in travel trade and hospitality organisations. Concept of Controlling.

#### Suggested Readings :

- Essential of Management – Harold Koontz & Heinsz Weirich.
- Management – H. Koontz & Cyrill O' Donnell.
- Management Theory – Jungle, H. Koontz.
- Principles of Management – Peter F. Drucker.
- Management Concept – V.S.P. Rao, Konark Publishers
- Principles & Practice of Management – L.M. Prasad, S. Chand.
- Organization & Management – R.D. Agrawal, Tata Mc Graw Hill.
- Modern Business Adminstration – R.C., Pitman.  
Human Resources Management \_ Railey M., Butterworth Heinemann

## Semester – I

### 103 : Tourism Products and Resources

**Objective :** The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

#### Course Contents :

**Unit – I Natural Resources :** Tourist products : desiuiton and disserentiation wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana).

Hill Stations : Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty.

Beaches and Isalands : Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshdvp islands.

**Unit – II Popular Tourist Resources :** Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri

Monuments – Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Goldern Temple (Amritsar) Hawa Mahal (Jaipur), Bara Imambra (Lucknow).

**Unit – III Pilgrimage Destinations :** Hindu – Charo Dham Yatra, Jyotirlinga Yatral, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnodevi, Kashi, Pryag, Gaya, Ayodhya, Mathura- Vrindavana, Allahabad, Ujjain, Haridwar, Nasik, Gangasagar.

Buddhist : Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

Jain : Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana

Muslim : Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

Sikh : Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Saint : Kabir, Tulasi, Raidas, Sankarcharya. '

**Unit – IV Fairs and Festivals** Musics Dance, Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhata, Pongal/Makar Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, ID-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanssi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

**Unit – V Souvenirs -** Handicrafts and Handlooms. History of Dance Style and main Gharanas of North Indian Music, History of Drama in India and its present scenario.

#### Suggested Readings :

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print – 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.

- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Devies, Philip, Monuments of India, Vol. II., London
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
- Vatsayana, Kapila, Indian Classical Dance, New Delhi.
- Swami, Prayaganand, History of Indian Music.
- Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode. H. & Chandra. S. : Indian Folk Art, Bombay.
- Mehta. R.J. : Handicrafts & Industrial Arts of India, New York.  
Grewal, Bikram (ed) : Indian Wildlife.

## Semester – I

### 104 – Policy and planning in Tourism

**Objective :** The Module will expose the students about the tourism policy of India and of a few tourism states of the country.

**Unit – I Introduction :** Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

**Unit – II Tourism Policy :** Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few state (Uttar Pradesh Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

**Unit – III Understanding Tourism Planning :** Conceptual meaning of Tourism Planning, Evolution of Tourism Planning General Concepts of Planning, Level and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)

**Unit – IV International Agreements :** Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement,

#### **Suggested Readings :**

- New Inskeep, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford.
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Sharma, J.K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi



## **Semester – I**

### **105 – COMPUTER APPLICATION**

**Objectives :** The Module is prescribed in the course to inform the students about the role of Computer Information systems in travel trade. The prescribed unit enhance the skills of students especially when they will be attached for practical.

#### **Course Contents :**

- Unit – I      Basic Computing :** An appreciation of computer hardware and terminology, The use of an operating system, various programming language, A descriptive survey of some of the important application : communication, office systems, information storage and retrieval of Data.
- Unit – II      Office Work :** The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, Powerpoint, Access and Outlook Express)
- Unit – III     Internet :-** Management information systems, Office automation, E-mail and electronic highway, Internet, Web Page Designing.
- Unit – IV     Computer Networking :** What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings Airlines: Different packages used : Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available). Practical of CRS.
- Unit – V      Computer Presentation :** Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.

#### **Suggested Readings :**

- Lucey T, Management Information Systems, DP Publications.
- Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
- Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
- Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988.
- Basandra S.K., 'Compute Today', New Delhi : Galgotia Publications.
- Mehta Subhash, "Wordstar – 7", New Delhi : Comdex Computer Publishing, Pustak Mahal.

## **Semester – I**

### **106 – Communication Skill**

**Objectives :** The course is aimed at equipping the students with the necessary techniques and skills of communication to inform others, inspire them and enlist their activities and willing cooperation in the performance of their jobs..

#### **Course Contents :**

**Unit – I      Introduction:** Definition and process of communication, Essentials of effective communication in organizational effectiveness, Use of grapevines.

