



MBA-TOURISM



INFORMATION BROCHURE



IDTS
PONDICHERRY UNIVERSITY
GET..SET..GO !!!



DEPARTMENT OF TOURISM STUDIES
SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY
PUDUDHERRY-605014



DEPARTMENT OF TOURISM STUDIES

MBA (TOURISM)

COURSE CURRICULUM



**SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY**

The University

The Pondicherry University (A Central University) was established by an Act of Parliament in October 1985. The campus is spread over 780 acres of land rolling down to the Bay of Bengal sea beach. The landscape is dotted by sprawling lawns, well nurtured gardens, picturesque road shapes, and lush green belt with eco-forest; an ecologist's delight indeed! The tranquil setting makes Pondicherry University campus a unique one with exquisite natural beauty and serene sea shore that captures viewers' imagination and provides an ideal atmosphere for learning. On the University Campus and its two extension centres at Karaikal and Andaman and Nicobar Islands, 13 Schools, 34 Departments and 12 Centres are situated with student strength increasing by the year. True to the national character, Pondicherry University has emerged as a choice destination for student not only from across the country but from abroad as well. The University is a member of the Association of Commonwealth Universities and signed MoU with several foreign Universities/ Institutions.

The School of Management

The School of Management is the first School to be established in the University in the year 1986 and is one of the popular Schools of Excellence in the campus. The School offers five MBA Programs - MBA (General), MBA (Tourism Studies), MBA (Banking Technology), MBA (International Business) and MBA (Insurance) besides two closely related programs in Economics and Commerce. The mission of the school is to contribute to the development and enrichment of Management education relevant to the needs of the society through teaching, consultancy and research.

The Department of Tourism Studies

The Department of Tourism Studies (DTS) (started of as Centre for Tourism Studies) was established in the 1991, as a nodal centre for advanced learning in tourism and allied disciplines with the seed financial grant from Ministry of Tourism and Civil Aviation, Government of India. Since ever, the Department has been offering Master of Tourism Administration (MTA), a two year program spread over four semesters with focus on hospitality and tourism. During the academic year 2003-2004, the MTA Program was rechristened as MBA (Tourism). Some of the alumni of the DTS have reached the middle and senior level managerial positions in multinational travel companies. Some have chosen to become educators and researchers while a few have opted to be entrepreneurs. The Department is a Permanent Association of the Travel Agents Association of India (TAAI). The Department is also an Institutional Member of Industry Associations like Indian Association of Tour Operators (IATO) and South Indian Hotels and Restaurants Association (SIHRA). It is also one of few Tourism Studies Departments in the country assisted by the University Grants Commission (UGC) at DRS – 1 level of SAP.

The Vision of the Department is to become an agent of change for principled, socially responsible and creative leadership in tourism by providing the highest quality education for present and future business and academic leaders, and advance the understanding and practice of Tourism Management through research and outreach.

The Mission

The mission of the Department of Tourism Studies is to become an agent of change for principled, socially responsible and creative leadership in tourism by providing the highest quality education for present and future business and academic leaders and advance the

understanding and practice of tourism management through research and outreach. We strive towards inspiring people and enriching tourism management practice and leadership by:

- **Designing** distinctive programs which are relevant, contemporary and participative;
- **Developing** individuals personally as well as professionally;
- **Promoting** practical management skills alongside theoretical business knowledge;
- **Generating** research, both theoretical and actionable;
- **Fostering** a vibrant and entrepreneurial business culture; and
- **Delivering** solutions to the industry that are sustainable, responsible and pragmatic.

Academic programs

- Postgraduate Degree Program in Tourism Management (MBA- Tourism);
- Doctoral Program leading to the award of Ph.D. degree;
- Post-Graduate Diploma Program in Event management (an Add-on program); and
- Executive/ Faculty Development Programs in Tourism and allied fields.

For nearly *two* decades, the Department has been proactively supporting tourism industry grow by successfully transforming knowledge into action.

Salient Features

The academic programs of the Department have been designed to provide theoretical knowledge as well as hands-on experience to the students in tourism and allied fields to equip them manage tourism at different levels and to harness its varied benefits.

Pedagogy: A unique blend of lectures, case studies, and other innovative instructional methods.

Curriculum: Comprehensive, rigorous and up-to-date curriculum specially designed to cater to the needs of the industry.

Evaluation: Emphasis on the continuous assessment of the learner

Interdisciplinary Approach: Opportunity to opt for courses from other disciplines and Departments.

Classrooms: Well-equipped classrooms with modern multimedia teaching aids.

Industry Relations: Institute-industry interface, industrial visits and study tours.

Alumni Relations: Well-placed alumni participation and support in updating the Curriculum.

Wi-Fi enabled Campus: The University campus is enabled with Wi-Fi network.

Computer Lab: Computer lab with uninterrupted high speed internet connectivity.

Library: Extensive library resources with print and electronic journal databases.

Campus life: Vibrant campus life with ample opportunities for co/extra-curricular activities.

Supporting Services:

Well maintained hostels for boys and girls; Financial assistance for deserving students; Healthcare facilities with medical insurance; Sports and games, Separate gyms for both boys and girls, and other recreational facilities; free university bus transport within the campus, as well as to the day scholars who commute from the city and neighboring places; Bank, Post-Office, ATM, Health Centre, food-outlets, and other important amenities within the campus.

FACULTY PROFILE

Faculty	Qualification	Specialization/Interest
G. Anjaneya Swamy Professor & Head	Ph.D. (Andhra University, Vishakapatnam)	General Management, Entrepreneurship Development and Services Marketing.
Y.Venkata Rao Reader	Ph.D. (Tezpur University)	Human Resources Management, Organizational Behaviour, International Management.
Sampad Kumar Swain Reader	Ph.D. (Utkal University)	Airlines Management and Eco- tourism, Research Methodology.
Jitendra Mohan Mishra Assistant Professor	Ph.D. (HNB Garhwal University)	Ecotourism, Accounting for Tourism, Tourism Geography, Tourism Law and E-tourism.
Anu Chandran Assistant Professor	M.Phil. (Kerala University)	Destination Marketing, Health and Wildlife Tourism, Travel Agency and Tour Operations Management.
Sibi George Assistant Professor	M.Phil. (Maduri Kamaraj University)	Airline Management, Hospitality Management , Tourism Products Development and Management.
Sherry Abraham Assistant Professor	Ph.D. (Bharathidasan University)	Hospitality Management, Ecotourism, Sustainable Tourism, Event Management, Communication Skills & Public Relations.

