



ಕ್ರಮಾಂಕ/No. MU/ACC/CR24/TTM(PG)/2017-18/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199
ಕರ್ನಾಟಕ, ಇಂಡಿಯಾ
Office of the Registrar
Mangalagangothri - 574 199
Karnataka, India

ದಿನಾಂಕ/Date : 7/6/2018

NOTIFICATION

Sub: Revised syllabus of M.B.A. [TTM] degree programme.

Ref: Academic Council approval vide agenda No. 3:11(2017-18)
dated: 18-1-2018.

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The revised syllabus of M.B.A. [Travel and Tourism Management] degree programme which approved by the Academic Council at its meeting held on 18-01-2018 is hereby notified for implementation with effect from the academic year 2018-19.



To:

- 1) The Chairman/ Co-ordinator, Dept. of Tourism & Travel Management, Mangalore University, Mangalagangothri/ Madikeri.
- 2) The Registrar [Evaluation], Mangalore University.
- 3) The Chairman, PG BOS in Tourism & Travel Management, Mangalore University.
- 4) The Superintendent [ACC], O/o. the Registrar, Mangalore University.
- 5) Guard file.

MANGALORE UNIVERSITY
Department of Business Administration
MBA (TOURISM & TRAVEL MANAGEMENT)
Revised Syllabus 2018-2019

PREAMBLE

MBA (TTM) syllabus was last revised when the university introduced hard core, soft core and open elective courses during the year 2016-17 as per the UGC direction. This revised syllabus is already implemented. Tourism and Travel Management has been evolving and gaining importance throughout the world. India is targeting the tourists from around the world and has been devising tourism policies to attract the tourists. Tourism industry is undergoing lot of changes by adding more concepts, products and destinations. Cruise tourism is one of the emerging sectors of tourism industry worldwide. This dynamic scenario necessitates the updating of existing courses and introduction of new subjects. As part revision, contents of some of the existing courses have been updated and two courses in shipping (Elements of Port Management and Elements of Shipping Management) have been added in the third and fourth semesters.

PROGRAMME OUTCOME

Equip the students to fit into the requirements of tourism industry by providing theoretical and practical training in the field of tour guiding, hotel management, tour operation, airport and airline management and ticketing, cargo management etc. Frequent academia-industry interaction enables the students to keep themselves updated with the recent trends in the industry.



MBA (TOURISM & TRAVEL MANAGEMENT)

Course Structure and Syllabi

Minimum Credits required for M. B. A. (TTM) Degree

I to IV Semesters	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
	15	60	9	27	24	87

Minimum Courses to be registered by a student in a normal phase to successfully complete MBA (TTM) Degree in four semesters.

Semesters	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
I	4	16	2	6	6	22
II	4	16	2	6	6	22
III	4	16	2	6	6	22
IV	3	12	3	9	6	21
Total	15	60	9	27	24	87

Minimum Courses to be registered by a student in a normal phase to successfully complete MBA (TTM) Degree in ODD and EVEN semesters.

Semesters	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
ODD	8	32	4	12	12	44
EVEN	7	28	5	15	12	43
Total	15	60	9	27	24	87

MANGALORE UNIVERSITY DEPARTMENT OF BUSINESS ADMINISTRATION MBA

(TOURISM AND TRAVEL MANAGEMENT)

