

MBA (TOURISM) Syllabus

The Programme of study for the MBA (Tourism) shall normally extend over a period of two academic years, each academic year comprising of two semesters, and each semester comprising of sixteen week of class work. No student shall normally be permitted to obtain Degree earlier than four semesters.

Medium of Instruction:

The medium of instruction shall be English for all subjects.

Credit details:

a. There shall be three categories of Papers viz., Compulsory Papers, Specialization Papers, and Open Elective Papers.

b. Dual Specialisation will be offered to the students out of “Tour Packaging & Operation Management”, “Event Management”, “Hotel Management”. The combinations of Dual specializations to be offered to the students will be decided every year by the Departmental Committee after making a tradeoff between Market Demand & class load of the faculty. In each specialization a student will have to undertake a total of 3 papers under dual specialization, two papers in 3rd and one paper in 4th semester.

c. Department will offer Open Elective Papers in 2nd and 3rd semester to the students. Students are required to undertake one paper each in both 2nd and 3rd semester. The open elective paper to be offered to the students will be decided every year by the Departmental Committee.

d. The students shall compulsorily undertake the Practical Tourism during the 2nd semester classes (the exact period of the commencement of practical tourism will be announced by the department every year). The project report in 4th Semester will lead to a dissertation on the basis of 6 weeks training undertaken in a Travel & Tourism organization.

e. Total credits of MBA (Tourism) Programme is 100

MBA (TOURISM) CREDIT DISTRIBUTION					
Category	Minimum Credit to be covered				Total Credit to be earned
	Semester I	Semester II	Semester III	Semester IV	
CORE PAPERS	28	20	08	08	64
SPECIALIZATION PAPERS	--	--	16	08	24
OPEN ELECTIVE PAPER	--	02	02	--	04
PROJECT REPORT	--	04	--	04	08
TOTAL	28	26	26	20	100

Evaluation:

a. Each paper would have two components- the first being Internal Assessment Marks and the second being the Semester End Examination Marks. The Internal Assessment marks are based on continuous internal assessment. The total marks for the Internal Assessment would be based on the total credit awarded to the paper. Out of the total marks of 100 (4 Credit) for such a course, 20 marks shall be earmarked for continuous Internal Assessment and remaining 80 marks for the semester end examination. However, in case of project based papers, the distribution of marks will be 80 marks for Project Report and 20 marks for viva-voce. MBT303 (Computerized Reservation System) paper has computer based laboratory work content and hence the students would be evaluated on their progress during the course by the internal faculty member and there will not be separate end semester examinations.

FIRST SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 101	Management Process & Organizational Behaviour	20	80	100	4	4
MBT- 102	Tourism Economics	20	80	100	4	4
MBT- 103	Tourism Concept & Impacts	20	80	100	4	4
MBT- 104	Indian History Art, Culture & Architecture	20	80	100	4	4
MBT- 105	Geography and International Tourism	20	80	100	4	4
MBT- 106	Transport in Travel & Tourism	20	80	100	4	4
MBT- 107	Communication Skill Development	10	40	50	2	2
MBT- 108	Tourism Resources of West Bengal	10	40	50	2	2

SECOND SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 201	Tourism Products of India	20	80	100	4	4
MBT- 202	Travel Agency & Tour Operations Management	20	80	100	4	4
MBT- 203	Tourism Marketing	20	80	100	4	4
MBT- 204	Information Technology & Tourism	20	80	100	4	4
MBT- 205	Managerial Communication Skill Development	10	40	50	2	2
MBT- 206	Hotel Management	10	40	50	2	2

PROJECT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 207	PRACTICAL TOURISM	20	80	100	4	4

OPEN ELECTIVE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 208	Adventure Tourism	10	40	50	2	2
MBT- 209	Tourism Entrepreneurship	10	40	50	2	2

THIRD SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 301	Air Fares & Ticketing	20	80	100	4	4
 Adobe Reader 8.Ink MBT- 302	Sustainable & Eco Tourism	20	80	100	4	4

OPEN ELECTIVE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 303	Computerized Reservation System	10	40	50	2	2
MBT- 304	Tour Guiding and Visitor Interpretation	10	40	50	2	2

SPECIALIZATION

Tour Packaging & Operation Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-3101	INTRODUCTION TO TOUR PACKAGE OPERATION	20	80	100	4	4
MBT-3102	PLANNING FOR TOUR PACKAGING	20	80	100	4	4

Event Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-3201	UNDERSTANDING EVENT	20	80	100	4	4
MBT-3202	MANAGING EVENT	20	80	100	4	4

Hotel Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-3301	FRONT OFFICE & HOUSE KEEPING MAN A GEMENT	20	80	100	4	4
MBT-3302	HOTEL OPERATION	20	80	100	4	4

FOURTH SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 401	Tourism Policy, Planning & Development	20	80	100	4	4
MBT- 402	Research Methodology	20	80	100	4	4

PROJECT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 403	Project report & Grand Viva	20	80	100	4	4

SPECIALIZATION

Tour Packaging & Operation Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 4101	MANAGING TOUR PACKAGE OPERATION	20	80	100	4	4

Event Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 4201	DESTINATION MARKETING	20	80	100	4	4

Hotel Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 4301	RESORT PLANNING & DEVELOPMENT	20	80	100	4	4

FIRST SEMESTER

MBT- 101: MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

Course Contents:

Unit-I: Nature, meaning and significance of management; managerial processes, functions, skills, and roles in organisation; Systems, contingency and operational approaches to management.

