

ACHARYA NAGARJUNA UNIVERSITY

CENTRE FOR DISTANCE EDUCATION

NAGARJUNA NAGAR, GUNTUR, ANDHRA PRADESH



**PROGRAMME PROJECT REPORT
(PPR)**

**MASTER OF BUSINESS ADMINISTRATION
(TRAVEL & TOURISM MANAGEMENT)**

Programme Code: 196

MASTER OF BUSINESS ADMINISTRATION (TRAVEL & TOURISM MANAGEMENT)

Programme Code: 196

MISSION :

To educate and develop leaders and builders of enterprises who create value for their stakeholders and society at large; to develop new scholars and teachers, and to create and disseminating pathbreaking knowledge, concepts, and tools which advance the understanding and practice of management.

OBJECTIVES :

The main objective of this programme is to provide intensive theoretical and practical knowledge of management along with relevant case studies and technical knowhow. This programme is designed for leaders seeking to enhance their effectiveness for optimizing the human resource potential of their organization in order to achieve business and strategic objectives. ... In the first class, students analyze the overall role in business and basic frameworks.

RELEVANCE :

The MBA programme offered through Open and Distance Learning mode is purely relevant and aligned with the goals and mission of CDE, ANU. The Management programmes are impregnated with the concepts and practices of globalised business scenario with a focus on innovation and creativity retaining fundamentals. This programme is helpful for enhancing the employability skills with the global perspective and conforming to the vision and mission of ANU which is thriving to empower the students at every portal of the University in building of the core competence.

NATURE OF PERSPECTIVE TARGET GROUP OF LEARNERS :

Aim of open and distance education is to enhance the academic competence in those who were deprived of higher education for various socio-economic reasons. This programme is designed for candidates to provide quality education at affordable cost to larger sections of population by facilitating the reach of education to the doorsteps of people living in remote and far-flung areas. This program is also useful for candidates interested in career advancement, improving skills, upgrading the qualification, add on course, Working Professionals, Entrepreneurs, Service Personnel, Academic Faculty, Government Officials, Researchers, Home Makers etc.

SKILLS AND COMPETENCE OF THE PROGRAMME :

Inconsideration of the huge gap in education and industry and also in skill development now it is imperative on the part of every university to reach out every nook and corner of the country where the institutions with significant infrastructure are not available in order to elevate the status of the marginalised sections of the society especially living in rural areas of the country. The only solution appears to be "open and distance education" and Acharya Nagarjuna University takes initiative by reaching out those unreached by ICT enabled blended mode of distance learning programmes. MBA programme is an innovative programme. The learning outcomes of this programme are as follows:

- Professional development of teachers.
- Incorporating generic transferrable skills and competencies
- To develop critical learning, analytical skills and research skills.

INSTRUCTIONAL DESIGN: Course structure and detailed syllabi

Acharya Nagarjuna University

Centre for Distance Education

Nagarjuna Nagar, Guntur-522510

MASTER OF BUSINESS ADMINISTRATION (TRAVEL & TOURISM MANAGEMENT) Programme Code: 196

PROGRAMME STRUCTURE

Course Code	Course Name	Internal Assessment	External Assessment	Max. Marks	Credits
FIRST YEAR: Semester-1					
101TT26	Tourism Management	30	70	100	3
102TT26	Tourism Geography	30	70	100	3
103TT26	Cultural Heritage of India	30	70	100	3
104TT26	Tourism and Hotel Laws	30	70	100	3
105TT26	Management Process	30	70	100	3
106TT26	Human Resource Management in Tourism	30	70	100	3
107TT26	Communication Skills	30	70	100	3
FIRST YEAR: Semester-2					
201TT26	Marketing of Tourism	30	70	100	3
202TT26	Travel Agency & Tour Operations Management	30	70	100	3
203TT26	Hospitality Management	30	70	100	3
204TT26	Research Methodology for Tourism	30	70	100	3
205TT26	Accounting for Managers	30	70	100	3
206TT26	Organizational Behavior in Tourism	30	70	100	3
207TT26	Economics for Tourism	30	70	100	3
SECOND YEAR: Semester-3					
301TT26	Air Travel Ticketing & Fare Construction	30	70	100	3
302TT26	Front Office & Housekeeping Management	30	70	100	3
303TT26	Tour Guiding & Storytelling	30	70	100	3
304TT26	Business Strategy & Tourism Entrepreneurship	30	70	100	3
305TT26	Financial Management for Tourism	30	70	100	3
306TT26	Foreign Exchange Management in Tourism	30	70	100	3

307TT26	Digitalization of Tourism	30	70	100	3
308TT26	Customer Relationship & Services Management	30	70	100	3
SECOND YEAR: Semester-4					
401TT26	International Tourism Management	30	70	100	3
402TT26	Airlines & Cargo Management	30	70	100	3
403TT26	Destination Planning and Development	30	70	100	3
404TT26	Travel Media	30	70	100	3
405TT26	Eco & Sustainable Tourism	30	70	100	3
406TT26	Event Management	30	70	100	3
407TT26	Medical and Wellness Tourism	30	70	100	3
408TT26	Tourism Resources of India	30	70	100	3
409TT26	Project Work	-	-	100	4
410TT26	Viva-Voce	-	-	100	4
-	Total Credits	-	-	-	98

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MASTER OF BUSINESS ADMINISTRATION (TRAVEL & TOURISM MANAGEMENT)

Programme Code: 196

PROGRAMME SYLLABUS

1st YEAR – 1st SEMESTER SYLLABUS

101TT26: TOURISM MANAGEMENT

Objectives:-

- To provide the fundamentals of Tourism
- To Introduce the various types of Traditional & Modern Tourism Concepts
- To familiarize with tourism destinations & Special Tourism Festivals in India
- To give a seminar on this paper.

Unit - I

TOURISM INTRODUCTION: - Basic concepts of Tourism – A Land of all seasons –Tourism destinations – Components of Tourism: Tourism Attractions, Travel, Accommodation, Food & Beverages– Travel Motivators – Tourism Resources of India – Problems and Prospects of tourism in India.

Learning Outcome:

- Provide real-life experience in a Tourism Management scenario

Unit – II

CLASSIFICATION OF TOURISM CONCEPTS:- Based on Travel –Domestic, International (Inbound & Outbound Tourism), Based on Themes –Cultural, Heritage, Eco, Religious, Adventure, Rural, Agricultural, Beach, Education, MICE & Event, Film, Literary, Medical, Culinary Tourism – Special Tourism Festivals in India.

Learning Outcome:

- Understand the clear concepts of tourism in segment-wise

Unit - III

TOURISM PLANNING: -Significance and Concept of Tourism Planning – Types of Tourism Plans – Planning Levels –Tourism Planning Process – Impacts of Tourism – National Tourism Policy.

Learning Outcome:

- A clear understanding of tourism planning and progress

Unit - IV

NATIONAL TOURISM ADMINISTRATIONS AND ORGANIZATIONS: - Ministry of Tourism – History, Role & Functions, Schemes, India Tourism Development Corporation (ITDC), Archaeological Survey of India (AAI), Indian Railway Catering and Tourism Corporation (IRCTC), Tourism Finance Corporation of India (TFCI), India Convention Promotion Bureau (ICPB), Indian Association of Tour Operators (IATO) – State Tourism departments: APTDC, APTA, AP State Tourism Policy & Planning.

Learning Outcome:

- Understanding of the tourism Administrative organizations

Unit - V

MODE OF TRANSPORTATIONS: Road, Rail, Air & Waterways. Luxury Tourist Trains – Palace on wheels, Maharaja Express, Deccan Odyssey, Golden chariots – UNESCO World Heritage sites – Role of Computers in Tourism – Internet, Mobile Apps, Travel websites, and Social Media.

Learning Outcome:

- Accessibility to tourism destinations by using various modes of transportation in India.

Reference Books:

1. Introduction to Tourism: M.A.Khan: Anmol Publications, New Delhi, 2005.
2. S.Husain Ashraf, and Asif Iqbal Fazili, Tourism in India: Planning and Development, Sarup and Sons, New Delhi, 2006.
3. David Edgall, Maria Del MashroAllen, and Ginger Smith, Tourism Planning and Policy, Elsevier, Netherland, 2007.
4. Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.
5. Manish Ratti, Tourism Planning and Development, New Delhi, Rajat Pub, 2007.
6. Suddhendu Narayan Misra, Sapan Kumar Sadual, Basics of Tourism Management Paperback – 30 September 2008
7. Sunetra Roday, Archana Biwal, Vandana Joshi, Tourism: Operations and Management – 25 March 2009

102TT26: TOURISM GEOGRAPHY

Objectives

- a) To acquaint with the interdependence between geography and tourism;
- b) To familiarize with the locales, attractions, and accessibility to major tourist destinations across the continents.
- c) To be able to plan tour itineraries of various countries across time zones.

Unit-I

GEOGRAPHY: Importance of Geography in Tourism Prospective. Physical Geography of India. Distribution of Rivers, Mountains, Plateaus, & Plains, Climate and Vegetation. Physical Geography of World-Political of Continents and Oceans.

Learning Outcome:

- Acquiring a thorough understanding of the physical geography of India

Unit-II

MAP READING: Elements of Map Reading, Latitude, Longitude, International Date Line, Day Light Saving Time, Scale Representation, GIS & Remote Sensing, Time Zones, Calculation of Times, GMT Variations, Concept of Elapsed Time & Flying Time, Google maps.

Learning Outcome:

- Practical understanding of the implementation of map reading.

Unit - III

TOURISM TRANSPORTATION SYSTEM OF THE WORLD: Air Transportation-IATA Areas, Sub Areas-global indicators. Major Airports in the World and India. Rail Transportation Network-Major Railway Systems of the World-Brit rail, Amtrak, euro rail. Special Packages are offered by Indian Railways. Water Transportation System in India-Inland Water Highways.

Learning Outcome:

- Utilization of various modes of transportation existing in the world.

Unit - IV

TOURISM RESOURCES IN INDIA: UNESCO Sites-Cultural & Heritage Tourism Destinations -Wild Life Tourism Resources- Land-Based Destinations - Water-Based Destinations

Learning Outcome:

- A clear understanding of tourism resources in India

Unit-V

TOURISM RESOURCES IN A.P: Cultural & Heritage Tourism Destinations -Ecotourism Destinations – Religious Tourism Destinations -Special Interest Tourism Destinations.

Learning Outcome:

- Acquiring Tourism Destination knowledge of Andhra Pradesh

REFERENCE BOOKS:

1. Geography of Travel, Tourism and Adventure Tourism – P.C.Sinha.
2. Tourism Impact Assessment – P.C.Sinha.
3. International Travel and Tourism Training Programme – Foundation Jan.2002 – IATA Aviation Training and Development Institute.
4. World Geography – NCERT.
5. National Geographic Atlas, National Geography Washington, DC, 8th edition, 2004 Stephen Williams, Tourism Geography, Routledge, New York, 2005
6. Tourism Geography – 1 January 2019 by Telugu Akademi (Author)

103TT26: CULTURAL HERITAGE OF INDIA

Objectives

- To inculcate an idea about the Vedic Period phase-wise based on literature, socio-political and cultural conditions. Impact of western philosophy on Indian society.
- To bring a clear awareness of New Religious philosophy literature, Introduce to India with basic tents.
- To Familiarize Indian Classical dance forms, Music, Arts, Paintings& Sculpture.
- To learn about the unique features of Indian Architectural heritage.
- To Gain Practical experience due to visits to museums and art galleries.

Unit – I

INTRODUCTION - Glimpses of Indian cultural history – Pre and Post-Vedic periods – Ancient Indian Literatures – Sacred Literature – Secular Literature – Ancient Society & Culture – Ashramas – Varna System – Purushartha – Indian vs. Western Culture.