**Unit – II      Oral Communication :** Publication Speech-Composition, Principles, Speech delivery and Speech Skills, Interview pre-planning for interview, facing the interview board. Group discussion – Qualities looked for in GD's, DO's & DON't of GD's, Communication in communities, Seminars and Conferences.

**Unit – III      Non-Verbal Communication:** Importance of non verbal communication, Facial Expressions, postures Body Movement, Gestures, Eye Control, Haptics etc. Listing Difference between Listing and Hearing. Listing Processes & Types.

**Unit - IV      Report Writing and Job Application :** Structure of Reports, Preparatory steps in writing reports, use of illustrations and questions, process of writing the reports, Importance and functions of job application letters, Drafting the application, preparation of curriculum vitae.

**Unit – V      Business Correspondence :** Essentials of effective business correspondence, Structure of a Business letter. Forms of letter layout. Types of business letters – Enquiries and replies, orders and their execution, complaint and response letter, sale letter, Thanks letter etc.

#### **Suggested Readings :**

- Bowman, Joel P. and Branchaw, Bernadine P. “Business Communication: From process to product” 1987, Dryden Press Chicago.
- Rodrigues, M.V., Effectives Business, Communication, 1992, Concept Publication Co. New Delhi
- Kothari, C.R., Research Methodology.

List of cases, recent articles and specific references will be announced in the Class-room at the time of launching of the course.

**Semester – I**  
**107 – Indian Art & Culture**

- Unit – I**      Structure of Indian Society – Varnasharm System, caste purshartha, samsakara.
- Unit – II**      Comparative study of communication – Hindu, Sikh, Christian, Muslim and Tribals, Indian religion & philosophy – Vedic, Saivism, Vaishnavism, Buddhism & Jainism, Gita its importance and teaching.
- Unit – III**      Sailable feature of ancient Indian Art, Main features of Harappan art, Origin and development of stupa architecture, Main features of Gupta art.
- Unit - IV**      Ancient Indian paintings with special reference to Ajanta & Bagh, Temple architecture Khajuraho & Orrisa, Art and architecture under mugal rulers from Babur to Shahjahan.
- Unit – V**      Painting – Mugal, Rajpur and Kangra, Feature of Christian art.

**Suggested Readings :**

- Gupta, S.P. Lal, K. Bhattacharya, M. Cultural Tourism in India (D.K. Print- 2002).
- Dixit, M. & Sheela, C. Tourism Products (New Royal Book, 2001).
- Mitra, Devla, Buddhist Architecture, Culcutta.
- T.A. Gopinath Rao, Element of Indian Iconography.
- Subodh Kapoor, Indian God & Goddess.
- A.S. Altekar, Hindu Civilization.
- Joly, Hindu Law & Custom.

**Semester – I**  
**108 : Viva-Voce**

## Semester – II

### 201 : TRAVEL AGENCY MANAGEMENT

**Objective :** The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up the units.

#### Course Contents :

**Unit – I**      **Travel formalities :** Travel Formalities : Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Travel Agency and Tour Operation Business : History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.

**Unit – II**      **Approval of Travel Agents and Tour Operators :** Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways. Study of various Fiscal and Non-Fiscal incentives available to Travel agencies and Tour Operations business.

**Unit – III**      **Functions of a Travel Agent :** Understanding the functions of a travel agency – travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology : Current and popular travel trade abbreviations and other terms used in preparing itineraries.

**Unit – IV**      **Functions of a Tour Operator :** Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principals, preparation of Itineraries, tour operation and post tour Management. Source of income for tour operation.

**Unit – V**      **Public and Private sector in Travel Agency Business and Tour Operation Business:** Organisational Structure and various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators – and overview. National Trade Associations : IATO and TAAI.

#### Suggested Readings :

- Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
- Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
- Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.

## Semester – II

### 202 : RESEARCH METHODOLOGY

**Objective :** To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

**Course Content :**

**Unit – I Introduction :** Nature and Scope of Research Methodology, Problem Formulation and Statement of Research Cost and Value of Information. Types of Research. Research objectives, Criteria for a good research, Research organisation in India.

**Unit – II Research Process :** Steps in the Process of Research Design – Exploratory, Descriptive and Experimental Research Designs. Sample Design – Steps in sampling criteria for selecting a sample procedure sampling method and sample size.

**Unit – III Methods of Data Collection :** Collection of Primary data : Observation interview Questionnaire Method, Questionnaire Design, Questionnaire vs Schedule, Attitude measurement techniques, motivational research techniques.