CHOICE BASED CREDIT SYSTEM-2018-2019

Sl. No	Title of the Course	Hard Core/Soft Core/	Number of Credits	Total
I SEMESTER*				
TMH401	Tourism Principles and Practices	HC	4	
TMH402	Principles and Practices of Management	HC	4	
TMH403	World Geography For Tourism - I	HC	4	
TMH404	Travel Operations and Consultancy	HC	4	
TMS 405	Hospitality Management	SC	3	
TMS 406	E –Tourism	SC	3	
TMS 407	Front Office Management	SC	3	
TMS 408	House Keeping Management	SC	3	
	Total			22
II SEMESTER*				
TMH451	Marketing for Tourism and Hospitality	HC	4	
TMH452	Research Methodology For Tourism	HC	4	
TMH453	World Geography For Tourism - II	HC	4	
TMH454	Tourism Products of India - I	HC	4	
TMS 455	Sustainable Tourism	SC	3	
TMS 456	Organisational Behavior	SC	3	
TMS 457	Tour Guiding & Visitors Interpretation	SC	3	
TMS 458	Food and Beverage Management	SC	3	
	Total			22
III SEMESTER*				
TMH501	Tourism Products of India – II	HC	4	
TMH502	Airport Handling and Air Ticketing	HC	4	
TMH503	Event Management	HC	4	
TMH504	Logistics Operations and Cargo Management	HC	4	
TMS 505	Accounting For Tourism	SC	3	
TMS 506	Business Strategy & Entrepreneurship	SC	3	
TMS 507	Elements of Port Management	SC	3	
TMS 508	Travel Media & Journalism	SC	3	
	Total			22
IV SEMESTER**				
TMH551	Destination Planning and Development	HC	4	
TMH552	Human Resource Management	HC	4	
TMH553	Project Report***	HC	4	
TMS 554	Tourism Policies and Legislations	SC	3	
TMS 555	Customer Relationship and Services Management	SC	3	
TMS 556	Information Technology For Tourism	SC	3	
TMS 557	Elements of Shipping Management	SC	3	
TMS 558	Communicative Skills and Public Relations	SC	3	
	Total			21
	Total Credits			87

*** Soft Core Courses in I, II and III Semesters:**

Any two soft core courses from the available Soft Cores shall be selected by a student at the commencement of I, II and III Semesters. The Department Council/ Affiliated College will announce at the beginning of the first, second and third semesters, any two or more soft core courses which will be offered during I, II and III semesters depending upon the availability of faculty and the demand for soft core courses. The minimum number of students opting for a soft core course should be ten.

**** Soft Core Courses in IV Semester:**

Any three soft core courses from the available Soft Cores shall be selected by a student at the commencement of IV Semester. The Department Council/ Affiliated College will announce at the beginning of the fourth semester, any three soft core papers which will be offered during IV semester depending upon the availability of faculty and the demand for soft core courses. The minimum number of students opting for a soft core course should be ten.

*****Project Work:**

A student in the third semester shall register for a Project Work which carries 4 credits in the fourth semester. **Work load for Project Work is one contact hour per student per week for the teacher.**



MANGALORE UNIVERSITY
Department of Business Administration
MBA (Tourism and Travel Management)
Syllabus (2018-2020)

FIRST SEMESTER

COURSE CODE	TITLE OF THE COURSE
TMH - 401	TPP - TOURISM PRINCIPLES & PRACTICES
TMH – 402	PPM - PRINCIPLES & PRACTICES OF MANAGEMENT
TMH - 403	WGT- WORLD GEOGRAPHY FOR TOURISM - I
TMH - 404	TOC- TRAVEL OPERATIONS & CONSULTANCY
TMS - 405	HM- HOSPITALITY MANAGEMENT
TMS – 406	ET- E –TOURISM
TMS - 407	FOM- FRONT OFFICE MANAGEMENT
TMS - 408	HKM- HOUSE KEEPING MANAGEMENT

TMH- 401 TOURISM PRINCIPLES AND PRACTICES

Credits: 4

Learning Objectives:

- To introduce the fundamental concept of Tourism.
- To familiarize with the significance and emerging trends in tourism.

Learning Outcome:

- Give a clear foundation about the tourism industry with respect to the history, components, structure etc.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I: INTRODUCTION TO TRAVEL - Meaning & definitions of tourism, traveler, excursionist, tourists - Objectives, nature & Classification of tourism & tourists. Tourism recreation & leisure inter-relationship. Growth and development of Tourism through the ages.

UNIT II: COMPONENTS, TYPES AND FORMS OF TOURISM – Components- Transportation, Accommodation, Attraction-Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, Medical Tourism, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior citizen tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism, Space Tourism, dark tourism, disaster tourism, doom tourism- New trends in Tourism.

UNIT III: TRAVEL MOTIVATIONS - Travel Motivations& travel deterrents- Definition of Motivation – concept of motivation- types of motivations –Mackintosh’s Classification: physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators. Pull and push forces in tourism- Sun lust and Wanderlust- Destination and Non-destination related. Leiper’s model- Stanley Plog’s Tourist model of destination preferences.

UNIT IV: IMPACTS OF TOURISM - Tourism Impacts: Economic Impacts, Social Impacts, Cultural Impacts, and Environmental Impacts- Strategies to overcome or reduce the negative impacts.