Learning Outcome:

- A Clear understanding of Indian culture from the earliest to the present times with the influence of Western culture.

Unit – II

RELIGIONS OF INDIA – Religious Shrines & Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian, and others – Basic Tenets – Indian Vs Western Philosophy.

Learning Outcome:

- The Clear understanding of the concept of world-famous religions including western philosophy.

Unit – III

CULTURAL HERITAGE OF INDIA – Ayurveda, Yoga, and meditation – Performing Arts: Dance Forms – Music – Vocal & Instruments – Folk Arts – Indian Paintings and Sculpture.

Learning Outcome:

- Learn the essence of Indian cultural heritage

Unit – IV

ARCHITECTURAL HERITAGE OF INDIA – Rock-cut Architecture – Buddhist Architecture – Gandhara & Mathura Schools of Art – Hindu Temple Architecture – Indo-Islamic Architecture – Modern Architecture – Forts, Places, and Havelies.

Learning Outcome:

- Recognizing the importance of Indian Architectural heritage of different periods

Unit – V

MUSEUMS AND ART GALLERIES OF INDIA – Fairs and Festivals – Indian Cuisine – Traditional Arts and Crafts – World Heritage sites in India – Problems and Prospects of Cultural Tourism in India – Cultural Tourism, Heritage and Experience of Identities – National Cooperation to “Tell the Story” Integrated heritage more effective in Tourism and add value to the visitor experience in India.

Learning Outcome:

- Identifying the importance of art galleries and museums of India from a tourism perspective.

Text Book

1. Basham. A.L (1988), The Wonder that was India, Rupa, and Com, Delhi

References

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology.
2. Benoy K Behl, The Art of India – Sculpture and mural paintings in Ancient and modern period, Published by Frontline; The Hindu Vol-1 & 2.
3. Hussain. A.K (1987), The National Culture of India, National Book Trust, New Delhi.
4. SurendraSahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
Neeraj Agarwal, Tourism & Cultural Heritage of India | 1 January 2

104TT26: TOURISM AND HOTEL LAWS

Objectives:

- a. To define in unambiguous terms the rights and responsibilities of various service providers of Tourism.
- b. To become aware of Hospitality Industry regulations that protect business reputation.
- c. To have a comprehensive idea of the laws relating to employees, an employer includes legislation on employee health, safety, and labor law.

Unit- I

INTRODUCTION TO HOTEL AND TOURISM LAWS - Regulations for Travel and Tourism Business - Regulation Governing Tourism Organizations - Laws Governing the Hotel Industry - Laws Requirements in Hotel Business - Laws Relating to Planning and Designing.

Learning Outcome:

- Understand the various basic regulations for the Travel and Tourism Business.

Unit - II

THE GUEST AND THE HOTEL - Obligations of Hotelier - Liability of Hotelier - The rights of a Hotelier - Law of Contract - Contractual Relationship - Duties and Obligations of a Hotel - Breach of Contract.

Learning Outcome:

- Acquire knowledge of the rights and responsibilities of a hotelier.

Unit - III

LAWS RELATING TO REGISTRATION AND APPROVAL OF HOTEL - Types of Licenses - Power of Licensing Authorities - Bar and Liquor License - Liquor Licensing Laws - Offences against Licensing Laws - Occasional License - Duties of License.

Learning Outcome:

- Understand the different procedures of licenses & approvals to a hotel.

Unit - IV

FOOD AND BEVERAGE LAWS - Prevention of Food Adulteration Act, 1954 - Duties of Persons Handling food and Beverage and Personal Hygiene - General guidelines for food & Beverage Establishment.

Learning Outcome:

- Aware of the guidelines and laws regarding food & beverages hygiene, adulteration, & preservation

Unit - V

LAWS RELATING TO EMPLOYMENT AND WELFARE - Obligations of the Employer - Duties of the Employee - Termination of Employment - Hotel's Liability to others - Employee Welfare & Social Security: Equal Remuneration Act, 1976 - The Employee's Provident Fund Act, 1952- The Minimum Wages Act, 1948 - The Workmen's Compensation Act, 1923 - New Pension Scheme, 2005.

Learning Outcome:

- Get knowledge of welfare & social security measures of employees through the concerned Acts.

REFERENCE BOOKS:

1. Socio-Environmental and Legal Issues in Tourism, @Reserved I Ed 1998.
2. Norman G Cournoyer, Anthony G Marshall Karen L Morris, Hotel, Restaurant, and Travel Law: A Preventive Approach, 5th Edition, Delmar Publishers, 1997 (1999).
3. Malik S, Dictionary of Travel, Tourism & Hospitality (1993) Butterworth - Heinemann, Oxford (U.K.).
4. WTO, Sustainable Tourism Development Guide for Local Planners (1993) WTO, Madrid.
5. Maj Gen Nilendra Kumar, A Review of Laws Relating to Tourism in India | 1 January 2015
6. Shashank Garg, Tourism Law In India - A Comprehensive Manual Of Concepts, Regulations & Guidelines | 1 November 2017

105TT26: MANAGEMENT PROCESS

Objectives:

- a) To understand the important basic management concepts.
- b) To understand the process of management in an organizational context.
- c) To be able to use the principles of management well.

Unit - I

PLANNING: Significance and process of Planning – types of Plans –Premising: Decision Making - Types of decisions, steps in the decision-making process, Rationality in Decision Making – Management by objectives: Process, Preconditions for successful MBO Programme.

Learning outcome:

- Understand the organizational planning and its necessity for achieving the objectives.

Unit - II

ORGANIZING: Purpose and Process of organizing - Organization structure – significance, Formal and Informal Organizations, distinction, principles of Organization – Departmentation; Objectives, Methods of Departmentation - Span of Control: Factors determining the span of Control – Delegation: Process, Advantages, and Principles of effective Delegation – Decentralization: When to decentralize and howto decentralize – Line and Staff, conflicts: View Points of Line and staff, Measures to improve Line and Staff relationship – Committees;Reasons for using Committees, Limitations, Conditions for the successful operation of Committees.

Learning outcome:

- Understand the organization structure and its implications with line and staff.

Unit - III

STAFFING: Importance of Staffing – Recruitment, Selection, Placement, Induction, Training, Compensation - Essential Skills and personal characteristics of the Managers.

Learning outcome:

- Knows the manpower requirements, coordination, and management of staffing.

Unit - IV

DIRECTING: Assumption of Human BehaviorTheoryX and Theory Y-significance of Human factor in managing leadership: Ingredients of Leadership, Functions of a Leader, Trait approach to Leadership, Leadership Behavior and Styles based on the use of Authority, Likert'sFour systems of Management and Managerial Grid, Path goal approach to Leadership Effectiveness.

Learning outcome:

- Understand the various motivational theories and leadership styles.

Unit - V

CONTROLLING: Basic control process, problems of controlling process, Types of controls, Prerequisites, Requirements of Adequate Control, Effective control.

Learning outcome:

- Aware of the organizational controlling mechanism and techniques.

REFERENCE BOOKS :

1. Heinz Weirich& Harold Koontz : Management 10 thed.,TMH 2001.
2. Peter F. Drucker, 'Practice of Management, Pan Books, London, 1987 Reprint
3. Koontz & Weirich, 'Management', McGraw – Hill, Tokyo, 2004 (Text Book)
4. Stoner & Wankel, 'Management', Prentice Hall India, New Delhi, 1999
5. Peter F. Drucker, 'Innovation and Entrepreneurship', Heinman, New York, 1983.
6. Virmani. B.R., 'The challenges of Indian Management, Response Books, New Delhi,2006
7. L M Prasad, Management Process and Organisational Behaviour – 1 January 2019

106TT26: HUMAN RESOURCE MANAGEMENT IN TOURISM

Objectives

- a) To have a clear understanding of the basic elements of HR Practices
- b) To learn in detail and methods of HR utilization in the Tourism Sector.
- c) To learn in detail and appreciate the contribution of HR practices to the progress of the Tourism Business.

Unit – I

INTRODUCTION: Human Resource Management in Tourism– Concepts: Functions and Policies – Human Resources Management in a Changing Environment – Advantages of Human Recourse – Deference between Human Resources & Personnel Management.

Learning Outcome:

- Comprehensive understanding of human resource management in the tourism sector to serve the needs of customers

Unit – II

HR PLANNING: Process and Responsibilities of HRP – Recruitment and Selection in Tourism – Sources and Methods of Recruitment, Process of selection– Placement, Induction/ Orientation – Job analysis and role description.

Learning Outcome:

- Thorough application of human resource planning and feeling the responsibility as per the assigned job.

Unit – III

TRAINING & DEVELOPMENT: Need, Training Vs Development, Different types of training, methods of training – Concept of Development – Need & Significance of training & Development, Techniques of development – Career Planning and Succession Planning in Tourism.

Learning Outcome:

- Realizing the responsibility of proper training and development in different ways and means in the tourism sector.

Unit – IV

PERFORMANCE APPRAISAL: Process, methods of Performance appraisal in Tourism–Wage Administration - Objectives and principles, pay structure in service sectors, factors influencing the wage and salary administration in Tourism and Hospitality Industry.

Learning Outcome:

- Acknowledge the truth that appraisal is a confirmation of the best performance in the tourism and hospitality industry

Unit – V

INDUSTRIAL RELATIONS & EMPLOYEE WELFARE: Introduction – Types of Welfare facilities in the service sector – Employee Empowerment – Role of Trade Unions in the service sector - Quality of Work-life and quality circles, Industrial Relations – employee grievances, grievance redressal mechanism in Tourism.

Learning Outcome:

- Confirmation of “Employee welfare” in the tourism industry as per trade union efforts to make employees happy in a well-secured manner.

Reference Books:

1. Mirza & Saiyaddin, Human Resource Management, Tata McGraw Hill, 2002.
2. Aswathappa, K. Human Resource, and Personnel Management Tata McGraw Hill, 2nd ed., 2001.
3. De Cenzo, D.A. & Robbins S.P. Human Resource Management, 5th ed., New York, John Wiley, 1994.
4. Guy, Madhava & Mattock J. The New International Manager, London, Kogan Page, 1993.
5. Aswathappa, Human Resource Management, TMH, 2006
6. Gary Dessler and Biju Varkey, Human Resource Management | Fifteenth Edition | By Pearson – 26 December 2017
7. Dr. Gaurav Jangra, Human Resource Management (HRM): Theory and Concepts | 24 April 2020

107TT26: COMMUNICATION SKILLS

Objectives:

- a) To develop the students with effective communication skills in today's world.
- b) To impart oral and written communication skills through experiential learning; and
- c) To acquaint with the etiquette of business communication.

Unit - I

ORAL COMMUNICATION SKILLS: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming – Designing and delivering presentations.

Learning outcome:

- Display competence in oral communication and develop the necessary skills for the job.

Unit - II

WRITTEN COMMUNICATION SKILLS: Preparing letters, reports, and other executive communications. Methods of achieving effective communication, measurement of the impact of communication – Mass media – Media relations.

Learning outcome:

- Practice different types of letter writing and skills required for achieving effective communication.

Unit - III

INTRODUCTION TO CONTEMPORARY PUBLIC RELATIONS: Organizational context of public relations – social context of public relations – Communication and Public opinion – principles of persuasion – adjustment and adaptation – PR in Tourism.

Learning outcome:

- Demonstrate the ability to accomplish communicative goals in public relations.

Unit - IV

BUSINESS COMMUNICATION: Understanding the foundations of business communication – Characteristics of effective business messages – Writing business proposals – Communication across cultures – Communication challenges in today's workplace.

Learning outcome:

- Make aware of the foundations of business communication.