**Unit – IV Method of Data Representation and Analysis :** Use of graphs, Charts and maps in data representation, Measures of Central Tendency and dispersion measures of relationship. Statistical test. Advance Technique for data analysis ANOVA, multivariate Analysis.

**Unit – V Research Report Preparation :** Preparation of Research Report, Layout of Report, Preparatory steps in writing research. Use of computers in research. Statistical Software package.

**Suggested Readings :**

- Kothari C.R. , Research Methodology, Wiley Eastern Limited, New Delhi 1994.
- Bennet, Roger : Management Research, ILO, 1983.
- Gupta S.P. Statistical Methods, 30<sup>th</sup> ed, Sultan Chand, New Delhi 2001.

The list of cases and specific references including recent articles will be announced in the class.

## Semester – II

### 203 : ORGANISATIONAL BEHAVIOUR

**Objectives :** The module helps to understand the key dimensions, processes and influences upon human behaviours at the level of individual and the group in the context of work organisations.

**Organisational Behaviour :**

**Unit – I      Meaning & Nature of Organisation :** system approach.

**Unit – II      Groups dynamics:** Type of groups, process in group, Group behaviour and Group think.

**Unit – III     Organization Structure :** Types, differences, organizational chart & its use.

**Unit – IV     Organisation, Effectiveness and Development :** Social responsibility of organization, consumer behaviour.

**Unit – V      Organisation Climate :** Organisational change, Conflicts and their Management.

**Suggested Readings :**

- Robbins, Stephens P, Organisational Behaviour
- Prasad LM, Organisational Behaviour
- Luthans, Fred, Organisational Behaviour
- Hersey and Balanchard, Management of Organisational Behaviour.
- Veechio RP, Organisational Behaviour, Dryden Press 1998.
- Invancevich JM and Mateson MT, Organisational Behaviour and Management.
- Hoyer, Consumer Behaviour, 1998.

## Semester – II

### 204 : TOURISM MARKETING

**Objectives :** The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.

**Course Content :**

**Unit – I      Marketing :** Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.

**Unit – II      Analysis and selection of market :** Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

**Unit – III     Marketing Strategies :** Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. product life cycle, Customer satisfaction and related strategies in internal and external marketing; Interactive and relationship marketing.

**Unit – IV     Planning marketing programmes :** Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.

**Unit – V      Tourism Marketing :** Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies.

**Suggested readings :**

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C. : Tourism marketing
- Vearne, Morrisson Alison : Hospitality marketing
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India. 1999
- Assael H., Consumer Behavior and Marketing Action (2<sup>nd</sup> edn. 1985) Kent, Boston.
- Crough, Marketing Research for Managers.
- Singh Raghbir, Marketing and Consumer Behaviour.
- Patel, S.G. Modern Market Research, Himalays Publishing.

## Semester – II

### 205 : HUMAN RESOURCE MANAGEMENT

**Objectives :** In a complex world of industry and business, organisational efficiency is largely dependent on the contribution made by the members of the organisation. The objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

#### Course Content :

**Unit – I Introduction :** Concepts and Perspectives on Human Resource Management; Human Resource Management in a Changing Environment; Corporate Objectives and Human Resource Planning; Career and succession Planning; Job Analysis and Role Description;

**Unit – II Recruitment & Training :** Methods of Manpower search; Attracting and Selecting Human Resources: Induction and Socialisation; Manpower Training and Development; Performance Appraisal and Potential Evolution;

**Unit – III Compensation :** Job Evaluation, Wages and Salary Administration, Employee's Benefit Programmes, Groups and Individual incentives and Fringe Benefits, Organisational Participation and Productivity sharing.

**Unit – IV Managerial Skills :** Introducing Change and its managerial problems, Discipline, Absenteeism and Employee Turnover, Conflict Management, Grievance Handling.

**Unit – V Industrial Relations :** Employee Welfare; industrial Relations & Trade Unions; Dispute Resolution & Grievance Resolution & Grievance Management; Employee Empowerment.

#### Suggested Reading :

- Aswathappa. K. Human Resource and Personnel Management Tata Mc Graw Hill, New Delhi, 1997
- De Cenzo, DA & Robins S.P. Human Resource Management 5<sup>th</sup> ed. New York. John Wiley, 1994.
- Monappa, A & Saiyadain M. Personnel Management 2<sup>nd</sup> ed. New Delhi, Tata Mc Graw Hill 1966.
- Mammoria C.B. Personnel Management, New Delhi, HPH, 1996.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.



## Semester – II

### 206 : FINANCIAL MANAGEMENT

**Objectives :** The basic objectives are accountings finance management principles and to understand the basic techniques of preparing financial information.