Unit-II: External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought (contributions of a few theories towards the development). Overview of functions of planning, organising, staffing, directing and controlling.

UNIT – III: Understanding & managing individual behaviour – Personality, Perception (social perception and cognition), Learning, Values & attitudes, persuasion. Work motivation, Individual decision-making, Emotional intelligence & its applications.

Unit-IV: Group Dynamics – Foundations of group behaviour – Factors affecting group behaviour, group individual dimension-group-structural dimension – task dimension-group decision-making-Inter-group behaviour, Understanding work team, Communication, Leadership & influence process.

Unit-V: Foundations of organization structure (Bureaucratic-centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization) – Common organizational designs (Simple, bureaucratic, matrix, virtual, boundary less, feminine – Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations.

Suggested Readings:

1. Koontz, O'Donnell & Weihrich, Management, Tokyo: McGraw – Hill Inc.
2. Robbins, Organizational Behaviour, 7th ed., New Delhi: Prentice-Hall of India.
3. Singh, D. Emotional Intelligence at work, Response Books, New Delhi: Sage Publication.

MBT 102: TOURISM ECONOMICS

Course Contents:

Unit –I: Concept and Definition of Managerial Economics, Nature and scope of managerial economics, Role of Managerial Economics, Theory of demand, Demand-functions, Demand Elasticity, Income and substitution effects, Demand forecasting-Purposes and methods, Tourism Demand.

Unit – II: Pricing - Determinants, Objectives, Pricing under different Market conditions, Cost curves, Break even analysis and cost control, Theory of firm, Profit maximization, sales maximizations, Ownership, and control, Market structure perfect competition, Monopoly, Oligopoly, Monopolistic competition .

Unit – III: Macro Economics - aggregate Concepts GNP and GDP- Aggregate and Measurement of National income, Determination of National Income, Consumption Function, Investment function.

Unit – IV: Inflation-types and approaches, causes and effects of Inflation and employment. Balance of Payment Disequilibrium in Balance of Payment, Causes of disequilibrium in Balance of Payment, measures to correct disequilibrium in Balance of Payment.

Unit – V: Impacts of Macro economy on Tourism Industry. Economic, Socio-Cultural and Environmental Impacts of Tourism, Multiplier process, Multiplier effects and its impacts of tourism. Economic Impacts of Tourism in India.

Suggested Readings:

1. Petersen, Craig H. Managerial Economics, New Delhi Pearson Education.
2. Mithani, D.M. Managerial Economics, New Delhi, Himalaya Publications.
3. Chopra, O.P. Managerial Economics. New Delhi Me Graw Hill.
4. Koutsoyiannis, A. Modern Micro Economics. New York, Macmillan.
5. M. Thea Sinclair and Mike Stabler. The Economics of Tourism. Rutledge, London and Yew York.
6. Peter Cullen, Economics of Hospitality Management

MBT 103: TOURISM CONCEPTS AND IMPACTS

Course Contents

Unit-I: Concepts, Definitions & Historical development of Tourism. Types of Tourist: Tourist, traveler, excursionist. Forms of tourism: Inbound, Domestic, International. Tourism System: Nature, Characteristics and components of tourism industry.

Unit – II: Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern & characteristic of tourism supply Factors influencing tourism supply.

Unit – III: Elements of Tourist Destination. Influences of elements on tourist flows. Role of ITDC, State Tourism Development Corporations, ASI, Ministry of Railways & Civil Aviation in tourism development, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC, FHRAI.

Unit – IV: Tourist Development VIS-A VIS Impacts, Range of Impacts, costs and benefits of (socio-cultural, economic and physical) at TGR.TTR and TDR

Unit – V: Impact assessment methods, Social impact assessment, Environmental impact assessment and environmental audit. Managing impacts: Role of various policy measures, control, standard capacities.

Suggested Readings:

1. Chuck Y. Gee , Travel industry:
2. R Gartner, Tourism Development: Tourism System: Mill R.C & Morrison
3. P.M. Seth, Successful Tourism Management:
4. J.K. Sharma , Tourism Planning & Development:
5. Cooper C, Fletcher J, and Gilbert D & Wahill S. Tourism; Principles & Practices

MBT 104: INDIAN HISTORY, ART, CULTURE & ARCHITECTURE

Unit I: Indian History- Brief Understanding of Indian History, Cultural Heritage with special references of Ancient, Medieval and Modern History of India.

Unit II: Indian Culture: General Features, Sources, Components and Evolution. Structure of Indian Society, Caste System of India, Ashram Vyavastha. Religions in India: Chief Indian communities and religious faiths - Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism, folk & tribal religion.

- Unit – III:** Indian Art & Architecture: Indian Art and Sculptures, Archaeological sites – Monuments – Ancient Temples of India – Forts - Palaces and Museums – Buddhist heritage sites of India, Islamic Art & Architecture, UNESCO World Heritage Sites in India, conservation & Management.
- Unit – IV:** Colonial Heritage in India: Rise of colonial power- British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian society & culture. Churches, Synagogues architecture in India.
- Unit V:** Cultural Diversities of India : Indian Music & Dances, Musical Instruments, , Indian Handicrafts, Fairs & Festival, Indian Theatre- Different Theatrical forms, Indian Cinema- Evolution- Role in Tourism Development, Indian Cuisines.