Unit - V

LANGUAGE LABORATORY: Practical exercise & Discussions – Body language, Postures, Eye contact, Etiquettes, Voice culture, Scientific temper – Team building – Interpersonal effectiveness.

Learning outcome:

- Demonstrate an ability to recognize and use effective non-verbal communication skills.

Topics for Internal Practicals

- Giving an effective presentation
- Participating in Group Discussion
- Holding a meeting
- Attending an Interview
- Testing on the nonverbal cues of communication

TEXTBOOKS

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.

REFERENCE BOOKS:

1. Manadal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
2. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
3. Jenkins IR & Jif JJ 'Planning the Advertising Campaign', Macmillan, 1973
4. Chunawalla SA 'Advertising sales and Promotion Management, Himalaya, 2001.
5. Sanjay Kumar and Pushp Lata, Communication Skills | 1 January 2015\
6. Dr. Meenu Pandey, Communication Skills Communication Skills | 1 January 2020

1st YEAR – 2nd SEMESTER SYLLABUS

201TT26: MARKETING OF TOURISM

Objectives

- a) To familiarize with the basic concepts and techniques of marketing management
- b) To create awareness of Tourism marketing mix elements, and
- c) To analyze and solve marketing problems in the complex and fast-changing business environment

Unit - I

BASIC MARKETING CONCEPTS: Nature, Scope, Functions and Importance - product, production – selling, marketing - Marketing for Tourism - features of Tourism Marketing - Market Segmentation - Tourism Marketing Mix – Market Research and its significance in Tourism.

Learning outcome:

- Thorough understanding of the basics of tourism marketing concepts and research significance.

Unit - II

UNDERSTANDING THE MARKET AND THE CONSUMER: Marketing Environment - Consumer Behavior in tourism - Buyer Decision Process - Demand forecasting - Targeting market positioning.

Improves the ability to understand the market and customer relations.

Learning outcome:

- Improves the ability to understand the market and customer relations.

Unit - III

THE P'S OF MARKETING PRODUCT: Designing - Branding & Packaging - New Product Development - Product Life Cycle: Price - Strategies & Approaches; Place - Channels of Distribution, Promotion - Advertising - Sales Promotion, sales promotion techniques - Publicity - Personal Selling

Learning outcome:

- Possess conceptual knowledge of the 7 P's marketing the product for Tourism prosperity.

Unit - IV

MARKETING OF TOURISM: - Related Activities: Marketing of Airlines, Travel Agencies, Hotels, Resorts, and Other Tourism Sub – Sectors' Products - Trends in Tourism Marketing

Learning outcome:

- A clear understanding of interrelated marketing activities for the development of tourism

Unit - V

DEVELOPING MARKETING SKILLS FOR TOURISM: Concept of Creativity – Creativity and its significance in Tourism - Self Motivation – Team building – Personality Development – Role of Tourism agents – Role of AP Tourism in Promoting the Industry.

Learning outcome:

- Knows optimum utilization of marketing skills for the promotion of tourism

REFERENCE BOOKS:

1. Stanton William. J, 'Fundamentals of Marketing, McGraw Hill, New York, 1999
2. Kotler, P,' Marketing Management', PHI, Delhi, 2006
3. Neelamegham, S, 'Marketing in India: Cases & Readings', Vikas, New Delhi, 1998
4. Ramasamy VS & Namakumar.S, 'Marketing Management: Planning & Control, New Delhi, 1990.
5. Rajan Saxena, Marketing Management | 6th Edition | 16 November 2019
6. Kevin Lane Keller and Philip Kotler, Marketing Management| 4 June 2016

202TT26 TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT

Objectives –

- To enable students with a clear understanding of the travel agency and tour operations Functions.
- To understand the current trends and practices in the tourism and travel trade sector
- To enrich sufficient knowledge and update the skills related to the travel industry.
- To familiarize with foreign currency exchange rules and regulations.

Unit - I

INTRODUCTION TO TRAVEL & TOURISM: Concept of Travel & Tourism - Travel Trade: Travel Agency and Tour Operations Business - Types of Travel Agency & Tour Operations Business - Role and Contribution of Travel Companies in the growth and Development of Tourism Travel Trade - Inbound and Outbound Tours - The Changing Environment.

Learning outcome:

- Provides knowledge on the evolution of Travel agency & tour operations business.

Unit - II

ORGANIZATIONAL STRUCTURE: How to start a Travel Business - Choice of Travel Agency Business Organization Structure and Working of Travel Agency & Tour Operators - Procedure for approval of Government of India and IATA of Travel Agency & Tour Operators - Functions of Travel Companies.

Learning outcome:

- A Clear understanding of travel agency organizational structure with functions

Unit - III

TOUR PACKAGING MANAGEMENT: Types of Tour Packages - Components of a Standard Package Tour - Tour Design Process - Significance of Package Tours - Tour Package Pre Information - Review of Package Tours offered by Public-Private Sector Tourism Enterprises in India.

Learning outcome:

- Aware of different tour packages for different segments of tourists.

Unit -IV

FOREIGN EXCHANGE: Forex Market – Meaning – Participants in the Market – Determinants of Exchange rates – Rates conventions – Trading: Purchases – Sales – Currencies and codes – Exchange controls – RBI in currency intervention – FEMA, 1999 – Significance of Forex in Tourism.

Learning outcome:

- Understand existing rules & regulations under RBI

Unit - V

TRAVEL PROCEDURES: Formalities: Passport, Types – Visa, Types – E-Visa – Ticket – Medical Taxes – Customs – Currency – Principles: Suitability, Appropriateness, Availability, Speed, Cost, Dependability – Record-Keeping – Coordination – Back-office functions. (Travel Accounts etc.)

Learning outcome:

- A better understanding of all the travel procedures

Topics for Internal Practicals

- Itinerary preparation of a tour package for 5 days and 6 nights to South India.
- Golden Triangle tour itinerary preparation for 6 days and 7 nights including other important scenic beauty tourist destinations.
- Brochure preparation of the Pancharama tour
- Prepare one popular eco-tourism package tour in Andhra Pradesh.

REFERENCE BOOKS:

- Travel Agency Management: Mohinder Chand: Anmol Publications: 2006.
- Chawla Romila, Tourism Services, and Operations Arise, Publishers and Distributors, New Delhi, 2006.
- Travel and Tourism Management/edited by Prakash Talwar. Delhi, Isha Books, 2006, 4 vols.
- Ashim Gupta, Travel Agency and Tour Operations: Concepts and Principles| 1 August 2011

203TT26: HOSPITALITY MANAGEMENT

Objectives:-

- To give basic knowledge about the hospitality industry
- To introduce the various Hotels & Resorts and their importance
- To gain thorough knowledge & Skills in various operations in Hotel Industry.

Unit-I

HOSPITALITY INDUSTRY: Introduction, Symbol of Hospitality, its origin, and growth. Hotel Definition and Core areas of Hotel – Hotel Organization structure – Types of Guest Rooms – Role of Computers in the Hospitality Sector.

Learning outcome:

- Provide knowledge on the evolution of the Hospitality sector to serve the needs of the guests

Unit-II

CLASSIFICATION OF HOTELS: Significance of Hotel in the Tourism Industry – Classification of Hotels on the basis of - Star Rating, Size, Location, Clientele, Duration of stay, Level of Service, Ownership, Theme – Alternative Accommodations – International Hotel Symbols.

Learning outcome:

- A clear understanding of the hotel in the tourism industry in a classified manner

Unit-III

ROOM RESERVATION SYSTEM & TARIFF STRUCTURE: Importance of Reservation systems – Types of Reservations, Registrations –Hotel Tariff: Tariff Plans, Tariff fixation, Room Tariff card (Group Rate, Volume Rate, Business service Rate, Wholesale Rate, Govt. Rates, Discounted Rates, Seasonal Rates, Weekend / Weekday Rates) – Room Revenue – Hubbart Formula.

Learning outcome:

- Get clarity of Room reservation systems and also tariff structure

Unit-IV

EVALUATION OF HOTEL PERFORMANCE: Methods of Measuring Hotel performance - Occupancy Ratio, Average Daily Rate, Average Room Rate per Guest, Rev PAR, Market share Index and by Guest – Hotel Check-in and Check-out Procedure –Yield Management: Elements of it, Measuring yield, benefits, Problems of yield management in Hotel.

Learning outcome:

- Assess the hotel performance for better services to the guests

Unit- V

MISCELLANEOUS DEPARTMENTS IN HOTEL INDUSTRY: Security – Engineering and Maintenance Department – Human Resource Department – Sales and Marketing Departments –Medical Emergency – Tourism Information Desk – Safe Deposit Locker in Hotel – Environmental Management in the Hospitality Industry.

Learning outcome:

- Understand the various departmental services in the hotel industry for guest satisfaction.

Reference Books

1. Introduction to Hospitality Management – Walker, Pearson Education India Publications; 2 editions (2008)
2. Introduction to Hospitality Industry - S. Bagri, Aman Publications (2009)
3. Introduction to Tourism and Hospitality Industry - Sudhir Andrews, McGraw Hill Education
4. Hotel Front Office: Operations and Management -Jatashankar Tewari, Oxford University Press; Second edition (2016)
5. Hotel Housekeeping: Operations and Management- G. Raghubalan, Oxford University Press India; 3 editions (2017).

204TT26: RESEARCH METHODOLOGY FOR TOURISM

Objectives:

- a. To understand the theories and practices of research in tourism;
- b. To be acquainted with scientific methods of research; and
- c. To acquire research knowledge, skills, and competencies for undertaking independent research activities.

Unit-I

INTRODUCTION: Significance - Nature and Scope of Research in Tourism - Research Process and Organization - Criteria of Good Research.

Learning outcome:

- Understand the importance of research and the process of research in tourism.

Unit-II

RESEARCH PROBLEM & RESEARCH PROPOSAL IN TOURISM - Selecting the problem - Definition - Need for Research Proposal- Different Proposals: Exploratory, Descriptive and Conclusive Research

Learning outcome:

- Identifying the research problem and understanding the various research proposals.

Unit-III

DATA RESOURCES: Primary, Secondary, and Online Data - Data collection - Methods - Questioning - Techniques - Questionnaire preparation - observation method - Online Surveys.

Learning outcome:

- A clear understanding of various sources of data and tools of data collection.

Unit-IV

SAMPLING DESIGN: Need for Sampling, Sampling Frame - Types - Steps in Sample Design - Sampling Techniques - Processing operations - Elements and types of Analysis in Tourism.

Learning outcome:

- Design the sampling frame, its process, Technique, and data analysis for understanding the case.

Unit- V

INTERPRETATION AND REPORTING: Techniques of Interpretation - Significance of Report writing - Layout of Report writing - Types of Reports - Precautions for writing Reports - Research and Computer Applications in Tourism.

Learning outcome:

- Understand the layout of report writing and computer applications in the research process in tourism.

REFERENCE BOOKS:

1. Rao. K.V., Research Methodology in Commerce & Management, New Delhi, SterlingPublishers, 1993.
2. Debashis Pati, Marketing Research, Universities Press, Hyderabad, 2003.
3. Kothari, C.R. Research Methodology, New Age International Publishers, New Delhi, 2005.
4. Naresh. K. Malhotra, Marketing Research, Pearson Education, Inc. Delhi, 2005.
5. M.N. Borse, Hand Book of Research Methodologies, Shree Niwas Publications, Jaipur 2005
6. Donald R. Cooper & Pamela S. Schindler, Marketing Research, Tata McGraw Hills, New Delhi, 2006.
7. Shikha Pratap, Research Methodology and Techniques in Hospitality and Tourism| 1 January 2012
8. David Botterill and Vincent Platenkamp, Key Concepts in Tourism Research (SAGE Key Concepts) | 12 April 2012

205TT26: ACCOUNTING FOR MANAGERS

Objectives-

- To acquaint oneself with the fundamental principles of accounting.
- To be able to apply accounting techniques in the field of Tourism and Hospitality.
- To enable oneself to analyze and interpret financial statements.