**Unit – i      Meaning, Role, Scope and Importance of Financial Management :** Job of the financial Manager, financial Goals, financial control, Organization and objective of financial function.

**Unit – II      Financial Planning, Capitalisation and Capital Structure :** Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization, optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio.

**Unit – III      Working Capital Management:** Concept, need, determinant of working capital, estimates of working capital and financial of current assets. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets:

**Unit- IV      Financial Statements and Analysis:** Meaning, Analysis- Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.

**Unit – V      Special Topics in Finance :** International financial Management, Financial Planning & forecasting, Green Finance, Venture, Capital Finance, Financial Engineering. Case study related to the entire Syallbus.

#### **Suggested Readings :**

- Anthony and Reece, Management Accounting Principles: Text and Cases
- Pandey, L.M., Management Accounting: A Planning and Control Approach, Vikas Publication.
- Davis D., The Art of Managing Finance, Mc Graw Hill.
- Pandey, I.M., Financial Management, Vikas Publication
- Van Horne, Financial Management and Policy, Prentice Hall.
- Pandey, I.M. and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.

## Semester – II

### 207 : EVENT MANAGEMENT & MICE

**Objective :** As a result of participating in this module, students will understand the managerial and operational aspects pertaining to event and conference or Convention Management.

#### Course Contents :

**Unit – I Event Management :** Role of events for promotion of tourism, Types of Events – Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow mahotsava and Taj Mahotsava)

**Unit – II Concept of MICE :** Introduction of meeting incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

**Unit – III Management of Conference at Site,** Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

**Unit – IV Budgeting a Conference Exhibition:** Use of Budget preparation, Estimating fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

**Unit – V Role of travel Agency in the management of conferences.** Hotel Convention Service Management : Human Resources Management Transportation. Group Fares, Airling Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

#### Suggested Readings :

- Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

## Semester – II

### 208 : VIVA-VOCE

### COMPREHENSIVE

## Semester – III

### 301: HOTEL & RESORT MANAGEMENT

**Objectives :** This Module is prescribed to appraise students about the important departments of a classified hotel and to teach various aspects related to accommodation Industry.

#### **Hotel Management :**

**Unit- I Origin and Expansion:** Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and Multinational hotel chains in India. Regional, National and International Hotel Associations and their operation.

**Unit –II Departments of hotel :** Front Office, House Keeping, Food and Beverage, Personnel and Accounts, Role and Functions of different departments.

**Unit- III Requirements and Procedure for Constructing Classified Hotel:** Prescribed application form for approval of Hotel Projects. Regulatory conditions and Guide lines for approval of Hotel Projects. Star categorisation, sources of Finance, Incentives and subsidy extended to Hotels in Tourist areas, and Tourist Backward areas. Hotel Related technical words.

#### **Resort Management :**

**Unit- IV Resort Concept :** Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario.

**Unit – V Resort Planning :** Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

**Unit- VI Resort Management:** Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

#### **Suggested Readings:**

- Selected case studies from sterling. Delmia, Toshali and R.C.I. International will be managed from concerned organisations.
- Andrews, Sudhir: 1985, Hotel Front Office, Tata MC Graw- Hill, New Delhi.
- Andrews, Sudhir: Hotel House Keeping, Tata M C Graw- Hill, New Delhi.
- Andrews, Sudhir: Hotel House Keeping, Tata M.C. Graw-Hill, New Delhi.
- Andrews, Sudhir: (1991), Food and Beverage Service, Tata M C Graw- Hill, New Delhi.

## **Semester – III**

### **302: SERVICE MARKETING**

Objective – The objective of this course is to develop insight into emerging trends in the service sector in developing economy and tackle issues involved in the management of services on national basis.

Unit-I Introduction: Service Marketing – Origin, Concept and Growth, Service Marketing, Designing of Services strategy in context.

Unit-II Phases of Service Marketing: Emergence of service economy: Nature of services, Goods and Services marketing, Marketing challenges in service business, Marketing Framework for service business.

Unit-III Classification of Service Marketing-I: Service classification, Banking – The concept of Bank and Insurance Marketing, Factors governing customers psychology, factors influencing the consumer behavior, Market segmentation, Marketing mix for banking and Insurance services.

Unit-IV Classification of Service Marketing-II: The concept of Transport, Tourism, Hotel and hospital services and their marketing patterns, The effecting issues of their customers and marketing mix and Segmentation.