Suggested Readings:

1. Basham, A.L. , The Wonder That Was India. Rupa & Co. New Delhi
2. Thapar, Romila , A History of India: Volume 1. Penguin Book, New Delhi,
3. Basham, A.L. , A Cultural History of India. Oxford University Press, USA.
4. Singh, Upinder , .A History Of Ancient and Early Medieval India: From The Stone Age To The 12Th Century, Pearson Education India, New Delhi.
5. Chandra, B. , History of Modern India. Orient Blackswan, New Delhi
6. Brown, P. , Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York
7. Brown, P. , Indian Architecture (the Islamic Period), Palmer Press, New York
8. Allchin, B., Allchin, F.R. et al. Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
9. New Inskeep, Edward, Tourism Planning: An Integrated and Sustainable Development Approach , VNR, New York.
10. Ashworth, G. J. The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
11. UNESCO-IUCN Eds. Masterworks of Man and Nature, Pantoga, Australia.

MBT 105: GEOGRAPHY AND INTERNATIONAL TOURISM

Course Contents

- Unit – I:** Importance of Geography in Tourism; Latitude, Longitude, International Date Line. Time Zone & calculation of Time. Time Differences, GMT variations.
- Unit – II:** Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.
- Unit – III:** 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:** Location of major tourist destination in India. Characteristics of Indian outbound tourism. Characteristics of India's major international markets.
- Unit – V:** Case studies of selected countries like Malaysia, Singapore, China, Thailand, Switzerland, France, UK, Spain and Japan.

Suggested Readings :

1. H.A.Robinson, Geography of Tourism
2. Burton Rosemary, Geography of Travel & Tourism
3. B. Bonifac & C.Cooper, The Geography of Travel & Tourism
4. Enclopedia of World Geography

MBT 106: TRANSPORT IN TRAVEL & TOURISM

Course Contents

- Unit – I:** Evolution of tourist transport system - importance of transport in tourism. Introduction to transport system - air, road, rail and water transport. Marketing of passenger transportation: patterns of demand for tourist transportation, characteristics of supply and marketing strategies.
- Unit – II:** Air transport and its evolution, present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights and capacities. Multinational regulations Including freedoms of air. Functions-ICAO, DGCA, AAI.
- Unit – III:** Surface Transport System: Approved tourist transport, car hire companies including renter car scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, All India permits, maxi car, motor car etc.
- Unit – IV:** Rail transport system: Major Railway System of World, British Rail. Euro Rail, Japanese rail and Amtrak. Efforts made abroad: package offered by British Rail, Amtrak, Steam Trains. Private Railway lines and companies. Cases of orient express Trans Siberian railway or any other interesting train of the world. Indian Railways: Past, present, future types of tours available in India, Indrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures.
- Unit – V:** Water Transport System - historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Merger and acquisitions within national boundaries, cross border acquisition and allowances patterns. Franchising.

Suggested Reading

1. ChuckY. Gee, Travel Industry
2. Stephen Page, Transport for Tourism
3. Mill, R.C. and Morrison ,Tourism System
4. P.N. Seth, Successful Tourism Management

MBT – 107: COMMUNICATION SKILL DEVELOPMENT

Course Content:

- Unit – I:** Managerial communication- nature and scope of communication, functions of communication; roles of manager, communication process; communication network; Information Communication.
- Unit – II:** Oral & Written Communication Skill - Types - Methods of Achieving Effective Communication - Measurement of Impact of Mass Electronic and Print Media Communication – Examples of Mass Media – Media Relations.

Unit – III: Listening Skill: Effective Listening Poor listening habits, types of listening; barriers to effective listening, Persuasive communication and Role of Mentoring.

Suggested Reading

1. Kaul, A. Effective Business Communication, PHI, New Delhi.
2. Munter M. (2002). Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S.K. Effective Communication and Public Speaking, Jaico, Mumbai.
4. Bovee, T & Schatzman, Business Communication Today, Pearson, New Delhi.
5. Jenkins I.R. & Jif J.J. Planning Advertising Campaign, Macmillan, New Delhi.
6. Chunawalla S.A. Advertising Sales and Promotion Management, Himalaya, Mumbai.

MBT – 108: TOURISM RESOURCES OF WEST BENGAL

Unit I: Monuments, Museums, Historical sites, Art and Architecture etc. Important tourist Centers. World Heritage sites, Art gallery, Museums, National Library, Natural history Museum, Folk art of Bengal, Terracotta Art & architecture

Unit II: Resources in terms of Mountains, Flora and Fauna, Wild Life, Mangrove forests, Eco tourism, Himalaya Tourism, Trekking, white water rafting, adventure tourism, Tea Garden tourism. Hill sites; River bank cities & towns

Unit III: Tourism policy of West Bengal, WBTDCL & its role in Tourism development of state, Important Tourist Circuits:

- Beach Tourism Circuit in Purba Medinipur: Digha – Shankarpur – Tajpur – Junput – Mandarmani.
- Pilgrim Tourism Circuit: Ganga Sagar – Birbhum (Tarapeeth – Bakreshwar – Nalhati – Fullura – Saithia – Kankalitala), Tarakeswar, Furfura Sharif.
- Nature Tourism Circuit: Dooars and Darjeeling Circuit.
- Sunderban Circuit: Gadkhali, Jharkhali, Koikhali, Frazerganj

Suggested Reading:

1. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.
2. Basham, A.L, A Cultural History of India. Oxford University Press, USA
3. Brown, P. Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York
4. Brown, P. Indian Architecture (the Islamic Period), Palmer Press, New York.
5. Ananta Mohan Mishra, D N Konar, Growth and Development of Tourism in India: With Special Reference To West Bengal Akanksha Publishing, New Delhi.
6. Chowla ,A.S. Management of Tourism A global Perspectives, Deep & Deep Publications, New Delhi

SECOND SEMESTER

MBT 201: TOURISM PRODUCTS OF INDIA

Course Contents:

Unit – I: Tourism Product; Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. Heritage - Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs & Festivals of Social & Religious importance.