Unit – I

FINANCIAL ACCOUNTING: Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance, cash books – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet (Theory & Problems).

Learning Outcome:

- Learn the fundamental concepts of accounting and preparation of Final Accounts.

Unit – II

ACCOUNTS OF NON-PROFIT ORGANIZATIONS: Income and Expenditure account – Receipts and payments account: Travel Agency Accounting and Hotel Accounting - Users and uses of accounting information – Mechanized system of accounting – Role of Accountants in modern organizations. (Theory & Problems).

Learning Outcome:

- Gain knowledge of non-profit organization's income and expenditure, receipt, and payment accounts.

Unit – III

FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION: Meaning– Types of Analysis- Objectives– Importance – Tools of Analysis, Working capital, Ratio, Cash flow & Funds Flow Analysis. (Theory only)

Learning Outcome:

- Aware of the importance of financial statements and Types of analysis and their need.

Unit – IV

MARGINAL COSTING: Concept – Cost Volume Profit Relationship – Break-Even Analysis – Application of Marginal Costing Techniques. (Theory and Problems).

Learning Outcome:

- Understand the marginal costing techniques and their use.

Unit – V

COST ACCOUNTING: Concept – Distinction between costing and cost accounting – Elements of Cost – Types of Costs –Preparation of Cost Sheet – Cost concepts for decision making: Pricing decisions, Make or Buy Decisions & Product Decisions. (Theory and Problems).

Learning Outcome:

- Knows the types of costs and is able to prepare the cost sheet.

REFERENCE BOOKS

1. Grewal T.S., 'Double Entry Book Keeping', Sultan Chand, Delhi.
2. Gupta R.L., 'Advanced Accounting', Sultan Chand, Delhi
3. Gupta S.P., 'Management Accounting
4. Hampton. J, 'Financial Decision Making', Prentice HallIndia, Delhi
5. Prasanna Chandra, 'Financial Management
6. S.P. Jain: Financial Accounting (Kalyani)
7. Vibrant Publishers and Kalpesh Ashar, Financial Accounting, 4th Edition (Self-Learning Management Series) | 1 January 2019
8. Sofat Rajni and Hiro Preeti, Basic Accounting| 1 January 2016

206TT26: ORGANISATIONAL BEHAVIOUR IN TOURISM

Objectives

- To Familiarize the students with the concepts of organizational behavior
- To understand the students about the dynamics of O.B.
- To enable the students to acquire managerial competencies and capabilities

Unit - I

INTRODUCTION TO ORGANIZATIONAL BEHAVIOR: Meaning, nature, and scope - Key elements in O.B. - Challenges and opportunities for O.B in tourism - Contributing disciplines to O.B. - O.B. Model - Foundations of Individual behavior in Organization- Values - Learning - Personality - Determinants of Personality - Perception - Implications of Perception.

Learning outcome:

- Understand the basic concepts of OB and Personality Development

Unit - II

GLOBALIZATION: The impact of culture on Global Organizational behavior. Cultural variations in tourism - Diversity - The Nature of Diversity - Reasons for the emergence of Diversity - Managing Diversity - Approaches to Managing Diversity – Role of Media and Technology in tourism Diversity – Creating and maintaining organizational culture.

Learning outcome:

- Aware of the culture and dynamics of global culture, and its impact on an organization.

Unit - III

CONCEPT OF MOTIVATION: Theories of Motivation - Assumptions of human behavior. MC Gregors Theory X and Theory Y. Maslow's hierarchy of needs theory - Herzberg's two-factor theory. McClelland's need theory - Vroom's and Porter and Lawler's expectancy theory, motivation across the cultures in the tourism industry.

Learning outcome:

- Get theoretical knowledge on staff motivation.

Unit - IV

INTERPERSONAL BEHAVIOR: Transactional Analysis. Developing Interpersonal Skills in Tourism & Hospitality. Interactive & Interpersonal skills -The Johari Window. Group Dynamics - Formation and Development of Groups - Group cohesiveness.

Learning outcome:

- Understand the transactional analysis in the case of interpersonal and group dynamics.

Unit - V

MANAGEMENT OF CHANGE: Nature of change – types of change- forces for change in the organization- the change process- strategies to cope with the change- change management in Tourism & Hospitality Industry.

Learning outcome:

- Know the nature of change, dynamics of change, and change management in an organization.

REFERENCE BOOKS:

- Kakabadse et al.: Working in Organizations, Penguin, 1987
- Buchanan B & Huczynski A: Organizational Behavior, PHI, 1985.
- Peter F. Drucker, 'Innovation and Entrepreneurship', Heinman, New York, 1983.
- Virmani. B.R., 'The challenges of Indian Management, Response Books, New Delhi, 2006
- Important Business Magazines like Business India, Business World, and Fortune International
- Stephen P. Robbins, Timothy A. Judge, et al. Organizational Behaviour | Eighteen Edition | By Pearson | 1 November 2018
- L M Prasad, Organizational Behaviour | 1 January 2019
- P S James, Organisational Behaviour | First Edition | By Pearson | 30 July 2017

207TT26: ECONOMICS FOR TOURISM

Objectives:

- a) To expose the students to the basics of various economic concepts
- b) To help students to acquire & Update the latest skills to apply economic tools in managerial decision making
- c) To focus on the topics like costs, demand, pricing, market and structure economic impacts on Tourism, LPG, etc.

Unit-I

INTRODUCTION –Basic concepts of economics: Definition and scope of Economics – Micro and Macro Economics, Indian Economy- an Overview, Basic Infrastructure of Indian Economy.

Learning outcome:

- Thorough understanding of basic concepts of economics pertaining to tourism

Unit-II

TOURISM DEMAND – Theoretical background- types of tourism demand- indicators of effective demand- determinants of tourism demand - measurement of tourism demand – Tourism demand forecasting- methods of forecasting- Growth of Tourism Demand in India - public and private sectors in Tourism- Government's role in tourism.

Learning outcome:

- A clear understanding of tourism demand, its effects, and also forecasting both in the public and private sectors.

Unit-III

COST CONCEPTS- Market structure and Competition- Pricing in tourism- determinants of price- Pricing tourism products- Approaches to pricing – Break Even point and its analysis.

Learning outcome:

- Provide real experience in pricing and tourism structure which determine its success and also break-even analysis.

Unit-IV

IMPACT OF TOURISM: Economic aspects- the multiplier effect- displacement effect and tourism-tourist spending- costs and benefits of tourism to the community- environmental aspects - Contingency valuation method.

Learning outcome:

- Provide good experience on the impact of tourism both in community and environmental aspects.

Unit-V

MACROECONOMIC ENVIRONMENT- Economic transition in India – Inflation Analysis, Concept of Liberalization, Privatization and Globalization -Impact of LPG on Tourism & Hospitality Industry – Trade cycles.

Learning outcome:

- Crystal clear understanding of economic transition, and inflation due to LPG in the tourism and hospitality sector.

REFERENCE BOOKS

1. Jhon Trive, 'The Economics of Leisure and Tourism, Oxford Butterworth, Heinemann, 1995
2. Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New Delhi, 2004
3. M.T.Sinclair & Mike Stabler, 'Economics of Tourism & Development, Routledge, New York, 1997
4. Peterson, H.C. & W.C.Lewis, 'Managerial Economics', Prentice Hall (India), New Delhi, 2004
5. Dholakia RH & Oza. A.L., 'Micro Economics for Mgt. students', Oxford Uni.Press, New Delhi, 2004
6. Sipra Mukhopadhyay, Tourism Economics | 1 December 2007
7. Surinder Kumar, Economic Impact of Travel and Tourism | 16 February 2011

2nd YEAR – 3rd SEMESTER SYLLABUS

301TT26: AIR TRAVEL TICKETING AND FARE CONSTRUCTION

Objectives:-

- To Give the basic knowledge and new trends in Aviation Industry
- To provide detailed information about the travel documentation
- To familiarize with airport operations
- To do practical work on Air Ticketing and Fare Construction

Unit - I

BASICS OF AIR TRAVEL: Air Travel – International Carriers – Domestic Carriers – Role of State in Air Transport – Air Transport Regulations – Five Freedoms of Air – Flight Distance – Passenger Capacity and Seating – Aircraft Seating Plans – Food and Beverage Service – International Airports and Domestic Airports & Airlines in India.

Learning outcome:

- A clear-cut understanding of air transportation and its regulations in India

Unit - II

AIRLINES POLICIES AND BASIC ELEMENTS OF AIRFARES: Reservation Policy – Policy Regarding Children and Infants – Policy Regarding Restricted and Disabled Passengers – Changes, Alterations in Schedules – Stand by Travel – Special Charges – Pet Transport Policy – Special Meals. Class of Service – Fare Basis – Air Transportation Taxes – Airport Taxes – Customs User Fees – Miscellaneous Charges – Fare Rules – Fare Calculation – Special Air Fares

Learning outcome:

- Gain a practical understanding of the Airline ticket reservation policies and classes of services in Airlines

Unit - III

AIRPORT MANAGEMENT: Airport Facilities –Travel Documentation – Passport, Passport Act, Types of Passports, Passport Security Features, Role of Ministry of External Affairs – Visa, Types of Visas, E-Visa, Visa on Arrival – Customs Act – Emigration Act – Passenger Check-in – Cancellation and Delays – Baggage Transportation –Checked Baggage: The Weight System –The Piece System – Excess Baggage Charges.

Learning outcome:

- A clear understanding of the baggage system in Indian Aviation for safe handover to the Tourists at the destination airport.

Unit - IV

AIRFARE CONSTRUCTION: Airline Regulations – Guidelines for Finding and Reading International Air Tariff Rules – Guidelines for Fare Construction– Lowest Combination of Fares Method – Mileage System –Airways Competition – Fare Calculation on a Hand Ticket – Sector Mileages – Basic Principles of International Air Fares and Ticketing – Currency System – Neutral unit of currency (NUC) – World Airways Guide – Fare – City to City Fares – Flight Routings – Ticket Designator – Alterations, Reissuance, and Refunds – Agency Commission–Tariff Terminology

Learning outcome:

- Aware of the utilization of airport facilities existing in India both to domestic and foreign tourists. and Know the existing rules & regulations of air tariff as per IATA regulations

Unit - V

AIR TICKETING TECHNIQUES: Reservation Sheets/Cards – Airline Reservations – Domestic Airline Ticketing – International Airline Ticket Analysis –Ticket Coupons – Air Ticket Information. Air Ticket related traffic Documents – Universal Credit Card Charge Form – Prepaid Ticket Advice (PTA) – Refund/Exchange Notice (REN) – Ticket Exchanges – Ticket Exchange Notice – Cash Refund Notice – Credit Card Refund Notice – Miscellaneous Charges Order – Booking a Tour — Tour Order – Ticket Revalidation – Chartered and Group Travel.

Learning outcome:

- Awareness of the Airline reservation process in GDS & CRS systems in India.

Topics for internal Practicals

- Airline Ticket Booking Procedure (CRS) – Domestic & International – One Way, Round Trip, Circle Trip, Open Jaw Trips.
- Air ticket Cancellation Procedure (CRS)
- How to Order the Food Items while in Airline Tickets
- E-Check-in procedure
- How to book airline tickets for a special category of passengers.
- Baggage handling procedure at Airport.