Unit-V Marketing issues of Services Advertising – Issues involved the advertisement, Branding and Packaging of services, Relationship Marketing and CRM.

Suggested Readings:

- Jha S.M. : Services Marketing Himalaya Publishing House, 1994, Is ted.

The list of cases and specific references including recent articles will be announced in the class of the time of launching of the course.

## **Semester – III**

### **303: CONSUMER BEHAVIOUR**

**OR**

### **HOSPITALITY MANAGEMENT**

**Objective :** The basic objectives of the course is to develop and understanding about the consumer decision – marketing process and its applications in marketing function of firms.

**Unit – I** Introduction : Introduction to consumer Behaviour, Consumer Behaviour and Marketing strategy, Consumer Involvement and Decision Marketing, Information Search Process, Evaluation criteria and Decision Rules.

**Unit – II** Motivation & Perception Consumer Motivation, Need and Goals, Positive & Negative motivation, Dynamic Nature of consumer motivation , Consumer Perception, Conceptual Framework, Dynamics of Perception, Consumer Imaging.

**Unit-III** Attitude & Personality, Consumer Attitude and attitude change, Influence of personality and self concept on Buying Behaviour, Psychographics and Lifesle, AIO & VALS Classification.

**Unit-IV** Influence on CB; Reference Group Influence; Diffusion of Innovation, Diffusion Process, Adoption Process, Profit of Consumer Innovent and Opinion Leadership Family Decision Marketing, Family Functions and Family life style.

**Unit-V** Models & Applications: Models of Consumer Behavious, Nicosia Model, Howard Sheth Model, Engle Balckwil Jullat Model, Industrial Buying Behaviour, Consumer Studies in India.

**Suggested Readings:**

- Schiffman, L>G< and Kanuk, LL – Copnsumer Behaviour New Delhi, PHI 1994.
- Mowen John C. – Consumer Berhaviour, New York, Mac Millan 1993.
- Engle JF etc. Copnsumer Behaviour in Marketing, Engle wood Cliffts, New Jersey, PHI

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

# **HOSPITALITY MANAGEMENT**

## Semester – III

### 304 : ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM

**Objective:** The basic objective of this course understanding the ethical legal and regulatory aspect of tourism.

**Unit 1:** Principles and practices in Business Ethics.

Business Compulsions, Motivations and Ethical parameters.

**Unit 2:** Specific Acts and Provisions: Citizenship Act. Passport Act.

Foreigners Foreigners Registration Act and Customs Act.

**Unit 3:** Foreign Exchange Management Act- 1999. Motor Vehicles Act and

Pollution Control Act, Wild life protection act 1972.

**Unit 4:** Need of Central Tourism Legislation in India. Measures of Safety and

Security of Tourists.

**Unit 5:** Regulatory Role of the Department of Tourism.

#### **Suggested Reading::**

- J.S. Desai, Ethical aspects in India, Vikash Publications.
- Negi, Tourism Ethics, Mac Graw Hill, New Delhi
- Bare Acts.

## **Semester – III**

### **305 : HOTEL ACCOUNTING**

Theme & Topics

Nature Scope and Tools of Management Account

- Unit – I      Management Information System and its relationship with accounting. The role of Management Accountant in the organisation. Various terminology of cost accounting. Budgeting and Budgetary Control.
- Unit – II      Budgeting and profit planning. Various types of budgets and their preparation Preparation of Flexible budget and Master Budget. Budgetary Control –meaning uses and limitations.
- Unit – III      Responsibility Accounting  
Management Reporting System, Relevant cost and decision marking. Cost accounting for price determination. Value added accounting and social Accounting.