Unit – II: Performing Arts of India: Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. Indian Museums. Art Galleries. Libraries & their Location, assets & characteristic. Indian cuisine: Regional variations.

Unit – III: National Parks & Wildlife Sanctuaries: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Simlipal National Park, Bhitarkanika National Park, Bnadhvagarh & Kanha National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Nilgiri Biosphere Reserve,

Unit – IV: Hill Stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Gulmarg, Kullu & Manali, Shimla, Mussorie, Nainital, Panchmarahi, Mahabaleswar, Chikmangulaur, Coorg, Waynad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong,

Unit – V: Beach Resorts of India. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands. Major Hill Stations. Tourist potential of Himalayas:

Suggested Readings:

1. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.
2. Basham, A.L., A Cultural History of India. Oxford University Press, USA
3. Stephen Ball, Encyclopedia of Tourism Resources in India, Butterworth –Heinemann.
4. Manoj Dixit, Tourism products. New Royal Book Co., Lucknow.
5. Norman Douglas. Ed., Special Interest Tourism, John Wiley & Sons, Australia.
5. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.

MBT 202: TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT

Course Contents:

Unit – I: History & Growth of Travel Agency Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. Interplay of Push & Pull Factors.

Unit – II: Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.

Unit – III: How to Set up Travel Agency/Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.

Unit – IV: Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour.

Unit – V: Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.

Suggested Readings:

1. D.L. Foster , The Business of Travel agency Operation & Administration
2. Malik, Haris & Chatterjee, Indian Travel Agents
3. J.M.S. Negi, Travel Agency & Tour Operatiuons: Concepts & Principles
4. C.Y. Gee, Travel Industry
5. Yale P, The Business of Tour Operations

MBT 203: TOURISM MARKETING

Course Contents

Unit – I: Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services.

Unit – II: Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and Positioning for competitive Advantage.

Unit – III: Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions- Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods.

Unit – IV: Distribution Channel and Logistics Management-Channel Selection, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. 3 Additional P's of tourism services Marketing Mix. Process, Physical Evidence and People.

Unit – V: Issues in Marketing: Global Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.

Suggested Readings:

1. Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing
2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill.

4. Ramaswamy, V.S. and Namakemari, S. Marketing Management, McMillan.
5. Bhattacharya K. Sisir. Marketing Management, National Publishing House.
6. Dalrymple, J.D. and Parson, J.L. Marketing Management Strategy and Gases, John Wiley and Sons.

MBT 204: INFORMATION TECHNOLOGY & TOURISM

Course Contents

Unit – I: Understanding the Hardware: Bit and related measuring terms, I/O and storage devices; components of desktop; buying a computer Lab; demonstrate on open computer and explain its components.

Unit – II: Operating systems: Basic functions and types of an operating systems; comparative illustrations from popular operating systems

Unit – III: Communication and Protocols; working knowledge of Internet protocols; application of electronic communication tools in business; collaborative tools.

Unit – IV: Understanding database basic terminology; types of databases Lab; creating and relating tables in a microdatabase; basic queries for data analysis; import / export of data in different formats; link with other products like word processors, database, spreadsheets etc.

Unit – V: Electronic commerce-Overview-Business to Government, Business to consumers, Business to business, consumers to consumers, online Stock trading & Market Features, Capabilities and Limitations.

Suggested Readings:

1. Laudon, K.C & Laudon, Jane P. management Information System
2. Kishore, Swapna and Naik Rajesh, SQL for Professional
3. Anderson, Virginia, Access 2002-the complete reference.

MBT 205: MANAGERIAL COMMUNICATION AND SKILL DEVELOPMENT

Course Contents:

Unit – I: Business presentations -Introduction to a presentation, main body and conclusion, controlling nervousness & stage fright; business presentation; sample outlines; Conversations; Essentials of a business conversation.

Unit – II: Business writing Introduction: written business communication; Business letters, Common components of Business Letters; writing effective memos; Business reports & Proposals; format for proposals; proposal layout and design; Secretarial Practice in Business Organizations.

Unit – III: Smart Language Lab: Demonstration of Presentation, Group Discussion, Interviews, Meetings, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper - Team Building – Interpersonal Effectiveness.

Suggested Readings

1. Meenakshi Raman & Prakash Singh, Business Communication, Oxford.
2. McGrath, E. H. Basic Managerial Skill for All PHI, New Delhi.

3. Lesikar, R and Pettit, J. Business Communication, All-India Traveller Bookseller, New Delhi.
4. Monnipally, M.M. Business Communication Strategies, TMH, New Delhi.

MBT 206: HOTEL MANAGEMENT

Unit – I: Evolution of Hospitality Services: Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Yield Management, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation in India

Uni – II: Management Function in Hotel Industry- Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Managing Guest Amenities. Food and Beverage Services Outlets – Various Types of Food Services – Restaurant Organization - Equipments - Room Service.

Unit – III: Hotel Accounting: Concepts and Conventions – Double Entry System –Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet. Hotel Accounting. Elements of Cost – Preparation of Cost Sheet – Types of Costs, Finance Functions – Major Financial Decisions – Sources of Finance – Long Term and short Term – Advantages and Disadvantages of Different Sources of Funds.