Reference Books:

- Air Travel Ticketing and Fare Construction, JagmohanNegi, Kanishka Publishers, Distributors, New Delhi.
- World Wide Airways Guide (Red & Blue).
- Air Tariff Book 1, Worldwide Fares.
- Air Tariff Book 1, Worldwide Rules, IT Fares, etc.
- Poonam Pradhan Tiwari, Air Travel Ticketing and Fare Construction, 1 January 2012

302TT26:FRONT OFFICE AND HOUSEKEEPING MANAGEMENT

Objectives

- To know the importance of Front Office and Housekeeping departments in Hotel.
- To understand the Organizational structures of Front Office and Housekeeping
- To familiarize with the importance of housekeeping Departments
- To understand the functions of Executive HouseKeeper
- To provide an understanding of bed making, cleaning science, and other housekeeping activities.

Unit -I

Introduction:- Evolution & growth of Hotel Industry - Major Functions of Front office. Front office department - layout designing. Management of Human Resource of Front office.

Learning outcome:

- A comprehensive understanding of the hotel industry in India and also know the importance of front office department in a hotel.

Unit -II

Organization Structures:- Front office Organization structure - Job descriptions of Front office staff: Qualifications, duties responsibilities & attributes of Front office staff - Front office Department liaison with other departments. Tariff : Tariff structures – Room Tariff card, meals plan.

Learning outcome:

- Clear understanding of organization structure of Front office department and staff qualifications and attributes in Hotel Industry.

Unit -III

Basics of Communication and Accounting:- Importance of Effective Communication in a Hotel Industry- Body language- Front office Guest handling - Pre – Arrival Formalities -Room Reservation and Registration procedures. Guest complaints - complaints handling procedures. Guest Accounting cycles – basics of keeping Accounts – front office cash – Front office cashier role and responsibilities- night auditing process.

Learning outcome:

- Able to prepare & maintain the exact accounts for every service offered by the staff to the customer.

Unit -IV

Housekeeping Organisation Structure:- Importance of Housekeeping, - major functions of housekeeping. Housekeeping layout designing - Housekeeping department organization structure - Job descriptions of Housekeeping staff. Qualifications, duties and attributes of Housekeeping staff. Housekeeping department liaison with other departments. Housekeeping control desk – Types of Registers and files.

Learning outcome:

- Understanding the saying of “cleanliness is next to Godliness” as per housekeeping by using all techniques and equipment.

Unit -V

Bed making & Linen Management:- Types of Beds and Bed making procedure – Linen: Types of linen, sizes and exchange procedure, Storage Facilities and conditions – laundry services uniform designing cleaning agents and equipments - classification with diagram

- Pest control and waste disposal - Interior decoration: Horticulture and flower Arrangement - Guest safety and security - Hotel fire & precautions.

Learning outcome:

- Enable to implement the housekeeping services for the ambiance of the entire hotel premises and know the importance of security measures.

REFERENCE BOOKS:

1. Front Office Management, S.K. Bhatnagar, Frank Bros & Co., New Delhi, 2004.
2. Hotel Front Office: A Training Manual | 3rd Edition by Andrews | 1 July 2017
3. Sudhir Andrews, Hotel House Keeping Management & Operations, Tata McGraw Hills, New Delhi, 2008.
4. Singh R.K, Organization of House Keeping Management, Aman Publications, New Delhi, 2005.
5. Sudhir Andrews, Tourism & Hospitality Industry, Tata McGraw Hills, New Delhi, 2007.
6. ManojMadhukar, Professional House Keeping, Rajat Publications, New Delhi, 2001.

303TT26: TOUR GUIDING & STORYTELLING

Objectives:

- To inspire and inculcate an idea of a professional tour guide
- To create confidence in professional guide career to promoting tourism
- To narrate any tourist destination in a picturesque manner

Unit- 1:

INTRODUCTION: Tour Guiding: Concept - History-Dimensions and Present Status. Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct. Personal hygiene and grooming checklist for tour guides. Principles of Tour Guide-How to develop tour guiding skills. Role of a guide. - Guiding techniques, Audio Guide – Importance of audio Guide in the 21st century. Escort- Functions of a tour escort- Difference between guide and Escort.

learning outcomes:

Understands the basic concepts and unique role of the tour guide

Unit-2:

LICENSE OF TOUR GUIDE: The procedure of registration/approval of Guides, obtaining a license, and regulations. Communication for tour guiding-Language –Posture and Presentation. Roadblocks in Communication-Speaking Faults-Body language for speaking. Tour commentary Composition and Contains-Microphone Technique-Sense of Humor-How to deal with awkward questions Timing and Indications-Apology and Pausing. Linking commentary with what is to be seen.

Learning Outcome:

Qualifies professional & licensed guides to impress tourists with subject knowledge & humor.

Unit-3:

VISITOR INTERPRETATION: Concept-Principles and Types. How to develop good interpretation skill-Popular understanding of a place. Principles of good interpretive practice. Reconstructive and Receptive Interpretation-Personal Stereotype.

Learning Outcome:

Provides mastery over the subject and dynamics as per the types of tourist guide activities

Unit-4:

MUSEUMS & MONUMENTS: The unique role of Tour Guide at National Monuments – Architectural features – History behind the monuments - Indian Architecture - National Museums – Some Specialized Museums: Archeology, History & Culture, Science, Aeronautical & Rail Museums art galleries. Areas of knowledge – Route Map, identify the important religious places, cultural & historical places, eco-tourism places, educational places, entertainment places & hospitals

Learning Outcome:

Provides a sound knowledge of monuments & museums to satisfy the visitors

Unit-5:

STORYTELLING: Getting an idea, developing a structure of a story, elements of a story, Types of Stories, selecting a Story, and Version, Tell, Building a Program, The Business of Storytelling, The Energy of Storytelling, The Ethics and Psychology of Storytelling, Storytelling Values, the Value of Storytelling - The Storyteller's Responsibility to the Audience:

Learning Outcome:

Tells truth through telling stories to attract and retain the attention of the Tourists at a destination.

Reference Books

- The Professional Guide Dynamics of Tour Guiding – Kathleen Lingle Pond John Wiley & Sons, INC
- How to be a Tour Guide author – NICK MANNING
- Pond K.L., The Professional Guide: Dynamics of Tour Guiding (Van Nostrand Reinhold) New York, 1993
- \Goddy B. & Parkin I., Urban Interpretation: Vol. I, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers (School of Planning, Oxford Polytechnic)
- Amy E. Spaulding, The Art of Storytelling: Telling Truths Through Telling Stories, Scarecrow Press, Inc., the United States of America, 2011

304TT26: BUSINESS STRATEGY & TOURISM ENTREPRENEURSHIP

Objectives

- To understand the Strategic Management and various types of strategies.
- To know the Qualitative & Quantitative requirements of an Entrepreneur.
- To understand the Economic, Technical & other feasibilities of the Start ups.
- To know the Process of Strategic Management.
- To understand the sources of Finance & Revival measures of Sick Enterprises.

Unit - I

Introduction: Overview of Strategic Management – types of Strategies: Integration strategies, - Intensive strategies – Diversification strategies – strategic alliances – Mergers & acquisitions – BCG Matrix – Strategic intent & Strategic fit.

Learning outcome:

- Student can able to aware of various strategies and their importance.

Unit - II

Entrepreneur: Characteristics, Competencies, functions, types of entrepreneur – Distinction Between Entrepreneur and Manager – factors affecting entrepreneurial growth in India – Entrepreneurial Motivation – Creativity & innovations under entrepreneurship in Travel & Tourism Business.

Learning outcome:

- Student can understand the basic qualities & qualifications which require to start a business enterprise.

Unit - III

Market Study in Entrepreneurship: Opportunities identification – Sources of ideas – New product development - Business plan – Feasibility report – Technical Vs Economic feasibility – Project Management- Identification, Selection, formulation & appraisal.

Learning outcome:

- Student can analyze the Market demand and able to Prepare the Business Plan & feasibility reports.

Unit – IV

Strategic Management Process: Strategy formulation – Environmental Scanning & Analysis – Strategy implementation – 7 S framework – Strategy evaluation – Strategy control: Budgetary & Operational control – Michael Porter on Strategy.

Learning outcome:

- Student can assess the Business Environment and understand the process of SM.

Unit - V

Finance & Bankruptcy: Short & Long-term sources of finance for Tourism Enterprises, subsidies & incentives – an institutional framework for the Promotion of Travel & Tourism Business – Seed Capital, Venture Capital – Growth Strategies for Ventures.

Business failure – Causes for failure of enterprises – Revival of sick enterprises – Strategies for Revival – Women entrepreneurship in Tourism.

Learning outcome:

- Student can identify the sources of Finance and their accessibility and know the strategies of revival of sick ones.

Reference Books:

- Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
- Poornima M. Ch., Entrepreneurship Development- Small Business Enterprises, Pearson, Delhi, 2009
- Michael H. Morris, et. al., Entrepreneurship and Innovation, Cengage Learning, New Delhi, 2011
- Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
- Anil Kumar, S., et. al., Entrepreneurship Development, New Age International Publishers, Delhi, 2011
- Khanka, SS, Entrepreneurial Development, S. Chand, New Delhi, 2011
- Nitin Balwani, Strategic Management and Business Policy, Excel Books, New Delhi.
- Fred R. David, Strategic Management; Concepts and Cases, Prentice Hall of India (P) Ltd.

305TT26: FINANCIAL MANAGEMENT FOR TOURISM

Objectives

- a) To understand the basics of Financial Management.
- b) To know the financial planning & controlling.
- c) To aware of capital structure and its affecting factors & Role of TFCI towards Tourism.
- d) To understand capital budgeting and it's Techniques
- e) To know the various sources of finance for the short & long term.

Unit-I

Introduction to Financial Management: Nature, Scope & Importance of Financial Management – Role of Finance Manager – Finance functions – Goals of the firm: Profit vs. wealth maximization – Financial implications in Transport, Hotels. (Theory)

Learning outcome:

- Student can understand the basic concepts of FM & goals of a firm.

Unit-II

FM in Govt. Tourism Organizations: Scope, organization of Finance Functions – Financial Planning & Forecasting – Budgeting – Finance controls – MOUs in Tourism & Hospitality Industry. (Theory)

Learning outcome:

- Enable in planning & forecasting of finance & Budgeting and also in designing MOUs.

Unit-III

Capital Structure: Meaning, importance, factors affecting capital structure in Tourism – Risk & Return Tangle - Capital Markets in India – TFCI: Objectives, functions, Role of TFCI in promoting Tourism. (Theory)

Learning outcome:

- Enable in designing a capital structure with debt–equity components and also understand the Role of TFCI towards Tourism promotion.

Unit-IV

Financing Decisions: Long-term finance: Sources of Long-term finance, Short-term finance: Sources of Short-term finance – Working capital: Meaning, significance, - Sources of working capital, determinants, working capital Management in Tourism services. (Theory & Problems)

Learning outcome:

- Analyze the Capital Budgeting Techniques and also scan the Investment opportunities in Tourism.

Unit-V

Capital Budgeting: Nature, Scope – Capital Budgeting Techniques: Traditional & DCF – factors affecting capital budgeting in Tourism Industry – opportunities & challenges for investments in Hotel, Aviation & Tourism sectors. (Theory & Problems)

Learning outcome:

- Examine the sources of finance with cost-benefit analysis and understand the proper Management of working capital.

REFERENCE BOOKS:

1. Eyster J.J.; Rhodes R.C. and Rosenblatt, R.L.; Managerial Accounting in the HospitalityService Industries 2nd Ed. W.C. Brown Co. Shrivastava R.M.: Financial Management.
2. Prasanna Chandra, 'Financial Management
3. Pandey I.M.: Financial Management.
4. Hampton. J, 'Financial Decision Making', Prentice Hall India, Delhi
5. Godwin-Charles Ogbuide, Revenue Management, Cost Control, and Financial Analysis in the Hospitality Industry, 23 December 2013
6. Johnathan Hales, Hubert B. Van Hoof- Accounting and Financial Analysis in the Hospitality Industry, 16 February 2010 by (Author)

306TT26: FOREIGN EXCHANGE MANAGEMENT IN TOURISM

LEARNING OBJECTIVES CREDITS:

- a) To impart students with knowledge of the foreign exchange market;
- b) To equip with basic knowledge of the economic fundamentals; and
- c) To develop a better understanding of the foreign exchange market.