UNIT V: TOURISM ORGANISATIONS - National & International organizations connected to tourism – Need for the organization – Organizational structure and Functions of WTO, ICAO, PATA, UFTAA, IATA, ASTA, DGCA, NTO, ITDC, IATO, TAAI, FHRAI, National Tourist Organizations (NTO),

UNIT VI: TOURISM MEASUREMENT - Definition of tourism demand, types, Indicators of Tourism Demand – Determinants of tourism demand – Life style factors – personal and world view – Tourism Statistics: Meaning, Types & Problems- Future tourism perspectives – Demographic – Political – Technological changes – Changing Business Practices – Tourist Health and safety aspects – Sustainability and Environment – Managing Change in Tourism.

Cases – On Karnataka, tourist destinations, Karnataka State Tourism Development Corporation (KSTDC).

References:

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt. Ltd, New Delhi. P.T.O
2. Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.

3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.
4. Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, Mc Graw-Hill International.
5. Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
7. Kaul R.N (1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,
8. Pran Nath Seth (1997), Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,
9. Praveen Sethi (1999), Tourism for the Next Millennium, Rajat Publication New Delhi.
10. Roday Sunetra, Biwal Archana, Joshi Vandana (2009), Tourism Operations and Management, – Oxford University Publications



TMH -402 PRINCIPLES AND PRACTICES OF MANAGEMENT
Credits: 4

Learning Objective:

- To understand the basic concept and various components of management

Learning Outcome:

- Prepare the students to manage any tourism organization in various dynamicsituations.

Pedagogy: Lectures, Seminars, Assignments and Role-play

UNIT I: MANAGEMENT THEORIES AND CONCEPTS- Meaning and definitions of management; Nature, Significance, objectives and functions of management; levels of management; principles of management (Henry Fayol and F.W. Taylor): Role, attributes and qualities of manager; approaches to management

UNIT II: PLANNING AND DECISION MAKING- Nature and purpose of planning; types of plans, planning process, advantages and limitations of planning; Objectives: Nature and types of objectives; Importance of Objectives; Management by objective; Strategies and Policies: Nature and purpose of strategies and policies; Concept of corporate strategy, formulation of strategies, types of strategies; types of policies, principles of formulation of policies; decision-making: process of decision making; decision making techniques; importance and limitation of decision making;

UNIT III: ORGANISING- Nature and purpose of organizing; formal and informal organization; organization level and span of management; organization structure; departmentalization: Line and staff relationship; delegation of Authority and responsibility; Decentralization, Methods of decentralization.

UNIT IV: STAFFING - Nature and purpose of staffing; human resource planning; recruitment, selection, training, compensation and performance appraisal.

UNIT V: DIRECTING - Nature and importance of direction; Motivation: meaning & importance; theories of motivation (Maslow's Need Hierarchy theory, Herzberg's motivation, Hygiene theory, room's Expectancy theory); Leadership: Meaning, theories of leadership (Trait theory, Behavioural theories, Situation theories, The Path Goal Theory, Integrated Leadership Model). Communication: Meaning, process and barriers to communication. Co-ordinating, controlling- concept and process of control, control of overall performance, human aspect of control.

UNIT VI: SOCIAL RESPONSIBILITY AND ETHICS - Concept of social responsibility; managerial ethical behaviour, tools of ethics; corporate governance, MIS: Introduction, Definition, Status, Framework of understanding and designing MIS. Automation of manual system, Data Processing stages. Evolution from EDP TO MIS- Total quality management (TQM): ISO 9000 practices, ISO 14000 practices.

References:

1. Koontz Herold &Weihrich Heinz (2006), Essentials of Management, 7th edition, Tata Mc. Graw Hill Publishers, New Delhi.
2. Agarwal R.D (2001), Organization and Management, Tata Mc. Graw Hill Publishers, New Delhi.
3. Terry R George & Franklin G Stephen (1997), Principles of Management, 8th edition, AITBS Publishers and Distributors, New Delhi.
4. Sherleker& Das Suresh (2011), Principles of Management, (2011), Himalaya Publishing House, New Delhi.