ADMISSION GUIDELINES

Eligibility for admission into MBA (Tourism)

Bachelor's degree (10+2+3) in any discipline with 50 per cent or equivalent grade as recognized by Pondicherry University or as recognized by the UGC.

Selection Procedure

Selection of students for the program is based on the performance in the entrance test conducted by the Pondicherry University. The entrance examination (two hours duration) consists of 100 objective type questions in four sections with 25 questions in each section.

Section A: English Comprehension

Section B: Numerical Ability

Section C: Test of Reasoning

Section D: General Awareness

Choice Based Credit System (CBCS)

The MBA (Tourism) Degree program is offered through a unique '*Choice Based Credit System*'. Under Choice Based Credit System, subjects are classified into Hard Core and Soft Core Courses. Hard Core courses are compulsory. The students have a choice to select from among the list of Soft Core courses offered within the department and by other departments.

Evaluation and Award of Grades

Weightage of marks: The weightage of marks between continuous Internal Assessment and End Semester Examination shall be 40 and 60 respectively.

Passing Minimum: A student is declared to have passed a given course only when he/she secures a minimum of 40 % marks in the End-Semester Examination and an aggregate of 50 % marks (both Internal and End-Semester Examination put together). There is no minimum passing marks for the internal assessment component.

Internal Assessment

Internal Assessment Component of 40 marks consists of the following:

1. Two Class Tests (10+10)	:	20 marks
2. One Term Project/Assignment	:	10 marks
3. Seminar Presentation/Attendance	:	10 marks
Total	:	40 marks

Evaluation of End Semester Examination

The answer scripts of the end Semester Examination shall be evaluated for a weightage of 60 marks. Evaluation is done by one external examiner and one internal examiner (course in-charge) separately. The average of the marks awarded by both internal and external examiners will be taken for awarding the Grades. The list of external examiners shall be approved by the Dean, School of Management from a panel of examiners to be given by the course in-charge

for each subject and the consolidated panel of examiners shall be forwarded to the Dean by the Head of the Department.

Comprehensive Viva-Voce Examination

The End Semester Comprehensive Viva-Voce Examination shall carry a weightage of 50 marks and will be evaluated by two external examiners (one academician and one Practicing manager) and one internal examiner. The list of external examiners is to be approved by the Dean, School of Management from a panel of examiners to be submitted by the Head of the Department.

Summer Project

Every student of MBA (Tourism) shall work on a project in any reputed Tourism and Travel organization for 6-8 weeks during *summer vacation (May & June)* under the guidance of a faculty member of the Department. Once guides are allotted to the students, the students should contact the respective guides periodically and get necessary guidance and feedback on the project work. At the end of the project period, each student shall make a presentation of his/her project work and shall submit a structured project report as approved by the Faculty Guide within 15 days from the date of the completion of the project period.

The Summer Project Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner (respective faculty guide). The list of external examiners shall be approved by the Dean, School of Management from a panel of external examiners to be submitted by the Head of the Department. Summer Project Report will be valued for a weightage of 150 marks followed by Viva-Voce Examination for 50 marks (Total 200 marks). The summer project marks obtained by the students will be recorded in the marks statement issued to them in the *third semester* (along with the third semester marks).

Final Project

Every Student of MBA (Tourism) shall carry out a project in any reputed Tourism and Travel organization for a period of 6-8 weeks during the second half of the *Fourth Semester* under the guidance of a Faculty Members in the Department. Once guides are allotted to the students, the students should contact the respective guides periodically and get necessary guidance. At the end of the project period, every student shall submit a structured project report as approved by the Faculty Guide within the period specified by the Department.

The Final Project Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner (respective Faculty Guide). The list of external examiners is to be approved by the Dean, School of Management from a panel of external examiners to be submitted by the Head of the Department. Final Project Report will be valued for a weightage of 150 marks followed by Viva-Voce Examination for 50 marks (Total of 200 marks).

Semester end examination Question Paper Pattern

The question paper pattern for each of the subjects for the End-Semester written examination shall be as given below:

Part A:	Ten <i>short answer questions</i> to be answered each carrying two (02) marks (two questions from each Unit).	10 X 2 = 20 marks.
Part B:	Five questions are to be answered (with <i>either or pattern</i>) each carrying six (06) marks (two questions from each unit).	5 X 6 = 30 marks.
Part C:	A <i>compulsory</i> question consisting of a Case Study.	1 X 10 = 10 marks.
Total =		60 Marks.

Educational Tours

Two educational tours: *One short eco-tour* of 5-7 days duration in the *first year*; and *one long tour* of 15-20 days duration in the *second year* is a compulsory component of the program. Both the tours will be organized with the approval from the appropriate authorities of the University. It is also resolved that at least *two teachers* of the department *by rotation* will accompany the students.

The short Eco-tour and the long tour have the weightage of *two* and *three* credits respectively. The students have to submit a comprehensive report on their first hand learning experience out of the exposure gained from the tours. The report could be on a particular Destination/Product/Experience/Adequacy or Inadequacies (a critical Analysis) usually encountered by a tourist at a particular destination/product.

Institute-Industry interface

The Department organizes every year an institute-industry interface event, called AKANKSHA in the month of February. The primary objective of this event is to build and nurture long term relationship with the industry and outside academic bodies. This is a huge event and about 25 experts from the industry and academics participate in various panel discussions on issues of contemporary relevance to the tourism and travel industry. The event spread over 2-3 days is organized by the students themselves with the inputs from the faculty and the university Administration.