UNIT- I

Concept of Foreign Exchange: Exchange Rates System - International Monetary System - Gold Standard - Fixed Exchange Rates - Flexible Exchange Rates-Float System-Rate Fluctuations - Foreign Exchange Market: Cash and Spot Exchange Markets-Eurocurrency Markets - Role of Commercial Banks-Authorized Dealers & Money Changers-Mechanics of Making Foreign Payment – Foreign Exchange (FX) Treasury Market (SWIFT) - Costs Associated with International Payments, Foreign Exchange Markets and Its Importance in Tourism Industry.

Learning outcome:

- Students can understand Foreign Exchange and its various markets & Exchange rate systems and also the role of commercial Banks in this regard.

UNIT- II

Determination of Exchange Rates: Factors Affecting Exchange Rates-International Trade and Capital Flow-Theories of Determination of Foreign Exchange Rates – Purchasing Power Parity – Interest Parity-Balance of Payment, Theory of Exchange Rates: Merchant Rates- Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.

Learning outcome:

- Students can aware of the factors affecting Foreign Exchange rates and different theories of Exchange rates. And also know the restricted operation accounts for Tourism Agencies.

UNIT- III

Foreign Exchange Exposure Management: Forecasting Forex Rates – Forward Rate as a Short-Term Forecast – Technical Forecasts – Economic Model – Forecasting of Fixed Exchange Rates from Convertible Currencies - Denomination in Local Currency - Management of Foreign Exchange Reserves.

Learning outcome:

- Students can understand the various forecasting Forex rates and how to manage the Forex reserves also.

UNIT- IV

Foreign Direct Investment: FDI Theories on Macro Level, Micro level, OLI Theory - FDI - FII. Indian Forex Market: Foreign Exchange Administration in India – Setting Up and Operating a Forex Dealership – Convertibility of Rupees on Current Account – Convertibility of Rupees on Capital Account – Pros and Cons – Foreign Exchange Control Objectives – Methods –Role of FEDAI – FERA 1973 to FEMA 1997.

Learning outcome:

- Students are able to know the theories of FID, Forex administration, convertibility of rupees into various currencies and their pros & cons, etc.

UNIT- V

Forex Trading: Forex Trading Infrastructure and Networks – Market Microstructure & Order Placing – Direct and Indirect Quotas – Cross Rates – Speculation – Exchange Arithmetic – Psychology of Forex Trader – Computerized Trading Programme – Information Analysis of Trading - Documents Used in Foreign Trade- Mates Receipt- Bill of Lading- Shipping Bill- Bill of Entry-Letter of Credit.

Learning outcome:

- Students can understand the Forex trading basic infrastructure, the psychology of Forex traders, online trading & required documents in the trade.

REFERENCES

1. Shah, P. (2015). Forex Management. New Delhi: Wiley Publications.
2. Pilbeam, K. (2008). International Finance. Switzerland: Springer Nature.
3. Bhardwaj, H.P. (1994). Foreign Exchange Handbook. New Delhi: Wheeler Publishing.
4. Gandolfo, G. (2006). International Finance and Open Economy Macro Economics. London: Springer International Edition.
5. Clark, E. (2004). International Finance, (2 Ed.). London: Thomson Publications.

307TT26: DIGITALIZATION OF TOURISM

Objectives

- a. To understand emerging GDS in the tourism and travel industry
- b. To study the impact of Information Technology on the tourism and travel sector
- c. To explore the scope of entrepreneurship in the emerging e-tourism business.

Unit- I

INTRODUCTION TO E-TOURISM: Historical Development - Electronic technology for data processing and communication - Strategic, Tactical, and operational use of IT in Tourism.

Learning outcome:

- Provides the knowledge on basics, understanding of E-Tourism and its technological processing in tourism

Unit – II

GLOBAL DISTRIBUTION SYSTEM: History & Evolution - GDS & CRS - Levels of CRS Participation - Hotel Distribution System - Cases of Amadeus - Galileo, World Span, Sabre, Abacus - Changing Business models of GDS.

Learning outcome:

- Provides thorough knowledge of global distribution system (GDS) in the Hotel and Travel Agents sectors.

Unit – III

TYPOLOGIES OF E-TOURISM: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).

Learning outcome:

- Clear-cut understanding of typologies of E-Tourism

Unit- IV

PAYMENT SYSTEMS IN E-TOURISM: Payment Gateway - Participants and Service Suppliers in a BSP-Billing and Settlement Plan (BSP) -Standard Traffic Documents (STDs)- Security Issues and Third-Party Certification.

Learning outcome:

- Grasp the Application of the payment system in E-Tourism in detail

Unit – V

FUTURE OF E-TOURISM: Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies – Latest advancement in E-Tourism & Hospitality.

Learning outcome:

- Practical Knowledge of the prediction of future E-Tourism with the latest advancement systems.

TEXTBOOKS

1. Sheldon P. (2002), Tourism Information Technology, CABI.
2. Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.

REFERENCE BOOKS

1. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
2. Poon A. (1998), Tourism, Technology, and Competitive Strategies, CABI.
3. Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.
4. Zheng Xiang, Matthias Fuchs, et al., Handbook of e-Tourism | 26 January 2022

308TT26: CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

Objectives:

1. To understand the nuances of Customer Relationship Management;
2. To familiarize with the issues of Services Marketing; and
3. To be able to create and manage a market-oriented service organization.

Unit I

Customer Relationship Management in Tourism – Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement Customer Feedback and Service Recovery.

Learning outcome:

- Understand how organizations use CRM systems for targeting marketing communication.

Unit II

Managing and Sharing Customer data - Customer information databases – Ethics and legalities of data use – Data warehousing and data mining – Data analysis – market Basket analysis (MBA) – clickstream analysis - Personalization and Collaborative Filtering.

Learning outcome:

- Ability to acquire knowledge for understanding data warehousing, data mining, and methods for data analysis.

Unit III

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service aspirations - Consumer Behavior in Service encounters.

Learning outcome:

- Demonstrate characteristics of marketing services in building and managing customer relationships.

Unit IV

Marketing Mix in Services – The SEVEN Ps - Product – Price – Place – Promotion -People – Process – Physical Evidence – Balancing Demand and Capacity – Popular Strategie

Learning outcome:

- Understanding 7p's critical path and popular strategies for effective customer relationships.

Unit V

Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

Learning outcome:

- Apply the service quality gap model to diagnose the quality problems.

REFERENCES BOOKS

1. Christopher Lovelock & Jochen Wirtz - Services Marketing, Pearson Education, Delhi, 2004.
2. Zeithmal, Parasuraman & Berry – Delivering Quality Service, The Free press, New York
3. Andrysilmore, Services Marketing & Management, Response Books, Sage Publications, Delhi, 2001
4. Jagdish Seethi, Etal, Customer Relationship Management.
5. Stancles A. Brown, 'Customer Relationship Management, John Wiley & Sons, 2000
6. Lovelock, 'Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore, 2003
7. Gilmore, 'Services Marketing and Management, Response Books, New Delhi, 2004.
8. Francis Buttle (Author), Stan Maklan (Author), Customer Relationship Management: Concepts and Technologies- 2 February 2015
9. Jagdish N Sheth, Parvatiyar Atul, Customer Relationship Management: Emerging Concepts, Tools and Applications,, 2017

2nd YEAR – 4th SEMESTER SYLLABUS

401TT26: INTERNATIONAL TOURISM MANAGEMENT

Objectives:

- a. To appreciate the importance of international tourism.
- b. To evaluate the role of various international tourism organizations
- c. To identify the methods to improve tourism circuits across the globe.

Unit: I

GLOBALIZATION & TOURISM SECTOR – Globalization & the Business World - The Tourism Industry- Challenges - Factors affecting Global & Regional Tourist Movements - Demand and Origin factors _ Destination & Resource factors - Contemporary trends in international tourist movements.

Learning outcome:

- To understand the global scenario of the Tourism Industry

Unit: II

THE EMERGENCE OF INTERNATIONAL HOTELS & TOURISM - Historical aspects - Development of Chains _ Development abroad - Airline connection - Political aspects of international travel- Tourism Barriers to travel - Tourism investment & Business - Regulations - International organizations dealing with barriers viz: WTO, IMF, IHA - Need for Government support of Tourism - National Advisories _ Political risk - Crisis Management.

Learning outcome:

- To get the awareness of International airlines & hotels

Unit: III

INTERNATIONAL HOTELS - Balancing Global & Local Perspectives - Operating in a multinational environment - International rules & regulations - a brief study Human Resources & Cultural diversity - Understanding cultural diversity - Cultural Perceptions - Business Protocol - Cultural Considerations in Negotiations.

Learning outcome:

- To have a clear understanding of cultural diversity & business protocol

Unit: IV

INTERNATIONAL TOURISM SALES & MARKETING - Market Research - Developing an International Marketing Strategy - Understanding various travel distribution systems viz GDS - Product Positioning.

Learning outcome:

- To understand the international marketing mix

Unit: V

GLOBAL COMPETITION & THE FUTURE - Long-Term Tourism Growth Trends - Tourism Growth in Major Regions, Global Tourism Markets - Western Europe And North American Countries - Far east & Middle east countries - Africa- Australia - Renowned Tourism Attraction in the Market segment - Transportation developments, Technology & Automation, Development Issues, Tourism & The Environment. Popular Tourist Places and Case Studies of Selected countries like China, Singapore, Malaysia, Thailand, France, and the USA. Important Tourist circuits of selected Indian States like Delhi and Agra, Rajasthan, Jammu Kashmir, Madhya Pradesh, Goa, Orissa, and northeastern regions.

Learning outcome:

- To get knowledge of global market trends

REFERENCE BOOKS:

1. International Tourism by H. L. Bhatia
2. Contemporary Tourism: An International Approach - Chris Cooper & C. Michael Hail
3. International Cases in Tourism Management-Susan Homer & John Susan Brooke.
4. The International Marketing of Travel and Tourism: A Strategic Approach by Francois Vellas&lionelBecherel.
5. Human Resource Management for Tourism & Hospitality and Leisure Industries: An International Perspective by Tom Baum.
6. Trent Powell, International Tourism: Planning and Management | 1 August 2016

402TT26: AIRLINES & CARGO MANAGEMENT

Objectives:-

- a. To familiarize the students with the airline & Cargo industry of India
- b. To introduce the cargo documentation
- c. To explain how to handle different cargo items
- d. To do Practical work in Air Cargo Management.

Unit -I

AVIATION SECTOR: Aviation History – Open sky policy– Functions and Role of ICAO, IATA, DGCA, Bureau of Civil Aviation Security, and Airport Authority of India – Types of Airlines – Types of Aircraft – Study of aircraft parts.

Learning outcome:

- Provide knowledge on the evolution of Aviation History with proper services of IATA & ICAO.

Unit – II

AIRLINE CODES: Airline designated codes– Airport codes (IATA & ICAO) – International Conventions – Billing and Settlement Plan – Sale Indicators –Types of Journeys in Airlines –Role of Computers in the Aviation sector.

Learning outcome:

- Clear Understanding of different types of journeys in Airlines.

Unit - III

AIR CARGO: Basics of Air Cargo – Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges – Airlines & Ships Cargo capacity– Cargo with special attention – Introduction of dangerous goods – Live Animal Regulation.