5. Herold Koontz, Heinz Weihrich (1994), Management: A Global Perspective, 10th edition, Tata Mc. Graw Hill Publishers, New Delhi.
6. Prasad L.M (2007), Principles and Practices of Management, 7th edition. SultanChand & Sons Publishers, New Delhi.
7. James, A.F. Stoner & R. Edward Freeman (1994), Management, 5th edition, Prentice Hall of India, New Delhi.
8. Anbuvelan K (2007), Principles of Management, First edition, Laxmi Publishers, New Delhi
9. Griffin W Ricky (2012), Management: Principles and Practices, 11th edition. South-Western College Publishing, Boston.
10. Robbins Stephen (2006), Management, 8th edition, Pearson Publishers, New Delhi



TMH- 403: WORLD GEOGRAPHY FOR TOURISM – I

Credits: 4

Learning Objectives:

1. To understand the spatial geography of the world in order to better acquainted with global perspectives of the tourism.
2. To give an insight into various holiday destinations, and develop their role as travel professional.

Learning Outcome:

1. Students should be able to remember recollect and tolocate any tourism destination with their importance.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT I Introduction to Geography – Meaning and definition, relationship between tourism and geography, elements of Geography — Importance of Geography in Tourism – The world's climates – climatic elements and tourism - Impact of weather and climate on tourist destinations.

UNIT II : Geography of Tourism in North America - Geography and tourism in North America – Tourism characteristics - major tourism destination and attractions of Canada and United States - Major tourist destination in Mexico and the Caribbean countries.

UNIT III: Geography of Tourism in South America - The tourism geography of South America - Division of South American Tourism- the Andes countries: Venezuela, Columbia, Ecuador, Peru, Bolivia and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil.

UNIT IV: Geography of Tourism in Europe - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland

Unit V: Geography of Tourism in Scandinavia and Eastern Europe - North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal).

UNIT VI Latitudes & Longitudes - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. – World's continents - destinations on world map.

Assignments: Field trips to various tourist destinations in India and report submission.

Skill Development: Map plotting of popular tourist destinations: North America, South America, and Europe.

References:

1. Dawne M. Flammger (1993), Destination: North America.
2. Simon Calder and et al (2014), 48 Hours In... North American Cities.
3. Philip.G. Davidoff (2002), Geography for Tourism.
4. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography:
5. Lonely Planet – Asia, North America, South America, Europe.
6. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
7. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
8. Husain Masjid,(2003),Indian and World Geography, Rawat Publications, Delhi and Jaipur
9. J. K Chopra, World Geography.

10. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
11. Tim Liffel (2008), the World's Cheapest Destinations - Asia Edition



TMH - 404: TRAVEL OPERATIONS AND CONSULTANCY

Credits: 4

Learning Objectives:

1. To provide an all-round idea about the importance of travel consultants in today's world scenario.
2. To make the students aware of the history, functions and types of travel agents and tour operators.

Learning Outcome:

1. Equip the students to work manage and operate a travel consultancy service.

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I History and growth of travel agency businesses -Emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition- The travel Market: Business Travel- Corporate Travel- Commercial Group Travel- Institutional Travel- Leisure Travel- Family Travel- Single Resort Travel- Special Interest Travel. Types of travel agency and tour operations- Inter-relationship between Travel agency and tour operation. Indian travel agents and tour operators- an overview. Differentiation, inter-relationship of travel agents and tour operators and principles of present business trends and future prospects, problems and issues.

UNIT II Travel agency/Tour operations- Functions- Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator- IATA & DOT Approval- Approval from various government bodies-Organization structure of a travel agency or tour operation and staffing. Travel Documentation: Passports-various types and requirements- Procedure to apply for passport. VISA-various types and requirements-Documents required for foreigners to visit India

UNIT III The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sight-seeing tours - Group, Incentive and convention tour –Mass Market Package holidays – Types of Tour Operators: Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations.

UNIT IV Components of Package Tour – Basic Principles on packaging – factors affecting tour design and selection–Planning and producing a tour- Process. Domestic ticketing and reservations- Major domestic airline and airport codes.

UNIT V Itinerary Preparation and Costing -Tips and steps for itinerary planning, Do's and do not of itinerary preparation, limitation and constrains. Itinerary preparation for inbound, outbound, domestic and common interest tours. Factors affecting in tour costs- Components of tour costs- Tour cost sheet- Confidential tariff- Pricing of tour- Different pricing strategies.