Attendance

Each student shall obtain 70 per cent attendance to be eligible for appearing for the End-Semester Examination.

Grading

Grading of the marks obtained by the students shall be made as per the norms of *Choice Based Credit System (CBCS)* in the same manner as followed in other University Departments.

COURSE STRUCTURE

First Semester			
CODE	COURSES	CREDITS	HARD / SOFT
MBAT-411	Management Process & Organizational Behavior	3	H
MBAT-412	Economics for Tourism	3	H
MBAT-413	Tourism – Principles, Policies & Practices	3	H
MBAT-414	Global Tourism Geography	3	H
MBAT-415	Tourism Products of India	3	H
MBAT-416	Recreation Management	3	H
MBAT-417	Sustainable Tourism	3	H
MBAT-418	Foreign Language* – French/Japanese/German/Spanish/Chinese	3	S
MBAT-419	Comprehensive Viva – Voce	2	H
Total		26	
* Depending on the availability of resource persons.			
Second Semester			
CODE	COURSES	CREDITS	HARD / SOFT
MBAT-421	Human Resources Management	3	H
MBAT-422	Accounting and Finance for Tourism	3	H
MBAT-423	Destination Planning & and Development	3	H
MBAT-424	Travel Agency & Tour Operations	3	H
MBAT-425	Hospitality Management	3	H
MBAT-426	Indian Culture & Heritage	3	H
MBAT-427	Research Methods	3	S
MBAT-428	Comprehensive Viva – Voce	2	H
MBAT-429	Short Eco-tour	2	H
Total		25	
Third Semester			
CODE	COURSES	CREDITS	HARD / SOFT
MBAT-511	Tourism Marketing	3	H
MBAT-512	Tourism Law	3	S
MBAT-513	International Management	3	H
MBAT-514	Airlines and Cargo Management	3	H
MBAT-515	Ecotourism	3	H

MBAT-516	Communication Skills & Public Relations	3	H
MBAT-517	Business Strategy & Entrepreneurship	2	H
MBAT-518	Comprehensive Viva – Voce	2	H
MBAT- 519	Summer Project (Project Report & Viva-Voce)	6	H
Total		28	
Fourth Semester			
CODE	COURSES	CREDITS	HARD / SOFT
MBAT-521	Sales & Distribution Management	3	H
MBAT-522	Travel Media & Journalism	3	H
MBAT- 523	Customer Relationship & Services Management	3	H
MBAT- 524	E-Tourism	3	S
MBAT-525	Event Management	3	H
MBAT- 526	Comprehensive Viva –Voce	2	H
MBAT-527	Project Work Viva-Voce	6	H
MBAT-528	Long Tour	3	H
Total		26	

Hard-core Courses – 93 Credits; Soft-core Courses -12 Credits; Total - 105 Credits.

Total Number of Credits MBA (Tourism) Program

No. of Courses	Number	Credits
Three credit papers	26	78
Two credit papers	1	2
Comprehensive Viva – Voce	4	8
Projects	2	12
Short Eco-tour	1	2
Long Tour	1	3
Total No. of Credits		105

FIRST SEMESTER

MBAT – 411: MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR

Credits: 3

Objectives

- Providing conceptual understanding of principles and practice of management;
- Familiarizing the students with the concepts of organizational behavior; and
- Familiarizing the students with the contemporary issues in management.

Unit - I

Management Concepts and Functions: Nature and Levels in Management – Managerial Roles and Skills – Tasks of a Professional Manager — Manager and Environment - Social Responsibilities of Business. Planning: Steps in Planning Process – Scope and Limitations – Short Range and Long Range Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management by Objectives (MBO) – Decision Making.

Unit - II

Organising: Organisation Structure & Design – Authority Relationships – Delegation of Authority and Decentralisation – Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on organisational design – Mechanistic vs. Adoptive Structures.

Unit - III

Directing and Controlling: Motivation – Motives – Characteristics – Motives Theories – Motivation and Productivity – Leadership Styles & Models - Process of Communication - Formal and Informal Communication – Verbal and non-Verbal Communication – Barriers to communication - Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

Unit - IV

Organizational Behaviour: Individual Behaviour and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis – JOEHARRY window – Management of Stress

Unit - V

Group dynamics : Group Behaviour – Group Formation - Understanding Work Teams– Conflict, Negotiation, and Intergroup Behaviour - Management of Change – Resistance to Change – Organisational Development.

TEXT BOOKS

1. Koontz & Weirich (2004), Management, McGraw – Hill, Tokyo, (Text Book).

REFERENCES

1. Richard .M Hodgets (1993), Management, Academic Press, New Jersey.
2. Hampton (1992), Management, McGraw – Hill, International Edition, Tokyo.
3. Stoner & Wankel (1999), Management, Prentice Hall India, New Delhi.
4. Peter F. Drucker (1987), Practice of Management, Pan Books, London, Reprint.
5. Peter F. Drucker (1983), Innovation and Entrepreneurship, Heinman, New York.
6. Virmani.B.R. (2006), The Challenges of Indian Management, Response books, New Delhi.
7. Important Business Magazines like: Business India, Business World and Fortune International.
8. Venkata Rao. Y (2010), Management Process and Organisational Behavior, Akansha Publications, New Delhi.

MBAT – 412: ECONOMICS FOR TOURISM

Credits: 3

Objectives

- To expose the learners to the basic economic concepts; and
- To help them acquire necessary skills in the application of economic tools in managerial decision making.

Unit-I

Introduction – Economics and Tourism - Tourism Demand - Theoretical background - Types of Tourism Demand - Determinants of Tourism Demand – Life Cycle Factors- the Global View – Measurement of Tourism Demand - National and International Tourism Demand. Tourism Supply – Augmenting Tourism Products.