Learning outcome:

- Aware of various facilities offered at the air cargo terminals by the airport authority of India.

Unit -IV

CARGO DOCUMENTATION: Cargo Packaging, marking, labeling of consignment, acceptance of cargo, airway bill- Charges correction advice (CCA) - Irregularity Report - Cargo Manifesto - Cargo transfer Manifesto - Declaration for dangerous goods.

Learning outcome:

- Practical understanding of the cargo packing, marking, and labeling of Air cargo as per the existing rules.

Unit - V

CARGO EXPORT & IMPORT: Export Documentation – Cargo Export Procedure – Quality Control – Import Documentation – Cargo Import Procedure– Role of DGFT – Import-Export License – EXIM policy – Cargo companies in India.

Learning outcome:

- Understanding of both cargo export & import documentation procedures with quality control as per Directorate General of Foreign Trade (DGFT).

Topics for Internal Practicals

1. Cargo booking procedure through CRS
2. How to prepare the Airway Billing cargo bookings
3. Cargo cancelation procedure
4. Cargo booking procedure - Live animals & dangerous goods

REFERENCE BOOKS

1. Air Cargo Tariff Manual.
2. IATA Live Animal Regulation Manual.
3. Export-Import Procedures: Documentation and Logistics, by C. Rama Gopal, 2006, New Age International

403TT26: DESTINATION PLANNING AND DEVELOPMENT

Objectives

- a) To facilitate the assessment of the tourism potential of a destination and Prepare a tourism development plan as well as marketing techniques;
- b) To familiarize with the destination branding practices; and
- c) To introduce advanced analysis and research in the field of destination development.

Unit-I

DESTINATION DEVELOPMENT: Types of destinations, Characteristics of destinations –Destinations and products – Destination Management Systems –Destination planning guidelines –Destination Selection Process-The Values of Tourism.

Learning outcome:

- A clear understanding of the characteristic features of the Tourist destination process

Unit-II

DESTINATION PLANNING PROCESS AND ANALYSIS–National and Regional Tourism Planning and Development – Assessment of tourism potential – Planning for Sustainable Tourism Development – Contingency Planning - Economic, Social, Cultural, and Environmental considerations – Demand and supply match-Design and innovations.

Learning outcome:

- Applying the national & Regional tourism planning for the development purpose area wise

Unit-III

DESTINATION IMAGE DEVELOPMENT– Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges - Creating the Unique Destination Proposition-Place branding and destination image – Destination image formation process; unstructured image –Product development and packaging – Destination branding and the web-Case Study of Capital Amaravathi as a brand.

Learning outcome:

- Develops leadership skills as the destinations branding perspectives and challenges concerned in a unique manner

Unit-IV

DESTINATION PROMOTION AND PUBLICITY– Six 'A's framework for Tourism destinations-The dynamic wheel of tourism stakeholders – Destination Marketing Mix –Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

Learning outcome:

- The thoroughness of 6A's framework of tourist destinations cum marketing mix to face competition

Unit-V

INSTITUTIONAL SUPPORT: Public-Private Partnership (PPP) –National Planning Policies for Destination Development – WTO Guidelines for Planners –Role of urban civic bodies: Town planning - Characteristics of rural tourism planning- Environmental Management Systems –Destination Vision – The focus of Tourism Policy: the competitive sustainable destination-Destination mapping (practical assignment).

Learning outcome:

- Implementation of Public provide partnerships at the local, and national levels to promote tourism as per the WTO guidelines

TEXTBOOKS

1. C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.

REFERENCE BOOKS

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition.
2. Richard W.Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
3. Claire, Haven Tang &Bieri Ellis Jones (2005), Tourism SMEs, Service Quality & Destination Competitiveness.
4. ShaliniSingh, Dallen. Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABIPublishing.
5. Geoffrey Ian Crouch, J.R. Brent Ritchie &Horst-Herbert G. Kossatz (2003), the competitive Destination: a Sustainable Tourism Perspective, CABJPublishing.

404TT26: TRAVEL MEDIA

Objectives

1. To provide detailed information about Travel Magazines Guide Books and Coffee table books.
2. To understand the importance of Electronic Media in Tourism promotions.
3. To understand the role of the Internet in researching Travel information.

Unit – I

TRAVEL WRITING: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books – The Internet – Researching and Approaching Markets – Travel Books – Guide Books – Accommodation Guides – Business Travel – Coffee Table Books, Autobiographical Tales – Anthologies.

Learning outcome:

- A clear understanding of travel media both electronic and print form the need of the hour

Unit – II

ELECTRONIC MEDIA IN DOCUMENTING DESTINATIONS, Travel, and Transport, Hospitality and tourism resources – Nature of Media coverage: Webcast and telecast _ Scriptwriting for travel programs – Identifying points for visual support – Conducting interviews – Virtual tourism.

Learning outcome:

- How fast is electronic media dominating the present society in all spheres and its observations

Unit – III

RESEARCH TOPICS: Sources of Information – Research on the Internet – Researching on the spot – Organizing research material.

Learning outcome:

- Quick information on the spot for good communication purposes

Unit – IV

DEVELOPING IDEAS FOR TRAVEL ARTICLES – Journey Pieces – Activity Pieces – Special Interest Pieces – Side-trips – Reviews – Ideas from own travel experiences – Ideas from other sources.

Learning outcome:

- Special attention to new ideas from travel

Unit – V

HOW TO PORTRAY THE EXPERIENCES: Practical tips – Choosing the right words – Verbs, Adjectives, and clichés, Illustrations – The Practicality of taking photographs, Non-Photographic Illustrations.

Learning outcome:

- Experience very practical-minded purposes to portrait information

Text Books

1. Janet Macdonald (2000), Travel Writing, Robert Hale, London.

References

1. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
2. Clark, Riley.M., Wood, R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
3. Nelson C. (2001), Tourism and the Media: Tourist Decision Making, Information, and Communication, Hospitality Press, Melbourne.
4. Arvham E. &Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.
5. Scot Ober, Contemporary Business Communication 3/e, Houghton Mifflin Company, 2000.

405TT26: ECO & SUSTAINABLE TOURISM

Objectives:

1. To comprehend the theories and practices of ecotourism;
2. To understand the problems of sustainable development, and ecotourism and identify solutions; and
3. To be familiar with various approaches and practices for responsible eco-tourism development.

Unit-I

ENVIRONMENTAL STUDIES: Definition, Scope, and Importance; Nucleus of Environment - Evolution of life and Environment: Man and Environment - "Environment does not belong to man, man belongs to the Environment" - Futurology - Sustainable Tourism and the Environment - Sustainable Tourism Illusion or Realistic Alternative - The Biggest Industry the World has Ever Seen: The Future of World Tourism - Tourism and the Environment - Sustainable Tourism Development.

Learning outcome:

- Develop deep insight into the environment as per the evolution of life and the further sustainability of planet earth.

Unit-II

EMERGENCES OF ECO-TOURISM - Growth, and Development - Definitions - Principles of Eco-Tourism - An overview of Eco-Tourists. Eco-Tourism Resources in India: Caves, National Parks, Wild Life Sanctuaries, Tiger Reserve, Biosphere Reserve, Wet Lands, Mangroves, Coral Reefs, and Desert Eco System - Healing Environmental Education and Communication - Pro-Poor Tourism - Economics and Environment - Fresh Water and the Environment Eco- Tourism as a business: Eco-Tourism Industry - stakeholders in Eco-Tourism Business planning - Business sectors - Product interpretation and quality control.

Learning outcome:

- Provide thorough knowledge of eco-tourism trends with quality control without disturbing nature.

Unit-III

ECO-TOURISM DEVELOPMENT - Sustainable Eco-Tourism - Resource Management - Socio-Economic Development- Eco-Tourism policies - Planning and implementation - Eco-Friendly Facilities and Amenities to the Tourists and the general public - Carrying capacity - Alternative Tourism - Responsible Eco-Tourism - Urbanization and the Environment - Children's Health and Economy and Public Health - Population and the Environment - Saving our planet Earth - Forests - The Earth's Lungs. Ecosystem.

Learning outcome:

- Application of eco-friendly facilities to tourists in a sustainable manner.

Unit- IV

POPULATION GROWTH AND FORESTS - Population and Biodiversity - Genetic Diversity and Food Security - Global Warming: Worrisome Sign - An Agenda for Change - Using Economics to Advantage. Environmental Pollution: Land, Air, Water, and Noise pollution with special reference to tourism activities - Green House Effect - Depletion of the ozone layer treats Global Warming.

Learning outcome:

- Understanding the importance of bio-diversity aspects pertaining to population growth.

Unit-V

ECONOMICS AND SUSTAINABLE DEVELOPMENT - Employment and Promoting Ecology - Eco-Tourism strategies with special reference to Environmental protection - Eco-Tourism Development - Agencies - Role of the International Eco-Tourism Society - The UNWTO - UNDP - WWF - Minister of Tourism Department of Forest and Environment Government of India. Green Climate: always the best choice for Tourists to spend their leisure with family and friends.

Learning outcome:

- A proper understanding of economics and sustainable development of eco-tourism.

REFERENCE BOOKS:

1. Madhav Gadgil & Ramchandra Guha: The Fissured land; An ecological history of India OUP, Delhi 1992.
2. Wernes Wolfgang (ed.): Aspects of Ecological Problems and environmental awareness in South Asia, New Delhi, 1993.
3. Tourism & Environment: Dr.M.Lakshmi Narasaiah: Discovery Pub. House, New Delhi, 2003.
4. Glimes of Environment by Dr. K.V.S.G Murali Krishna, VGS Book Links Published.
5. Environmental Science Education Revised Edition by A. Pannearsevam & Mohan Rama Krishnan.
6. Challenges of Sustainability Tourism by D. Kumar, Published by Intellectual Book Bureau

406TT26: EVENT MANAGEMENT

Objectives:

- a) To enrich the level of knowledge about the management of different types of events;
- b) To help the students understand different aspects and functions of events; and
- c) To provide sufficient opportunities to use knowledge and skill in the event business.

Unit – I

INTRODUCTION TO EVENT MANAGEMENT: Size of Events – Types of Events – The Event Team – Code of Ethics. Concept and Design: Developing the Concept – Analyzing the Concept – Designing the Event – Logistics of the Concept. Feasibility: Keys to Success – The SWOT Analysis.

Learning outcome:

- To understand the concepts of Event Management

Unit – II

MARKETING: Nature of Event Marketing – Process of Event Marketing – The Marketing Mix – Sponsorship. Promotion: Image/Branding – Advertising – Publicity – Public Relations. Financial Management: The Budget – Break-Even Point – Cash-Flow Analysis – Profit and Loss Statement – Balance Sheet – Financial Control Systems – Panic Payments. Risk Management: Process of Risk Management – Incident Reporting – Emergency Response Plans – Standards for Risk Management.

Learning outcome:

- To have a clear idea of the nature of event marketing

Unit – III

PLANNING: Develop a Mission/Purpose Statement – Establish the Aims of the Event – Establish the Objectives – Prepare an Event Proposal – Make Use of Planning Tools. Protocol: Titles Dress for Formal Occasions – Protocol for Speakers – Religious and Cultural Protocol – Protocol for Sporting Ceremonies – Preparing for Dignitaries – Rules of Flag Flying. Staging: Choosing the Event Site – Developing the Theme – Conducting Rehearsals – Providing Services – Arranging Catering – Organizing Accommodations – Managing the Environment.