## Semester – III

### 306 : Foreign Language Course (French)

OR

### 306 : Foreign Language Course (German)

OR

### 306 : Foreign Language Course (Japanese)

- Themes & Topics
- Alpha Beta, Different Sounds in Language, Modified Sounds/Compound Sounds.
- Basic Sounds in the Language, Counting Numbers, Days of the week, Months.
- Time (How to read time), Weather Conditions, Telephone Utilisation, Conversation-Introduction.
- Books, Newspapers, Magazines, Cigarettes, Match Box, Shopping facilities.
- Familiarisation with class room, items available in the room.
- Air Port, Air Lines, Customs, Immigration, Taxi Services, City Buses, Luggage directions Security Check Indications.
- Hotel/Motels/Guest/Houses – Type of Accommodation Available.
- Conversation between Receptionist and customer at Reception in the Hotel (Facilities available in the Hotel)
- Food Items – dishes – Tasty, Spicy, Chinese, Japanese, Indian, Continental
- Greetings
- Places of interest in Delhi and most important Tourist Places in India.
- Fair Structure – Charges Currency, Rupees, Coins.
- Singular – Plural, Masculine – Feminine, TV Set, VCR, Radio etc.
- Travel Agency/Tour Operator/Water Sports/Adventure Sports/Lakshadweep Bhuddhist Circuits/etc.
- Interrogation?
  - Are You .....
  - Where do you stay ?
  - What is your name ?
- Church, Mosque, Temple and other Religious Places, Tea, Coffee, Juices, Soft drinks and other drinks.
- Vocabulary (Present-Past-Negative-Negative Past) 500 common use words. Adjectives in present & Past Tense.
- Expression Beauty, Dances, Dresses, Costumers Family Life, Marriages past Tense. Conjugations – Verb and Adjectives.
- Yoga-Naturopathy, Massage, Mediation, Beach Resort Facilities.
- Polices Station, Railway Station, Bus Stand, Mode of Conveyance.
- (A few songs – To be produced at the valedictory function) – by Participants
- Use of Present, Past & Future tense.
- Simple translation from and to English
- Making sentences & writing simple essays.
- Positive, negative and interrogative sentences.
- Letter writing – Business, Personal Letters.
- Writing of Application – Job, Leave, Complaints etc.

**Semester – III**  
**307 : JOB TRAINING REPORT**

**Semester – III**  
**308 : VIVA-VOCE**  
**(COMPREHENSIVE)**

**Semester – IV**

**401 : STRATEGIC MANAGEMENT**

**Semester – IV**  
**402 : HERITAGE MANAGEMENT**  
**OR**  
**RURAL TOURISM**

**Objective :** This module is important to study because of India is rich in heritage properties and its maintenance is necessary. This will help to understand the nature of heritage properties and conservation.

**Unit – I** **Indian Culture :** General Features, Sources, Components and Evolution.

**Unit – II** What is Heritage? Meaning and concept. Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property. World famous heritage sites and monument in India and abroad.

**Unit – III** Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Case study of one destination. Heritage Marketing, Destination development.

**Unit – IV** National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs),

**Unit – V** Museums, Concept and classification. (National Museum, New Delhi; Bharat Kala Bhawan, Varanasi; Archaeological Museum, Sarnath, etc.) Heritage Hotels and its classification.

**Suggested Readings :**

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
  - New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
  - Ashworth, G.J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

## Semester – IV

### 403 : TOUR OPERATIONS MANAGEMENT

**Objectives :** The students will set practical knowledge relating to travel and tour operation.

Course Contents:

- Unit- I** Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Checklist for display area, Health and safety at work; Stationary, Printing and office supplies, Filing system in Travel Agency: Materials for Filing Retrieving information, types of files e.g. correspondence files, Client files, Computer and Data bases, Effective communication in Travel Agency: Use of Telephone, Use of Telelx & Fax ,special Handling of business correspondence, Method of Taking Care of Customers.
- Unit-II** **Domestic Counter:** Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation; documents required, Billing and payment procedure, Commission Structure, Problems faced by clients with Domestic Airlines Railways, Hotels, Car rental, Any other.
- Unit-III** International Travel Counter; Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR etc, Procedure for lost ticket, Refund and Cancellation charges.
- Unit- IV** Places of Tourist interest in various destinations in India, Types of accommodation available, Modes of transportation and length of stay. Concept of Tour Itinerary and Preparation of sample itineary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services.
- Unit-V** Procedure for Domestic and International Hotel Reservations. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts. RBI guidelines/Rules regarding the foreign exchange transactions.

#### Suggested Readings :

- Chand, M., Travel Agency Management: An Introductory Text
- Seth, P.N., Successful Tourism Management
- Travel operation : South Asia Integrated Tourism Human Resource
- Development Programme (SAITHRDP)
- Tour Guiding : SAITHRDP.

**Semester – IV**  
**404 : ECO TOURISM**

**Semester – IV**  
**405 : TOURISM GEOGRAPHY**

**Semester – IV**  
**406 : ADVERTISING MANAGEMENT**  
**OR**  
**RETAIL MANAGEMENT**

**Semester – IV**  
**407 : DISSERTATION**

- Tourism, Environment and Ecology.
- Cultural Tourism
- Adventure Tourism and Wild life Tourism
- Travel Management
- Hotel Management

**Semester – IV**  
**408 : VIVA-VOCE**  
**(COMPREHENSIVE)**