Unit-II

Tourism Demand Forecasting - Methods of Forecasting – Public and Private Sectors in Tourism - the Need for Public and Private Sector Co-operation in Tourism – Growth of Tourism Demand in India.

Unit-III

Cost Concepts- Short Run Vs. Long Run Costs - Production Function - Input: Output Relationship - Law of Variable Proportions - Returns to Scale - Break Even Analysis - Market Structure and Competition - Pricing in Tourism - Determinants of Price.

Unit-IV

Macro Economic Environment – National Income Analysis - Business Cycles - Fiscal and Monetary Policies - Economic Transition in India - Inflation Analysis - Liberalization, Privatization and Globalization - Government's role in Tourism – Tourism Policies of Government of India.

Unit-V

Impact of Tourism - Economic Aspects - the Multiplier Effect - Displacement Effect and Tourism - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method.

TEXT BOOKS

1. Sipra Mukhopadhyay(2010), Tourism Economics, Ane Books Pvt. Ltd., New Delhi.

REFERENCES

1. Varshney RL & Maheswari KL (2004), Managerial Economics, Sultan Chand, New Delhi.
2. Dwivedi DN (2001), Managerial Economics, Vikas, New Delhi.
3. Maddala (2004), Microeconomics, Tata McGraw - Hill, New Delhi.
4. Jhon Trive (1995), the Economics of Leisure and Tourism, Oxford Butterworth, Heinemann.
5. Ronila Chawla (2004), Economics of Tourism & Development., Sonali Publications, New Delhi.
6. M.T.Sinclair & Mike Stabler (1997), Economics of Tourism & Development, Routledge, New York.
7. Peterson, H.C. & W.C.Lewis (2004), Managerial Economics, Prentice Hall (India), New Delhi.
8. Dholakia RH & Oza.A.L. (2004), Micro Economics form Management, Oxford University, Press, New Delhi.

MBAT - 413: TOURISM PRINCIPLES, POLICIES AND PRACTICES

Credits: 3

Objectives

- To realize the potential of tourism industry in India;
- To understand the various elements of Tourism Management; and
- To familiarize with the Tourism policies in the national and international context.

Unit- I

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

Unit-II

Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

Unit-III

Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

Unit-IV

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.

Unit-V

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

TEXT BOOKS

1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
2. Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.

REFERENCES

1. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.
2. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
3. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.
4. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
5. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
6. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press.
7. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.

MBAT- 414: GLOBAL TOURISM GEOGRAPHY

Credits: 3

Objectives

- To study the relationship of geography and tourism;
- To be familiar with major tourism destinations worldwide;
- To study locale and accessibility to major tourist destinations across the continents; and
- To be able to plan tour itineraries of various countries across time zones.

Unit – I

World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia.

Unit – II

Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.

Unit – III

Map Reading: Latitude, Longitude, International Date Line – Altitude – Direction - Scale Representation - GIS & Remote Sensing - Time Zones - Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time.

Unit – IV

Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks - Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.

Unit – V

Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.

TEXT BOOKS

1. Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann.

REFERENCES

1. Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London.
3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, Ltd.,
4. India, Lonely Planet Publications.
5. Travel Information Manual, IATA, Netherlands, 2009.
6. World Atlas.

MBAT – 415: TOURISM PRODUCTS OF INDIA

Credits: 3

Objectives

- To study the vast Tourist resources of India;
- To conceptualize a tour itinerary based on variety of themes; and
- To identify and manage emerging tourist destinations.

Unit - I

Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

Unit – II

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India.

Unit – III

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa.

Unit – IV

Manmade resources: Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.

Unit - V

Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism.

TEXT BOOKS

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

REFERENCES

1. Stephen Ball (2007), Encyclopedea of Tourism Resources in India, B/H.
2. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
3. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
4. Sarina Singh (2008), Lonely Planet India.
5. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.

MBAT – 416: RECREATION MANAGEMENT

Objectives

Credits: 3

- To understand the dynamics of recreation products and their significance for tourism industry;
- To familiarize the students with the theoretical and practical issues of recreation management; and
- To expose them to the marketing trends in recreation.

UNIT-I

Recreation: an overview - Range of Recreation Businesses: Recreation Vehicles, parks, adventure travel, winter sports, historic sites, camping, resorts, motor coach operators, enthusiast groups, recreation product manufacturers - Development of the geography of tourism and recreation - Recreation Theories - Recreation and leisure services.

UNIT-II

Recreational Resources - the Demand and Supply for Recreation and Tourism - Recreational demand - Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints.

UNIT-III

Recreation Management: Impact of recreation on tourism - Recreation Resource Management - Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism.

UNIT-IV

Marketing of Recreation: Marketing Recreation services and facilities- Customers of recreational products - Marketing plan- Marketing Mix for recreation-Case studies.

UNIT- V

Trends in the recreation industry- Tourism recreation and climate change - Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience - Environmental perspectives on coastal recreation and tourism.

TEXT BOOKS

1. George Torkildsen (2000), Leisure and Recreation Management, Fourth Edition, E&FN Spon, London

REFERENCES

1. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London.
2. William C. Gartner & David W. Lime (2000), Trends in Outdoor, Recreation, Leisure and Tourism, CABI, London.
3. Chris Ryan (2006), Recreational Tourism, Demands and Impacts, Viva Books, New Delhi.
4. Michael Hall.C. & James Higham (2006), Tourism, Recreation and Climate Change, Viva Books, New Delhi.
5. Charles R. Goeldner & Brent Ritchie J.R (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.

MBAT- 417: SUSTAINABLE TOURISM

Objectives

Credits: 3

Students will be able to:

- understand and appreciate the significance of sustainable development;
- be familiar with the various approaches and practices for STD; and
- gain exposure to the implementation of STD principles through relevant case studies.

UNIT –I

Sustainable Development- Evolution - Principles, Major Dimensions of Sustainability - Reasons for Unsustainable Development - Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming & Climate Change.

UNIT – II

Sustainable Tourism Development: Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declaration - Bali Declaration 2005 - Cape Town Declaration 2002 and Kerala Declaration.