Learning outcome:

- To know the formation of steps in event management

Unit – IV

STAFFING: Developing Organization charts – Preparing Job Descriptions – Recruitment and Selection – Drawing Up Rosters – Training – Briefing Staff – Managing Legal Requirements – Developing Recognition Strategies – Managing Volunteers. Leadership: Developing Leadership Skills – Managing Temporary and Diverse Teams – Group Development – Improving Communication – Time management – Planning and Managing Meetings. Operations and Logistics: Logistics – Policies – Procedures – Performance Standards – Functional Areas – Leadership and Staff Motivation.

Learning outcome:

- To get the awareness of HRM practices in Event management

Unit – V

SAFETY AND SECURITY: Security – Occupational Safety and Health – Incident Reporting. Crowd Management and Evacuation: The Crowd management Plan – Major Risks – Crowd Management – Emergency Planning – Implementing Emergency Procedures. Monitoring, Control, and Evaluation: Monitoring and Control Systems – Operational Monitoring and Control – Evaluation – The Broader Impact of Events.

Learning outcome:

- To have a thorough knowledge of the measures for safety & security in Event Management

REFERENCE BOOKS:

1. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
2. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
3. Joe Gold Blatt (1997), Special Events – Best Practices in Modern Event Management, John Wiley and Sons, New York.
4. Dr. Anukrati Sharma and Dr. Shruti Arora, Event Management and Marketing: Theory, Practical Approaches, and Planning, 2018
5. AbhijeetBhattacharjee, Event Management - A Zero Investment Startup Business |13 August 2020

407TT26: MEDICAL AND WELLNESS TOURISM

Course Objectives:

1. To understand the health Tourism in detail with proper health measures for people
2. To understand the clear growth of MT and its promotional benefits
3. To know the MT product packages with Health insurance for claiming them
4. To have clarity of legal aspects of MT with ethical, legal approaches as per NABH
5. To get a clear picture of Health issues through Wellness Tourism, and know the present trends of MT in India

Unit-I: Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, - Ancient centers of healing, Quality of Life (QOL) - Concept. The scope of Health Measures. Health: Concept, Definitions, and Importance of health to People, Business and Government.

Learning outcome:

- Students learn in detail the concepts of Medical & Wellness Tourism

Unit-II: Medical tourism: concept, typology, Genesis, and growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at a global level

Learning outcome:

- Students can aware of the Global Medical Tourism scenario with market promotion for Health & Wellness

Unit -III: Medical & Wellness Tourism Market: Tourist Profile, Market analysis, designing Medical tour packages, Approvals and formalities, Pre-tour arrangements, tour operations, and post-tour management, Health Insurance, Claiming Health Insurance. Role of Govt. in Health tourism – Case studies about selected Medical and wellness tourism destinations.

Learning outcome:

- Students understand about MT Products with various Health Insurance services.

Unit-IV: Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic, and environmental issues in health and medical tourism. Role of National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

Medical Tourism Centres/Destinations, Current and futuristic trends, Potentials, Issues, and Challenges, Trousing the challenges, Government Support.

Learning outcome:

- Students acquire knowledge with the legal aspects of MT under the ethical & legal guidelines of NABH

Unit- V:

Tourism & Wellness: Dimensions of wellness, Spa tourism experiences, types of Spas - Day Spa, Destination Spa, Medical Spa, Resort Spa- Different areas in wellness, health and wellness programs- Economic, Social, Political & Environmental (ESPN) aspects of Healing.

Learning outcome:

- Students can assess the MT benefits and able to understand the trends of health issues

Suggested Reference Books

1. Medical Tourism and Transnational Health Care by Professor David Botterill, Professor Guido Pennings, et al. | 24 May 2013
2. Medical Tourism: India (Medical Tourism Guide Book 1) by Steven Larson | 31 January 2013
3. Medical Tourism in India by Sneha Pathak and Ritesh Mishra | 21 October 2019
4. Health and Wellness Tourism: Emergence of a New Market Segment by Marta Peris-Ortiz and José Álvarez-García | 19 August 2016
5. M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann
6. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.

408TT26: TOURISM RESOURCES OF INDIA

Objectives

- To Compare and assess the natural, cultural and man-made attractions of Tourism
- To Identify the various touristic sites and significance to the development of Tourism
- To Respect and guard various resources of Tourism

Unit-1 Historical, Cultural Resources of India: Historical Monuments of UNESCO in India, Handicrafts in AP – Udayagiri Wood Cutely, Bobbiliveena, Kalamkari Paintings, Durgi stone work, Leathers pupets, Nimmalakunta, Brossware, Sirimanotsav, GangammaJatara, TirupathammaJatara(penuganchiprolu), Gunadala festival.

Unit –2 Religious Tourism resources : Major religions of India-Hinduism, Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India: Tirupati, Srisailam, Vijayawada-Kanaka Durga temple, Gunadalamatha temple , PeddaKakani-Prayers , CuddapahDargah, Pancharamas in Andhra

Unit – 3 Natural Tourism Resources of India: Coringa wildlife sanctuary, Nagarjuna –Srisailam sanctuary, Koundinya Wildlife sanctuary and Rayala Elephant Reserve-Major hill stations, Islands ;Horsely hills, Araku valley; Konaseema, ,Bhavani Island, Diviseema, Hope Island; Krishna and Godavari River Banks- Sea Beaches of India - Mumbai, Puri, Goa, Chennai, Trivandrum and Kerala; Ramakrishna Beach, Manginapudi, Suryalanka, Mypadu beach-Adventure Sports: Land based, water based and aero based -Ecotourism: Jungle bells, Maredumilli, Lonavala, Munnar, Kodaikanal, Ooty & Shimla.

Unit-4 Catalyst of Tourism Development in India: Tourism promotional festivals of India-KumbhMela, Snake Boat Race, International Kite Festival, Pushkarmela; Visakha Mahotsavam, Kanaka Durga Navarathris, Tirupati Brahmotsavam-Art galleries and important Museums in Andhra Pradesh; Nagarjunakonda, Amaravathi. Bapu Museum, Tribal Museum-Visakhapatnam: Damerla Ramarao Art Gallery, Rajahmaundry.-Tourist Trains in India - Places on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.

Unit-5 Important Tourism Circuits: Golden triangle - Delhi, Agra and Jaipur, Southern triangle Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbini, Bodhgaya, Sarnath and Kushinagpur and Green triangle - Guwahati, Shillong and Kaziranga, Bhubaneswara, Puri - Konark.;Heritage and Buddhist circuits in Andhra-Important hotel chains in India

References:

- Jacob, R., Joseph, S., Philip, A. (2007); Indian Tourism Practices, Abhijit Publications
- Percy, B. (1940) : Indian Architecture - Hindu and Buddhist Period
- Raina, A.K. Raina, C.L. (2005) : Fundamentals of Tourism and Indian Religion, Principles and Practices, Kanishka Publishers, Distributors, New Delhi-02
- Sharma, U. (2008) : Festivals in Indian Society, Mittal Publication, New Delhi -02
- Rai. H.C. (1998) : Hill Tourism Planning & Development
- Dr. VBT Sundari - BharatiyaSanskruithiParyatakaRangam, 2012

Duration of the Programme:

Minimum: Two Academic Years from the year of joining of the course (Four Semesters).

Maximum: Five Academic Years from year of joining of the course for securing First Class or Second Class.

INSTRUCTIONAL DESIGN :**Instructional delivery mechanism:**

University has its own faculty for MBA department and all the faculty members will act as resource persons. Counselling session for theory is 12 hours for each course. Our University has blended mode delivery mechanism i.e., ICT and Conventional modes.

Media of delivery mechanisms:

- **Printing:** The study material delivery media include Printing of books which are issued to the students who are enrolled for the programme.
- **conducting virtual classes:** Virtual classes are also being conducted at regular intervals for students.
- **Interactive sessions, and Discussion boards:** In distance Education, for each course 12 hours face to face contact between the learners and their tutors and therefore interactive sessions are conducted. The purpose of such interactive session is to answer some of the questions and clarify doubts that may not be possible in other means of communication. This programme provides an opportunity to meet other fellow students. The Counsellors at the study centres are expected to provide guidance to the students. The interactive sessions are conducted during week ends and vacations to enable the working students to attend.
- **Student support services:** Student support services include Internet enabled student support services like e-mails, SMS and even an app is planned. Student feed back mechanism is created and feed back is designed. Student Learning Management System (LMS) is customized to every student. For every student customized examination management system (EMS) is also created facilitating self evaluation, demo tests, model question papers and periodical Internal Assessments.
- **Credit System:** University has adopted Choice Based Credit System (CBSE) under semester mode from 2013. The same has been approved by relevant Statutory boards in Distance mode also.
- **Admission procedure:**
- **Eligibility Criteria:** The eligibility for admission into this course is admissions are governed by the rules and regulations that are issued by Andhra Pradesh State Council for Higher Education (APSCHE) from time to time. Eligibility is pass in AP-ICET or ANUCDE Entrance Test and pass in any Bachelor Degree with 50% aggregate (45% for BC, SC & ST) (other than BFA & BOL) with Mathematics at 10th or Inter or Degree.
- **Fee Structure:** The total two years programme fee is Rs. 47,700/-.

- **Policy of programme delivery:** Our University has blended mode delivery mechanism i.e., ICT and Conventional modes. In conventional mode printed material is given and also online mode of delivery with learning management system is adopted.

- **Activity planner:** There is an yearly academic plan and as per plan interactive sessions, assignments, examinations etc are conducted to the candidates.

- **Evaluation System:** Periodical progress of learning is evaluated by web based feed back mechanism in the Learning Management System. Evaluation of learner progress is conducted as follows:

- (i) The examination has two components i.e., continuous evaluation by way of assignments (30 %) and term end University Examination (70 %).

- (ii) Each student has to complete and submit assignment in each of the theory paper before appearing to the term end examination. The term end examination shall be of 3 hours duration.

- (iii) Minimum qualifying marks in each paper is 40 % individually in internal and term end examination. The candidates who get 60 % and above will be declared as pass in First Division, 50 % to below 60 % as Second Division and 40 % to below 50 % as Third Division.

- (iv) The Centre for Distance Education, Acharya Nagarjuna University will conduct the examinations, evaluations and issue certificates to the successful candidates.

- (v) All the term end examinations will be conducted at the examination centres fixed by the CDE.

- (vi) Qualitatively the examinations conducted for the students of the Distance Education are on par with the examinations conducted for the regular University students.

LIBRARY SUPPORT AND LIBRARY RESOURCES :

The MBA programme is based on the theory and does not contain practical papers. Hence, no need of Laboratory support. However, University Library is accessible to all the students of distance education. University provides computer library facility with internet facility to learners for their learning. Additionally every department in the University has a well equipped library which is accessible to all the students. CDE also provides a compendium of web resources to every student to support learning.

COST ESTIMATE :

The Programme fee for I year is Rs.23,000/-, and II year is Rs. 24,700/-. The university will pay the remuneration to Editors and lesson writers as per university norms. DTP charges, Printing of books and Examination fees will be paid by the ANUCDE as per prescribed norms. This institution is providing high quality programmes at low cost.

QUALITY ASSURANCE :Quality assurance comprises the policies, procedures and mechanisms which that specified quality specifications and standards are maintained. These include continuous revision and monitoring activities to evaluate aspects such as suitability, efficiency, applicability and efficacy of all activities with a view to ensure continuous quality improvement and enhancement. The programme is designed with a focus on the proposed

learning outcomes aimed at making the learner industry ready also for career advancement, enterprenureal development, and as wealth creators. There is a continuous evaluation of learning and of competence internally and also by ICT enabled feed back mechanism and Centre for Internal Quality Assurance (CIQA). The University ensures maintaining quality in education provided through open and diatance learning mode. As per the need of the information society and professional requirement, the University ensures to change the mechanism from time to time along with enhancement of standard in course curriculum and instructional design. Therefor, the outcomes of the programme can meet the challenges in the changing society.



DIRECTOR
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