UNIT VI Tour operational Techniques - Departure – Hotel Procedure – Aboard the Bus /Coach – Emergency procedures – Finance and accounting – Food and Beverages – Transportation Delays – Expulsion of Tour Member – Handling Company Money – Reservation of Tourist: Accommodation – Hotel Reservation –Types - Meal plans and Codes – Room Rate, information requirements.

References:

1. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
2. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
3. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
4. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
5. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
6. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
7. Babu, A Satish, Tourism development in India, APH- New Delhi.
8. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
9. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.

10. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.



TMS- 405 HOSPITALITY MANAGEMENT

Credits: 3

Learning Objectives

- To understand the essentials of hospitality industry.
- To familiarize with resort and hotel management.

Learning Outcome:

- Prepare students to get a recognized employment in hospitality sector.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT - I HOTEL INDUSTRY - Origin, Growth and diversification, Role of accommodation in tourism; categories and classifications of hotels accommodation - primary accommodation and supplementary accommodation. 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. Leading hotel and catering chains in the world.

References:

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi.
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.
3. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
5. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
6. John Cousins David Foskett & Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
7. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)

TMS - 406 E - TOURISM

Credits: 3:

Learning Objective

- To familiarize students with aspects of information system relevant for tourism and IT & to develop skills to design & implement simple computer based business system.

Learning Outcome:

- To prepare the students to use various advanced technological methods in booking and reservation

Pedagogy : Lectures, practical sessions, seminars, & assignments

UNIT I Tourism Information Technology and their Synergy - Introduction, Tourism: an Information Intensive industry, Typologies of tourism information, Strategic Management of Information.

UNIT II Information Systems used by Intermediaries - Information Systems in Travel Intermediaries, CRS/GDS, Front Office Systems, Back Office Systems, Travel Agency Systems/Agency Management System, Customer Relationship Management Systems, Management Information Systems, Tour Package planning systems, Influence of technology in the distribution of travel products, Online Travel Agency, Computer reservation systems and travel distribution, History, Major Global Distribution Systems - cases of GALILEO, AMADEUS, SABRE, World Span, and ABACUS. Specialties channel use of IT- meeting and convention planners- corporate travel planners, e- tickets, Disintermediation-causes and effects

UNIT III Consumer access to Travel Information systems - The internet and Tourism - the world wide web- travel news groups, electronic bulletin boards and chat rooms. Consumer access to GDS - GDS on line- automated ticket machines. Information Kiosks. TV based tourism Information Retrieval and booking- videotext system -interactive TV. Voice input and recognition systems. Social media and ICT influence in travel decision making model of electronic consumer access.

UNIT IV E-Commerce in Tourism – Importance, Meaning, Classifications, Advantages and Demerits, Relation between E-Business and E-Commerce, Business models, E-Commerce in India and Functions of E-Commerce.

UNIT V Remote Sensing and GIS in Tourism- Introduction, Need and Applications of Remote Sensing and GIS for Tourism Development. Digital Tourism Database. Database Management System (DBMS) – Data Access methods and Data Processing. Applications of Database Systems.

Practical Sessions:

MS OFFICE & HTML/FRONT PAGE

- *Draft letters using WORD*
- *Prepare Cost Sheet using EXCEL*
- *Prepare PowerPoint presentation*
- *Functions of DBMS & Report Generation – Using ACCESS.*

References:

1. Andrew J. Frew (2004), Information and Communication Technologies in Tourism, Springer.
2. Buhalis, D. (2003), E- Tourism. Prentice Hall, New Delhi
3. Dileep, M.R. (2011), Information Systems in Tourism. Excel Books. New Delhi.
4. Dimitrios Buhalis, (2003), E-Tourism: Information Technology for Strategic Tourism Management, Financial Times Prentice Hall Publisher

5. Gupta, A. (2000), Management Information System. S. Chand &Co New Delhi.
6. Inkpen, G. (1998), Information technology for travel and tourism. Addison Wesley Longman Limited.
7. Mcleod, R. (1996), Management Information System. Macmillan.
8. Obrien, J. (2002), Management information systems. Tata McGraw-Hill Education.
9. Poon, A. (1993), Tourism, technology and competitive strategies. CAB International.
10. Rhind Maguire Goodchild LongleyPaulA.Longley, Geographic Information System and Science, 3rd Edition John Wiley and Sons Publisher



TMS - 407 FRONT OFFICE MANAGEMENT

Credits: 3

Learning Objectives

- To understand the essentials of front office.
- To familiarize with operations of front office.