UNIT – III

Sustainable Tourism Planning: - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio- economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying capacity

UNIT – IV

Approaches to Sustainable Tourism- Standardization and Certification - Alternative Tourism -Responsible Tourism - Collaboration and Partnership - Waste Management - Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.

UNIT – V

Quality Standards for Sustainable Tourism: ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Udhagamandalam and Sikkim-Beach Tourism in Goa.

TEXT BOOKS

1. Inskip, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G (2005), *the Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.

REFERENCES

1. Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
2. Middleton, V.T.C and Hawkins, R. (1998), *Sustainable Tourism: A Marketing Perspective*, Butterworth – Heinemann, Oxford.
3. Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, UK.
4. Wahab, S and John J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.

MBAT- 418: FOREIGN LANGUAGE - FRENCH

Credits: 3

Objectives

The aim of the course is to provide students with a good foundation in both oral and written contemporary French and to allow them to go further in their understanding of the language and civilization. The communicative skill in foreign language will go a long way in the job prospects of MBA students.

The one semester course will focus on Development of listening, speaking, reading and writing skills in French.

Interactive classroom sessions, which include group activities, role-plays and innovative language games.

Prescribed Book

SYNCHRONIE method de francais 1 with CD

Dr. K. Madanagobalane and others

Samhita Publications, Chennai, Revised Edition 2008.

Lesson 1 to lesson 7 (Lessons and Grammar)

Grammar: Articles - Definite and Indefinite, contracted forms
Adjectives: Qualifying, possessive, demonstrative, Interrogative
Pronouns: Personal
Verbs: Avoir, Etre, I,II,III group verbs in Present, future tenses
Numbers Zero to Thousand
Time

SECOND SEMESTER

MBAT – 421: HUMAN RESOURCES MANAGEMENT

Credits: 3

Objectives

- To understand basic elements of human resource practices;
- To know the methods and mechanics of human resources utilization in tourism sector; and
- To appreciate the contribution of human resources practices in success tourism business.

Unit – I

Introduction to Human Resources Management: Context and Concept of Human Resources Management – Organization and Functions of the HR – Structure and Strategy - HR Manager – Evolution of HR practices in Indian Context - Global trends in HR practices.

Unit – II

HR Planning: Job terminologies – Job Analysis - Manpower Planning – Recruitment - Selection and Induction – Hiring trends in tourism industry – Coaching and Mentoring – Performance Appraisal - Career Development – Retention and Retirement.

Unit – III

Human Resource Development: Concept – Climate and culture of HRD – Training and Development – Methods, Design and Evaluation of T & D Programmes - Potential appraisal – Promotions and Transfers – Personnel Empowerment - Competency standards in tourism sector.

Unit-IV

Compensation: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation issues in Tourism Sector - Quality of Work Life (QWT).

Unit – V

Legislative Framework: Trade Unions Act, 1926 –Salient features of Industrial Disputes Act, 1947 - Disciplinary Procedure – Payment of Wages Act, 1936 – Employees Provident Fund (Miscellaneous and Provisions) Act, 1952 – Payment of Bonus Act, 1965 - Payment of Gratuity Act, 1972.

TEXT BOOKS

1. Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co.Ltd, New Delhi.
2. Venkata Ratnam CS & Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.

REFERENCES

1. S.K.Chakravarthy (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
2. Robert L.Mathis & John.H.Jackson (2005), HRM, South Western Pub.
3. Saiyadain S.Mirza (2003), HRM, TMH, New Delhi.
4. Dessler (2001), A Framework for HR Management, Pearson Edn India.
5. Edmund Heery (2001), A Dictionary of HRM, Oxford University Press.

MBAT – 422: ACCOUNTING AND FINANCE FOR TOURISM

Credits: 3

Objectives

- To acquaint oneself with the fundamental principles of accounting;
- To enable oneself to analyse and interpret the financial statements;
- To be able to apply accounting techniques and finance strategies in the field of tourism activities; and
- To be familiar with analysis and management of funds in a company.

Unit – 1

Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet.

Unit – II

Users and uses of Accounting information - Accounts of Non-profit organizations: Income and Expenditure account – Receipts and Payments: Travel Agency Accounting.

Unit – III

Financial Statement Analysis and Interpretation – Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis.

Marginal Costing – Concept, Techniques & Applications – Cost Volume Profit Relationship – Break-even Analysis.

Unit – IV

Cost Accounting – Concept – Distinction between costing and cost accounting – Elements of Cost – Preparation of Cost Sheet – Types of Costs.

Unit – V

Financial Management – Scope – Objectives – Finance Functions – Major financial Decisions – Sources of Finance – Long term and short Term – Advantages and Disadvantages of different sources of funds.

TEXT BOOKS

1. Jawahar Lal (2009), Accounting for Management, Himalayan Publishing House.

REFERENCES

1. Grewal T.S. & Shukla M.C. (2010), Advanced Accounts Vol.1. Sultan Chand & Sons, Delhi.
2. Prasanna Chandra (2006), Financial Management- Theory and Practice, Tata McGraw Hill, New Delhi.
3. R.L.Gupta & Radhaswamy M. (2006), Advanced Accountancy- Vol. I, Sultan Chand & Sons, Delhi.
4. Gosh T.P (2006), Fundamentals of Accounting, Sultan Chand & Sons, Delhi.
5. Maheshwari. S.N. & Maheshwari. S.K. (2006), Fundamentals of Accounting, Vikas Publishing House, New Delhi.
6. Sharma R.K., Gupta Shashi (2001), Management Accounting (MBA), Kalyani Publisher.
7. Pandey. I.M (2006), Financial Management, Vikas Publishing House Pvt, Ltd., New Delhi.

MBAT 423: DESTINATION PLANNING AND DEVELOPMENT

Credits: 3

Objectives

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

Unit-1

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

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.

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 Puducherry as a brand.

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.

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).