Suggested Reading :

1. Yogendra K. Sharma, Hotel Management, Kanishka Publishers, New Delhi
2. Vijay Dhawan, Food Beverage Service, Frank Bros and Co,.
3. S.Kannan, Hotel Industry in India, Deep and Deep Publications, Pvt Ltd, New Delhi
4. R.K.Malhotra, Food Service and Catering Management, Anmol Publication Pvt Ltd, New Delhi.
5. Sudhir Andrew, Food Beverage Service Training Manual, Tata MC Graw – Hill Publishing Co Ltd, New Delhi.
6. D.R.Lillicrap, Food Beverage Service, Edward Arnold Publishers Ltd, London.
7. Lal, J. Accounting for Management, Himalayan Publishing House, Mumbai.
8. Prasanna C. Financial Management- Theory and Practice, Tata McGraw-Hill, New Delhi.

MBT 207: PRACTICAL TOURISM

A week-long study tour comprising cultural and natural places of tourist shall be conducted during the second semester classes. A faculty shall accompany the students to take care of stay, movement, sightseeing, etc. The objective of conducting study tour is to provide practical exposure to the students to gain experience on traveling in various modes of transport, visiting the destinations, getting acquainted with facilities and amenities of the destinations and interacting with vendors of service providers and local community members. After the completion of the Field Study Tour (FST) the students are required to submit their report which will be evaluated out of 100 marks by a duly constituted board of internal faculty members. The students will have to give presentations based on their reports before the board.

MBT 208: ADVENTURE TOURISM

Course Contents:

Unit I: Adventure Tourism: Concept of adventure tourism, classification of adventure tourism, Adventure on Ground: Mountain climbing, trekking, skiing, ice skating, motor car rally, rock climbing, camel safari, bungee jumping. HMI, NIM.

Unit II: Adventure in Water: - River running-canoeing, kayaking, white water rafting, diving, rowing, surf

boating, wind surfing etc. River reading Adventure in Air:- Ballooning, parachuting & sky diving, paragliding, Para sailing, gliding, soaring, hang gliding, micro lighting, weather observations.

Unit III: Air based adventure. Future prospects of adventure tourism in India, Importance of human resource in adventure tourism, emerging trends of adventure tourism.

Suggested Reading:

1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development. Routledge
2. Satyendra Malik. Adventure Tourism.
3. Hall, CM and Page, SJ. The Geography of Tourism and Recreation. Routledge.
4. Dixit, M. Tourism Products. Royal Publishers.
5. Weare G, Trekking in the Indian Himalayas, Lonely Planet Pub, Hong Kong, Hand book of National Parks, Wildlife Sanctuaries

MBT: 209: TOURISM ENTREPRENEURSHIP

Unit I: Entrepreneur & Entrepreneurship: Definition and Theories; Entrepreneurship environment – Socio-economic, Cultural, Political & Natural, Characteristics of Entrepreneur & Entrepreneurial Behaviour.

Unit II: Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business- Venture Creation and Management.

Unit III: Preparation of business plan and managerial process in small scale enterprise. Entrepreneurial performance assessment. Managing family enterprises in Tourism industry. Promotional agencies for SMEs in India Opportunity Identification – Business Plan - Feasibility Report – Funding options

Suggested Reading :

1. Srinivasan. R , Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.
2. Thomson. A. A., Stickland. A.J. & Cambel. J. E., Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Peter F. Drucker, Innovation & Entrepreneurship, Harper & Row, New York.
4. John A. Pearce II & Richard B. Robinson Jr. Strategic Management, 3rd Ed, AITBS, New Delhi.

THIRD SEMESTER

MBT 301: AIR FARES & TICKETING

Course Contents:

Unit-I: Aviation Geography: IATA areas, sub-areas, sub-regions, Time calculations: GMT variation, Concept of Structural Time & Daylight saving time, calculation elapse time, Flying time & ground time.

Unit – II: Familiarization with OAG: 3 - letter city - code & Airport code, Airline designated code, Minimum connecting time, Global indicator.

Unit – III: Familiarization with Air-Tariff: Currency regulation. Introduction to fare construction, Mileages Principles, Fare construction with extra-mileage allowance & extra-mileage surcharge.

Unit – IV: Higher intermediates point (HIP), Circle trip minimum (CTM), Backhaul Minimum Check (BMC).

Unit – V: Add-ons, around the world Fares, Mixed-class Journeys, Special fares.

Suggested Readings :-.

1. Travel Information Manual – IATA
2. -OAG/ABC – IATA
3. Air-Tariff Book – IATA
4. Mahinder Chand, Travel Agency Management
5. R. Doganis, Airport Business

MBT 302: SUSTAINABLE & ECO TOURISM

Course Contents:

Unit – I: Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change

Unit II: Sustainable Tourism Development: Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007

Unit III: Planning for Sustainable Tourism: - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type

Unit IV: Approaches of Sustainable Tourism- Standardization and Certification – Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity

and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.

Unit – V: Eco- tourism - Evolution, Principles, Trends. Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism. Eco- tourism travel essentials. Eco- tourism and protected areas: visitor management for sustainability.Major Eco tourism destinations of India.

Suggested Readings:

1. Inskip, E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
5. Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK.
6. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

MBT303: COMPUTERIZED RESERVATION SYSTEM

The course has computer based laboratory work content. The students would be evaluated on their progress during the course by the internal faculty member.