Learning Outcome:

- Specialize the students with the functions and operation of front office department.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT I - ORGANISATION TO FRONT OFFICE AND RECEPTION – Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Flow chart of Front Office, Co-ordination of Front Office with other departments, Functions of receptionist, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, pre-registration process, Records and formats used in receptions, specimen of formats used.

UNIT II- RESERVATION – Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry – use of letter, fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations and VIP reservations, instant reservation, instant reservation systems, Central reservation systems. Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

UNIT III - REGISTRATION – Various types of registration, Documents Generated Registration process. Walk – ins, Guests with Reservations, Groups, Crews, Transit Passengers. Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.

UNIT IV- INFORMATION – Functions of information section, Guest Alphabetical Index rack, Message Handling, Handling guest Rooms keys, Handling Mail, Handling Guest Parcels, Paging, Providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information, specimen formats used.

UNIT V- LOBBY & BELL DESK OPERATION – Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, s staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc., Forms and Formats used, Bell Desk Terminology.

Reference

1. Hotel front office – operations and management, J.R. Tewari, Oxford Higher Education
2. Front office management, Sushil Kumar Bhatnagar, ISBN-10: 8171706525.
3. Front Office Management in Hotel, Chakravarthi B.K, publisher: CBS; 1st edition.
4. Professional front office management, David K Hayes and Jack D Ninemeier, Pearson Education.
5. Hotel front office management, James A Badri, John Wiley publications.
6. Principles of Hotel Front Office Operations, Sue Baker and Jeremy Huyton, Publisher: Cengage Learning
7. Hotel Organisation and Front Office Management, R.K. Arora, Aph Publishing Corporation.

TMS - 408 HOUSE KEEPING MANAGEMENT

Credits: 3

Learning Objectives

- To understand the essentials of Housekeeping.
- To familiarize with operations of Housekeeping

Learning Outcome:

- Familiarize the students with the functions and operations of housekeeping department.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions.

UNIT I House Keeping Organisation- Layout, Staff Organization, brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper. Hotel guest room- Layout, types, floor, pantry, furniture, fixtures and fittings, department the Housekeeping co-ordinates within the hotel.

UNIT II Housekeeping Control Desk-Handling telephone calls-Co-ordination with various departments- paging systems and methods- Handling difficult situations forms, Formats and registers used. Duty allotment and Duty chart, Leave application procedures, briefing and Debriefing staff, Gate pass procedures, Housekeeping purchases and Indents, Security system, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

UNIT III Cleaning Equipment, Agents & Cleaning of Guest Room- Types of equipment used in Housekeeping department, cleaning agents, detergents, disinfectants, polishes, types on floor cleaner, toilet cleaner, maids trolley and items in it. Types, special cleaning methods, daily, periodical, spring cleaning, cleaning of occupied room procedure make up of a guest room, occupied vacant and departure rooms, bed making, turn down services, cleaning of floors, maintenance of rooms and procedure involved with cleaning schedules.

UNIT IV Linen & Laundry- Textiles, types of fibres and fabrics used in the hotels Organization and Layout of Linen and Laundry room Types of Linen, Sizes used in the hotels. Uniform and types of uniform used in the different departments. Storage of Linen and conditions for storage and Inventory and stock, Concepts Laundry slow process, hand wash, types of equipment used in the laundry, manual and electrical, Iron- Hot head, stem head and collar press, work counters, stains and stain removers. Flow chart of room linen, restaurant, guest and Uniform linen. Types of flowers, leaves and vases used in arrangement equipment used in flower arrangement.

UNIT V Accounting, Audit and control, Income from Accommodation, Public Room rentals, Allowance, Net Sales, Expenses, Salaries and Wages, Room Employees Meal, China and Glassware, Commissions, Contract cleaning, Decorations, Dry Cleaning Garage and Parking, Guest Supplies, Laundry and Dry Cleaning, Linen, Linen Rentals, Printing and stationery, Reservation Expenses, Miscellaneous Expenses.