TEXT BOOKS

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

REFERENCES

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

MBAT- 424: TRAVEL AGENCY AND TOUR OPERATIONS

Objectives

Credits: 3

Students will be able to:

- understand the significance of travel agency and tour operation business;
- know the current trends and practices in the tourism and travel trade sector; and
- develop adequate knowledge and skills applicable to travel industry.

UNIT-I

Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.

UNIT-II

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

UNIT-III

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Dont's of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

UNIT-IV

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

UNIT-V

Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI.

TEXT BOOKS

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.

REFERENCES

1. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
2. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
3. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

MBAT – 425: Hospitality Management

Credits: 3

Objectives

- To understand the essentials of hospitality industry;
- To familiarize with resort and event management; and
- To do project work in the above areas.

UNIT-I

Introduction to Hospitality Industry: Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms.

UNIT-II

Hotel Organization: Need for Organizational - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc..

UNIT-III

Room Reservations: Registration - Allotment of rooms - Stay, Departure - Handling FIT – GIT - Guest Services - Various Guest Services - Handling guest mail - Message Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints.

UNIT-IV

Evaluating hotel Performance: Methods of Measuring Hotel performance - Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index - Evaluation of hotel by Guest.

UNIT-V

Yield Management: Elements of yield management, Measuring yield in the Hotel industry, benefits of yield Management, Challenges or problems in yield management.

TEXT BOOKS

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.

REFERENCES

1. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
2. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
4. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
5. John Cousins David Foskett & Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
6. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)

MBAT- 426: INDIAN CULTURE AND HERITAGE

Credits: 3

Objectives

- To study the richness and diversity of Indian culture;
- To evaluate the contemporary trends of India culture; and
- To acknowledge and appreciate the co-existence of different cultural and religious practices of India.

Unit – I

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.

Unit – II

Religions of India-Religious Shrines & Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Indian Vs Western Philosophy.

Unit – III

Cultural Heritage - Ayurveda, Yoga and meditation - Performing Arts: Dance Forms - Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture.

Unit – IV

Architectural Heritage - Rock cut Architecture - Buddhist Architecture - Gandhara & Mathura Schools of Art - Hindu Temple Architecture - Indo-Islamic Architecture - Modern Architecture - Forts, Palaces and Havelies.

Unit –V

Museums and Art Galleries - Fairs and Festivals - Indian Cuisine - Traditional Arts and Crafts - World Heritage sites in India - Problems and Prospects of Cultural Tourism in India.

TEXT BOOKS

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, New Delhi.
2. Hussain.A.K (1987), The National Culture of India, National Book Trust, New Delhi.
3. Robinet Jacob (2007), Indian Tourism Products, Abhijeet publications.
4. Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
5. The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting, Government of India, 1988.

MBAT- 427: RESEARCH METHODS

Objectives

Credit-3

Students will be able to:

- understand the significance of research;
- know the theories and practices of research;
- be acquainted with scientific methods of research; and
- use the research skills for undertaking independent research activities.

UNIT-I

Introduction to Research- Nature, Scope and Significance of Research - the Art and Science of Knowing Ontology and Epistemology - Theoretical Development - What is Theory Not, Deductive and Inductive Research - Variables, Construct and Relationship - Reliability and Validity - Methodology and Research Methods - Propositions and Hypothesis.

UNIT-II

Identifying Research Problems- Review of Literature - Research Questions - Item Generation - Scale Development - Scale Evaluation - Questionnaire Design - Sampling Methods - Sample Error - Grounded Theory.

UNIT-III

Qualitative Techniques- Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Technique, Delphi Technique, Participant Observations - Projective Technique - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.

UNIT-IV

Quantitative Techniques- Measures of Central Tendency and Dispersion - Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and Non-Parametric Test - Multivariate Analytical Techniques - Use of SPSS.

UNIT-V

Data Collection & Presentation- Methods & Sources of Data Collection - Communicating the Research Findings - Written & Oral Presentation - Report Writing Tips - Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of citing references.

TEXT BOOKS

1. C.R Kothari (2002), Research Methodology, Vishwa prakashana India.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter (2002), Market Research, Second Edition, entice Hall.

REFERENCES

1. Blaikie N. (2000), Designing Social Research, Polity Press, 2000, Canterbury, UK.
2. Marshall. L, Rossman B. (1999), Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
3. David de Vaus. (2002), Analyzing social sciences, Data, Sage Publication, New Delhi.
4. Malhotra.N.K. (2007), Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.
5. Babbie. E (2001), The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA.
6. Joseph F, Haur, Robert & David. J (2004), Market Research, McGraw Hill, New Delhi.
7. Donald R Cooper & Pamela S Schindler (2006), Business Research Methods, McGraw Hill, New Delhi.

THIRD SEMESTER

MBAT – 511: Tourism Marketing

Credits: 3

Objectives

- To expose the students to concepts and components of marketing;
- To acquaint them with tourism specific marketing skills; and
- To familiarize them with the contemporary marketing practices.

Unit I

Evolution of Marketing - Marketing for Tourism – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research – Tourism Marketing Mix.

Unit II

Understanding the Market and the Consumer - Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

Unit III

The 4 P's of Marketing : Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's: People, Physical Evidence and Process.

Unit IV

Marketing of Tourism & Related Activities - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – sectors and products.

Unit V

Developing Marketing Skills for Tourism - Self Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism- International Perspective and Contemporary Trends.

TEXT BOOKS

1. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.

REFERENCES

1. Kotler Philip (2006), Marketing Management, PHI, Delhi.
2. Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York.
3. Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.
4. Ramasamy VS & Namakumar. S (1990), Marketing Management: Planning & Control, Macmillan, New Delhi.

MBAT – 512: TOURISM LAW

Credits: 3

Objectives

To understand the basic principles of various Laws, Codes, roles and regulations relating to tourism for providing professional assistance and advice to tourists.

Unit - I

Introduction – Law and society - Branches of Law – Commercial Law- Company Law- Industrial Law – Environmental Law.