Course contents:

Unit I: CRS (Computerized Reservation Systems), terms specification, basic principles and structure of reservation systems in air transport. Basic hardware & software requirements for CRS installation

Unit: II: Beginnings and formation of GDS (global distribution systems): functioning of GDS and Characteristics of particular (Amadeus/ Galelio/ Sabre) systems in the tourism market in the light of their supply and market share.

Unit III: Impact of internet development on GDS formation (e-ticketing). Hotel chains and their reservation systems, list of local hotel systems products.

Unit IV: Management processes and how to facilitate them by information technologies, development of internal information infrastructure in an organization.

Unit V: Displaying Flight Availability and Fares; coding & decoding of city code, Airport Code, Creating PNR, Creating, Storing and modifying reservations, Ticketing and Ticket Printing.

Suggested Readings:-.

1. Travel Information Manual – IATA
2. OAG/ABC – IATA
3. Air-Tariff Book – IATA
4. Mahinder Chand, Travel Agency Management .
5. R. Doganis, Airport Business
6. K. Skidder , All You Wanted to Know about Air lines Functions

MBT -304: TOUR GUIDING AND VISITORS INTERPRETATION

Course Contents:

Unit – I: Tour Guiding: Personal hygiene & Grooming, Visitor Briefing before departure, General Rules in emergency, Tour Commenta

Unit – II: Tour Guiding Requirements: Tour departure Checklist, checklist for a Tour vehicle. Checklist at the point of arrival. Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour.

Unit – III: Tourist & Visitors interpretation: Popular understanding of Place, Potentials of attraction. Intrinsic qualities, personal stereotypes. Theme interpretation, Heritage interpretation & Interpretation of Nature.

Suggested Readings:

1. Susan Websters, Group Travel Operating Procedures
2. Kathleen Lingle, Pond, The Professional Tour Guiding –

MBT- 3101: INTRODUCTION TO TOUR PACKAGE OPERATION

Course Contents:

Unit – I: Definition of Tour Package, Types & Forms of Package Tours, Domestic & International Requirements of itinerary preparation. Do's & Don'ts of itinerary preparation.

Unit – II: Special Requirements for outbound packages, Liaisoning for making & selling package Tours,

Unit – III: Product Oriented package Tours: Nature cure, Health Tourism, Yoga & Meditation Beach holidays, Botanical Tours, MICE, Wildlife Tours, Buddhist circuit.

Unit – IV: Costing, Quotation. Tariff. Confidential Tariffs, Commission, Markup Service charges & other remuneration for Tour operation.

Unit – V: Understanding Tour Motivations: Travel decisions, Mode selection, destination selection, Merits & demerits of Package Tour to the Supplier & Buyer.

Suggested Readings:

1. J. M. S Negi, Travel Agency & Tour Operations.
2. D L. Foster, The Business of Travel Agency Operation and Tour Administration
3. Susan Webster, Group Travel Operating Procedure

MBT- 3102: PLANNING FOR TOUR PACKAGING

Course Contents;

Unit – I: Planning programme of package holidays; Contracting; accommodation; Flights; Cruise ships hire Cars; the Role of Ground Handling agents.

Unit – II: Difference between short haul & long haul product importance of the brochure as a selling tool for tour operators; Stages in production of the package brochure; Components of a brochure; trends towards smaller, specialist brochures.

Unit – III: The work of the overseas department; the procedures to be undertaken during an emergency, marketing for tour package operators.

Unit – IV: Main laws of concern to package tour operators; contents; consumers (Tourist) protection law; Competition between mass market & specialist tour operators.

Unit – V: Tour operators in the world with special reference to Tour operators in the U.K, Germany, France, Switzerland; India. The global distribution systems; Strategies to improve the use of GDSs in developing countries.

Suggested Readings:

1. P. N. Seth, Successful Tourism Management.
2. J. M. S. Negi , Travel Agency and Tour Operations.
3. P. Yale, Business of Tour Operations.

MBT- 3201: UNDERSTANDING EVENT

Course Contents:

Unit – I: Concept of MICE. Scope - Nature and Importance – Types of Events in MICE – Unique Features and Similarities – Practices in MICE Management - Key Steps to A Successful Operation of MICE. Economic and Social Significance of MICE. Impact of conventions on communities.

Unit – II: A typology of planned events. 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. Checklists for different types of Event. Planning schedule & Action Agenda. Implementation documents and Administrative Instructions.

Unit – III: Types of organizations and sponsor producing and facilitating events and their key goals, benefits of events. Important Events Organization Agencies. History & Functions of ICCA, Role of ICCA, Role and Function of ICPB.

Unit – IV: Trade Fairs: Nature, Scope and Function, Benefits of Fairs – Unique Selling Propositions of International Trade Fair Berlin (ITB), World Tourism Mart (WTM), Berlin Trade Fair (BTF), TTW, FITUR, Pacific Asia Travel Association (PATA) Travel Mart.

Unit – V: Important Convention & Conference Centers in India: Differences, Similarities & Uniqueness.

Suggested Readings:

1. Coleman, Lee & Frnkle, Powerhouse Conferences, Educational Institute of AH &MA.
2. Hoyle, Dorf & Jones, Meaning Conventions & Group Business, Educational Institute of AH & MA.
3. Meetings, Conventions & Expositions - An Introduction to the Industry Rhonda J. Montgomery, Ph.D. & Sandra K. Strik. Publishers – Van Nostard Reinhold, An International Thomson Publishing Co.
4. Shone, A & Parry, B.Successful Event Management, Cengage Learning.