Unit - II

General Principles of Contract Act - Essential elements of Contract – Breach of Contract – Performance of Contract – Indemnity & Guarantee – Bailment - Consumer Protection Act.

Unit - III

Basic Principles of Company Law - Registration of Company – Types of companies – Types & administration of Meetings – winding up of companies.

Unit – IV

Citizenship – Passport - Visa - FEMA – Foreigners Registration Act – Customs – RBI guidelines - Criminal Law - Registration of cases.

Unit - V

Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act – General suggestions to improve tourism in India.

TEXT BOOKS

1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
2. M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.

REFERENCES

Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - The Pondicherry code-volume I - Wildlife Protection Act 1972.

1. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow.
2. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.
3. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
4. The Environment (Protection) Act, 1986, amended 1991,
<http://envfor.nic/legis/legis.html>
5. Foreign Exchange Management Act, http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.html
6. Foreigners Registration Act, http://www.immigrationindia.nic.in/registration_requiements.html

MBAT – 513: INTERNATIONAL MANAGEMENT

Credits: 3

Objectives

- To understand the basic issues of international business and management;
- To familiarize the students with international economic environment; and
- To sensitize them on cross cultural diversities and to develop skills of managing in cross cultural contest.

Unit I

Introduction to International Management: Concept of International Business and Management – Internationalization of business - The environment of international trade- Forces (trade barriers) – Global economic groupings – The case of European Union – Globalization phenomenon.

Unit II

International Business Environment: Economic, Political, Legal and Technological Environment - Global economic institutions: IMF - World Bank – WTO - Ethical issue in international management.

Unit III

Strategic Planning in International Management: Need and Benefits – Approaches to formulating and implementing strategy – Strategy implementation – Entry Strategies - considerations for implementation – Role of the functional areas in implementation.

Unit IV

International Human Resources Management: Categories of people - Selection criteria for international assignments - Training and Organizational Development – Expatriates management - Motivating human resources in international context.

Unit V

Managing in diverse cultures: Nature of culture – Elements of culture – Cultural values and dimensions (Hofstede's approach) – Cultural change – Planned and unplanned cultural change – Cultural adaptation- Methods of doing international business - Comparative management – Japanese style of management – Western and Eastern Management Styles.

TEXT BOOKS

1. Richard M. Hodgetts & Fred Luthans (1991), International Management, McGraw- Hill, International edition.

REFERENCES

1. Warren J.Keegan (1998), Global Marketing Management, PHI, New Delhi.
2. Czinkotn (1995), Global Marketing, Dryden Press.
3. Phillip R. Cateora & John L. Graham (1999), International Marketing, McGraw-Hill International Edition.

MBAT- 514: AIRLINES AND CARGO MANAGEMENT

Credits: 3

Objectives

- To understand the structure and dynamics of airlines and air cargo industry;
- To gain a thorough insight into various operations, management of airlines and cargo; and
- To enable the students to acquire skills in managing airlines and cargo.

Unit-I

Aviation History – Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

Unit- II

Airport management: Travel Documentation - Airport Facilities - Check-in formalities - In-flight services - Classes of service and comfort - Special passengers - Baggage handling – Procedures and Practices.

Unit-III

Three letter city and airport code - Airline designated code - Currency regulation - NUC conversion factors - Sale Indicators- Types of Journeys – Introduction to fare construction - Mileage principles - Special fares - Passenger ticket - Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan. Case studies of selected Airlines.

Unit-IV

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

Unit-V

Cargo Documentation: Air way bill - Charges collection advice - Irregularity Report - Cargo Manifesto - Cargo transfer Manifesto - Declaration for dangerous goods - Cargo companies.

TEXT BOOKS

1. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.

REFERENCES

1. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. IATA Training Manual.
3. Air Cargo Tariff Manual.
4. IATA live Animals Regulation Manual.

MBAT- 515: ECOTOURISM

Credits - 3

Objectives

Students will be able to:

- understand the significance of ecotourism;
- comprehend the theories and practices of ecotourism;
- be familiar with the model ecotourism projects; and
- use the theoretical knowledge to manage ecotourism resources.

UNIT-I

Fundamentals of Ecology- Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology.

UNIT-II

Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism - Qubec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007.

UNIT-III

Ecotourism Development - Sustainable Ecotourism - Resource Management - Socio-economic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism -Responsible ecotourism- Ecotourism Programming.

UNIT-IV

Conservation of Ecotourism - Protected Area Management through Ecotourism - Stakeholder Engagement - Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.

UNIT-V

Ecotourism Development Agencies- Role of the International Ecotourism Society - the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India, ATREE, EQUATIONS.

TEXT BOOKS

1. Fennel, D. A. (1999), Ecotourism –An Introduction, Routledge Publication.

REFERENCES

1. Weaver, D. (2001), the Encyclopedia of Ecotourism, CABI Publication.
2. Fennel, D. A. (2002), Ecotourism Policy and Planning, CABI Publishing, USA.
3. Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi.
4. Ralf Buckley (2004), Environment Impacts of Ecotourism, CABI, London.
5. Ramesh Chawla (2006), Ecology and Tourism Development, Sumit International, New Delhi.

MBAT – 516: COMMUNICATION SKILLS AND PUBLIC RELATIONS

Credits: 3

Objectives

- To impart oral and written communication skills through experiential training;
- To gain comprehensive understanding of the important functions of Public Relations; and
- To acquaint with the etiquettes of business communication.

UNIT I

Oral communication skills: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations.

UNIT II

Written communication skills: preparing letters, reports and other executive communications - Methods of achieving effective communication - Measurement of impact of communication – Mass media – Media relations.

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.

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 work place.

UNIT V

Language Laboratory: Practical exercises & discussions - Body language, Postures, Eye contact, Etiquettes, Voice culture, Scientific temper - Team building - Interpersonal effectiveness.

TEXT BOOKS

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

REFERENCES

1. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
2. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
3. Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
4. Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai.

MBAT- 517: BUSINESS STRATEGY & ENTREPRENEURSHIP

Credits: 2

Objectives

- To understand the dynamics of strategy formulation and implementation; and
- To appreciate the scope for entrepreneurship in tourism.

Unit I

Strategic Management Process - Environmental Scanning and Analysis – Strategy Formulation – Michael Porter on Strategy - BCG Matrix – Generic strategies – Integration Strategies - Outsourcing strategies – Offensive and Defensive strategies – Strategic Alliances- Mergers and Acquisitions – Diversification – Strategic Intent and Fit.

Unit II

Entrepreneurship – Theories & Approaches – Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.

Unit III

Entrepreneurship in Tourism – Opportunity Identification – Business Plan - Feasibility Report – Funding options-Organizational Framework for Promotion and Development of Tourism and Travel Business- Venture Creation and Management.

TEXT BOOKS

1. Srinivasan. R (2006), Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.

REFERENCES

1. Thomson. A. A., Stickland. A.J. & Cambel. J. E.,(2005), Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
2. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
3. John A. Pearce II & Richard B. Robinson Jr. (1991) Strategic Management, 3rd Ed, AITBS, New Delhi.
4. Michael E. Porter (1985), Competitive Advantage, Free Press, New York.
5. Miller. A & Dess. G.G (1996), Strategic Management, 2nd Ed., McGraw Hill, New York.

FOURTH SEMESTER

MBAT- 521: SALES AND DISTRIBUTION MANAGEMENT

Objectives:

Credits: 3

- To understand the concepts and techniques of sales Management and distribution;
- To familiarized with the dynamics of channel management; and
- To effectively apply the techniques to tourism and sales and distribution management.

Unit I

Personal Selling: Types of selling – Alternative Sales structures: Network Marketing – Mail order selling – Element of direct marketing – Teleshopping – Telemarketing – Systems selling – The selling process – Strategies and Styles – Formulating sales objectives – Sales forecasting – Estimating market and Sales Potential.

Unit II

The Sales Force: Size of the sales force - Sales organization based on customer, geography, product and combinations and current trends – Sales training programs and motivating the sales force – Sales force compensation, sales incentives and sales force evaluation – Controlling the sales effort – Sales quotas, sales territories, sales audit.

Unit III

Physical Distribution: Participants in the physical distribution function – Environment of physical distribution – Channel design strategies and structures – Selecting channel members, setting distribution objectives and tasks – Target markets and channel design strategies.

Unit IV

Managing the Marketing Channel: Product, Pricing and Promotion issues in channel management and physical distribution – Motivating channel members – Evaluating channel member performance – Vertical marketing systems – Retail co-operatives, franchise systems and corporate marketing systems.

Unit V

E-enabled selling and distribution: e-commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation - e-enabled logistics management and tracking systems.

TEXT BOOKS

1. Tapan K. Panda & Sunil Sahadev (2005), Sales and distribution Management, Oxford University Press.
2. Satish K. Kapoor & Purva Kansal (2003), Basic of Distribution Management- a Logistical approach, Prentice-Hall India.

REFERENCES

1. Charles Futrell: Sales management, Pearson Education Books
2. Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing: Sales management, McGraw Hill.
3. Bert Rosenbloom, Marketing Channels: a Management View, Dryden press.
4. Coughlan, Anderson, Stern & El Ansary, Marketing Channels, Prentice-Hall India.
5. Bowersox & Closs, Logistical Management, Tata McGraw Hill.
6. Richard R. Still, Edward W. Cundiff & Norman A.P. Govani: Sales Management, Prentice-Hall India.
7. Efraim Turban, Jae Lee, David King & H. Michael Chung (2000), Electronic Commerce: a Managerial Perspective, Pearson Education Inc.,

MBAT- 522: TRAVEL MEDIA & JOURNALISM

Objectives

Credits: 3

- To provide basic understanding about travel journalism and its role in tourism promotion; and
- To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.

Unit-1

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.

Unit-11

Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism.

Unit -111

Research Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material.

Unit-1V

Developing Ideas for Travel Articles - Journey Pieces - Activity Pieces - Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences - Ideas from other sources.

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.

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. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.
4. Arvahan E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

MBAT - 523: Event Management

Credits: 3

Objectives

- To familiarize the students with the essentials of Event Management;
- To understand the potential of MICE and Event Tourism; and
- To enable the students to take up project work in the above areas.

UNIT I

Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.

UNIT II

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

UNIT III

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

UNIT IV

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

UNIT V

Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

TEXT BOOKS

1. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.

REFERENCES

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. Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
5. Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi.

MBAT – 524: CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

Credits: 3

Objectives

- To understand the nuances of customer relationship management;
- To familiarize with the issues of service management and global context; and
- To be able to 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.

Unit II

Managing and Sharing Customer data - Customer Information Databases – Ethics and Legalties of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

Unit III

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters.

Unit IV

Tourism as a major component of Service Sector – Service Design and Development – Technology as an enabler of Service - Service Development and Design, Using Technology as an enabler of Service.

Unit V

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

TEXT BOOKS

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.

REFERENCES

1. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
2. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
3. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancies A.Brown, Customer Relationship Management, John Wiley & Sons.
4. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
5. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

MBAT- 525: E-TOURISM

Credits: 3

Objectives

- To understand emerging business models in tourism and travel industry;
- To study the impact of Information Technology on tourism and travel sector; and
- 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.

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.

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).

Unit- IV

Payment Systems in E-tourism - Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification -Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.

Unit – V

Amadeus Practical – Hands on Amadeus Software - Searching – Building, Retrieval, Display & Cancel of PNR – Fare display – Itinerary pricing – Issuance of tickets.

TEXT BOOKS

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

REFERENCES

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. Malvino A.P (1995), Electronic Principles, McGraw-Hill.

DREAM TO SUCCEED!



R.Venkataraman Nagar, Kalapet, Puducherry-605014

Ph. (0413) 2654729

Fax: (0413) 2656734

www.pondiuni.edu.in