5. Watt. D.C.. Event Management in Leisure and Tourism. Pearson, UK.
6. Blatt , J.G.. Special Events- Best Practices in Modern Event Management. John Wiley and Sons, New York.

MBT- 3202: MANAGING EVENT

Course Contents:

Unit – I: Introduction to Event Planning, Event Planning Principles, Key Competencies. Pre-event responsibilities, Legal issues. Negotiations, The Uniform Commercial Code, The International Contractual Consideration, Ethics.

Unit – II: Budgeting Events: Budget Preparation, Estimating fixed & variable cost. Cash flow, Measures of financial performance, financial controls, risk management.

Unit – III: Event Operations: Registration. Seating Arrangements, Documentation, Press Relations, Audio-Visual Arrangements, Use of Films, Videos, CDs, etc., Videoconferencing. Service quality management.

Unit – IV: HR Dimension of Events: Interactions in event service management, event service and programme quality gaps, human resource planning process for events.

Unit – V: Marketing Dimension of Events: The marketing mix for events, segment variables, customers decision making process for events. Event packaging.

Suggested Readings:

1. Coleman, Lee & Frnkle, Powerhouse Conferences, Educational Institute of AH &MA.
2. Hoyle, Dorf & Jones, Meaning Conventions & Group Business, Educational Institute of AJ MA.
3. Meetings, Conventions & Expositions - An Introduction to the Industry Rhonda Montgomery, Ph.D. & Sandra K. Strik. Publishers - Van Nostard Reinhold, An International Thomson Publishing Co.

MBT- 3301: FRONT OFFICE & HOUSE KEEPING MANAGEMENT

Course Contents:

Unit – I: Front Office Organization: Basic Layout and Design, Departmental Organizational Structure. Front Office Personnel: Departmental Hierarchy. Attitude and Attributes and Salesmanship. Job Descriptions and Job Specifications of Front Office Personnel.

Unit – II: Front Office Operations: The Front Desk- Equipments in use. The Guest Room- Types and Status Terminology. Key Controls. Tariff plans. Types of rates.

Unit – III: Reservations: Need for reservations, definitions, importance of reservations. Types of reservations. Sources and modes of reservations. Individual and group bookings. Booking instruments - Booking diary, Conventional charts, A & D register etc. The Reservation Cycle. Hotel Reservation Systems, CRS, Inter-sell agencies, Internet applications.

Unit – IV: Franchise and management contracts. Indian Chain of Hotels. Target Markets. Alternate Lodging facilities.

Unit – V: Organizational Structure of Hotels: Small, Medium, Large. Lobby Arrangements, Layout and equipment in use, Handling VIPs, Duty Rota and work schedules, Uniformed Service.

Suggested Readings:

1. Sudhir Andrews, Front Office Training manual
2. Kasavana & Brooks, Managing Front Office Operations
3. Ahmed Ismail, Front Office - operations and management
4. Michael Kasavana & Cane, Managing Computers in Hospitality Industry

MBT - 3302: HOTEL OPERATIONS

Course contents:

Unit I : Reservation & Registration: Sources and modes of reservation, Types of plans, types of room rate, Discount and allowances, Group reservation, Fore-casting room reservation, Walk - in reservation, Reservation chart and guest history card, Registration of guest at reception, Guest registration card, arrival and departure register, C- Form, Lobby errand card, arrival and departure report.

Unit II : ROOMS DIVISION: Functions of front office and house keeping department, Hierarchy of front office and housekeeping department, their Attributes, duties and responsibilities, Inter-departmental coordination, Departmental layout of Housekeeping, Functions of various Departments of Housekeeping and front office, yield management: concept & function.

Unit III: RESTAURANT OPERATIONS: Restaurant equipments: Types, standard sizes, care, cleaning and Polishing of various equipments, Duties of a waiter, mise-en -scene and mise - en -place, Welcoming the guest, Rules to be observed while laying a table and waiting at a table Different Types And Styles Of Services - Silver Service, American Service, English, French, Russian, Buffet, Counter, Cafeteria, Food Courts, Room Service and Bar Service.

Unit IV: DEPARTURE PROCEDURE: Procedure involved in checking out a guest at front-office, Procedure involved in checking - out a guest at house keeping department, Group Check-out procedures. Arrival & Departure formalities for both domestic & international Tourists.

Unit V: HOTEL OPERATIONS IN INDIA: Leading multinational hotel chains operating in India, Public sector in Hotelliering Business – Role, Contribution & Performance, Time share establishments

Suggested Readings:

1. S.K.Bhatnagar, Front Office Management, Frank brother Publisher
2. Sudhir Andrews Front Office Training Manual, Tata Mcgraw Hill
3. Sudhir Andrews, Hotel H. K. Training Manual, Tata Mcgraw Hilt
4. Manoj Madhukar, Proffessional House Keeping-Rajat Publications

FOURTH SEMESTER

MBT 401: RESEARCH METHODOLOGY

Course Contents:

- Unit – I:** Concepts of Research: Nature, Scope and Significance of Research - Art and Science of Knowing Ontology and Epistemology - Theoretical Development - What is Theory Not, Deductive and Inductive Research - Variables, Construct and Relationship – Reliability and Validity - Methodology and Research Methods - Propositions and Hypothesis.
- Unit – II:** Problem Identification: Review of Old and Current Literature Raising Research Questions – Item Generation- Scale Development - Scale Evaluation – Scale Adoption, Questionnaire Design, Working and Types of Questionnaire – Sampling Methods - Sample Error - Grounded Theory, Formulation of Research and Operational Hypothesis.
- Unit – III:** Qualitative Methods : Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Technique, Delphi Technique, Participant Observations - Projective Technique - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.
- Unit – IV:** Quantitative Methods : Measures of Central Tendency and Dispersion – Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and Non-Parametric Tools for Hypothesis Test- Multivariate Analytical Techniques - Use of SPSS.
- Unit – V:** Data Coding Presentation: Data Collection – Coding the Data, Communicating Research Findings - Report Writing Tips -Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of citing references ,Written & Oral Presentation.

Suggested Readings:

1. C.R Kothari, Research Methodology, Vishwa Prakashana India.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter , Market Research, Second Edition, Pentice Hall.
3. Blaikie N. , Designing Social Research, Polity Press, Cantebury, UK.
4. Marshall. L, Rossman B. Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
5. David de Vaus. , Analyzing social sciences, Data, Sage Publication, New Delhi.
6. Malhotra.N.K. Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.

MBT 402: TOURISM POLICY, PLANNING & DEVELOPMENT

Course Contents:

- Unit – I:** Concept, need, objective, institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy. Roles of international, national, state and local tourism organizations in carrying out tourism policies.
- Unit – II:** Goal of national administration and tourism policy. Policy making bodies and its process at national levels. Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992.
- Unit – III:** National Tourism Policy-2002. Opportunities for investments in hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding. Case study of TFCI

Unit – IV: Background, Approach and Process, Techniques of Plan Formulation. Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning. Destination life cycle concept.

Unit – V: Tourism planning at international, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning, Important feature of five year tourism plans in India. Elements Agents, Processes and typologies of tourism development. Case study of selected state tourism policies (West Bengal, Goa, Kerala, Rajasthan)

Suggested Readings:

1. Bezbarua M.P, Indian Tourism Beyond The Millenium
2. Burkart & Medlik, Tourism; Past, Present and Future
3. Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy, The Travel Industry
4. Murphy, Peter H, Tourism: A Community Approach

MBT 403: PROJECT REPORT & VIVA

Each student will have to submit a project report based on OJT. The On Job Training (OJT) to be undertaken by the students in the fourth semester will be for a period of six weeks. The students will have to appear before a board of examiners constituted for the purpose of conducting viva voce.

MBT- 4101: MANAGING TOUR PACKAGE OPERATION

Course Contents:

Unit – I: Adventure Package: Concepts & Guidelines for Adventure, Desert Safaris, Tea- Garden Safari, Golf Tours, Theme Tours, Mountaineering.

Unit – II: Water Sports Packages.: Skiing, White water Rafting, Scuba diving, Cruises.

Unit – III: Special Interest Tours: Advantages & Limitations of Tailor-made tour Packages, Rail Packages: High Spending rail packages, Toy Trains, Pilgrimage Tours. Architectural Tours.

Unit – IV: Tour Operation Documentation: Hotel & Airline Voucher. Pax docket. Daily sales record, AGT statements. Communication for Reservation & Cancellation. Importance &- significance of credit cards.

Unit – V: Selling Process for Tour Package Operations: Presentation of package, Objection to Package Sales, Handling Objections and Complaints, Closing of Sale.

Suggested Readings:

1. Yale. P, Business of Tour Operations
2. J. M. S Negi, Travel Agency & Tour Operations -
3. Bill Aitken, Exploring Indian Railways

MBT- 4201: DESTINATION MARKETING

Course Contents:

Unit I: Tourism Attraction : Definition, Characteristics, Typology, Criteria for Tourist Attractiveness, development and design of tourist attractions, Life Cycle.

Unit II: Tourism Definition Planning, Environmental Analysis, Resource Analysis, Regional Environmental Analysis, Market Analysis, Competitor Analysis, Regional Environmental Scanning.

Unit III Regional Goal Formulation – Strategy formulation, Product Portfolio Strategies, Tourism Portfolio model, analysis of Portfolio, approaches, Market segmentation in the regional context – Bases, Steps and categories, Target Marketing – targeting options, positioning strategy.

Unit IV: Components of Destination Marketing Mix, Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism, Pricing Strategies – Tourists Perception of Price.

Unit V: The Tourism Distribution Strategy – Choice of distribution channel, Developing a Destination Promotional strategy, Evaluation and Control.

Suggested Readings:

1. Ernie Health & Geoffrey Wall, Marketing Tourism Destinations , John Wiley & Sons. Inc.
2. J. Christopheo Holloway & Chris Robinson, Marketing for Tourism
3. Philip Kotler, Jon Bower, Marketing for Hospitality and Tourism

MBT- 4301: RESORT PLANNING & DEVELOPMENT

Course Contents:

Unit – I: Resort: Concept, Evaluation. Scope, Trends and development. Roles of Resorts in Tourism and Hospitality, Nature of Demand of Resort.

Unit – II: Deferent Types of Resorts- Product, Functional specifications. Strategy and organizational structures.

Unit – III: Resort Planning: Location, Feasibility analysis, Architecture, Macro & Micro business environment. The five phases of Resort planning and development.

Unit – IV: Economic analysis of Resort operation and Forecasting.

Unit – V: Impact analysis of Resorts: Social Impact, the economic impact, physical and environmental.

Suggested Readings:

1. Gee Chuck Y., Resort Development and Management -
2. Stipnauk, David M. and Roffman, Harold, Facilities Management
3. Lawson , Hotels and Resorts: Planning, Design and Refurbishment