Reference:

1. Marilynne Robinson, House Keeping, Publisher: Faber; Main edition (7 July 2005)
2. G. Raghubalan and Smritee Raghubalan, Hotel House-keeping and Management, 3rd edition, Oxford University Press India.
3. Dr. Jag Mohan Negi - Housekeeping (Theory and Practice), S.Chand (G/L) & Company Ltd.
4. Housekeeping – Operations, Design and Management, First edition, Malini Singh and Jaya B. George. Jaico Publishing House.
5. Hotel housekeeping Management and Operations, Sudhir Andrews, McGraw Hill Education, 1st edition.
6. Hotel Housekeeping – operations and Management, Smritee and G. Raghubalan, Oxford; 2 edition.

7. Housekeeping Management, D.K. Aggarwal, Aman Publications, India
8. Professional Management of Housekeeping Operations, Thomas J.A. Jones, Wiley publication.



MANGALORE UNIVERSITY
Department of Business Administration
MBA (Tourism and Travel Management)
Syllabus (2018-2020)

SEMESTER – II

COURSE CODE	TITLE OF THE COURSE
TMH- 451	MTH – MARKETING FOR TOURISM AND HOSPITALITY
TMH- 452	RMT- RESEARCH METHODOLOGY FOR TOURISM
TMH – 453	WGT – II - WORLD GEOGRAPHY FOR TOURISM - II
TMH – 454	TPI – I - TOURISM PRODUCTS OF INDIA - I
TMS - 455	ST – SUSTAINABLE TOURISM
TMS - 456	OB - ORGANISATIONAL BEHAVIOR
TMS - 457	TVI - TOUR GUIDING & VISITOR INTERPRETATION
TMS - 458	FBM - FOOD & BEVERAGE MANAGEMENT



TMH - 451: MARKETING FOR TOURISM AND HOSPITALITY
Credits: 4

Learning Objectives:

- To understand the various marketing functions and techniques related to hospitality and tourism and their applications to real life situations
- To focus on the pragmatic aspects of marketing that helps the learners to focus on the pertinent facets of placing hospitality and tourism products before the stakeholders of tourism industry.

Learning Outcome:

- Students should be prepared to develop, price and promote their own tourism products and services.

Pedagogy: Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I INTRODUCTION- Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services Technology and Marketing – Specific features of Tourism Marketing – Marketing Environment (Macro) – Economic, Natural, Technological, Political – Legal and Socio Cultural.

UNIT II MARKET SEGMENTATION, TARGETING AND POSITIONING - Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning. Branding- Destination branding. Destination Marketing Strategies – Designing marketing strategies for market leaders, challengers, followers and nichers-designing strategies for global market place.

UNIT III CONSUMER BUYING BEHAVIOR - Consumer buying behaviour- Types of consumers, Buying motives, Customer satisfaction and related strategies in internal and external marketing, Factors affecting consumer buying behaviour. Marketing Mix- Meaning, importance and elements.

UNIT IV PRODUCT MIX AND PRICING - Product Mix – Salient features of Tourism Products, 7 P's in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. **Pricing:** Pricing Considerations – Internal and External Factors – Pricing Approaches: Cost based– Break Even Analysis – Value based Pricing – Competition based Pricing – Pricing Strategies/types.

UNIT V PROMOTION AND PACKAGING - Promotion: Introduction, Different tools of Promotion (Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, Public relations, Digital communications) Emerging trends in promotion, promotion of tourism products. **Packaging and Programming** – Reason for the Popularity of Packaging and Programming – The distribution Mix – Distribution Channels used in tourism industry

UNIT VI MARKETING FOR TOURISM SERVICES - Marketing for Airlines, Hotels, Resorts, Travel Agencies and other tourism related services-Challenges and Strategies, Marketing skills for Tourism : Creativity-Communication-Self motivation-Team building
Personality Development. Internet marketing, social Medias, Interactive and relationship marketing,

References:

1. Kotler, Philip, Bowen John, Makens James (2006), Marketing for Hospitality and Tourism, 4th edition, Pearson Education, Bengaluru.

2. Morrison Alistair. M (2002), Hospitality and Travel Marketing, 2nd edition, Delmar Thomson Publications, Florence.
3. Christian Gronroos (1999), Service Management and Marketing Management, 3rd edition, Rowman& Littlefield Publishing Group, Lanham, Maryland.
4. Keller & Kotler (2007), A Framework for Marketing Management, 3rd edition, Dorling Kindersley India Private Ltd, New Delhi.
5. Kotler, Philip, Bowen John, Makens James (2013), marketing for Hospitality and Tourism: 6th edition, Pearson Publishers, New Delhi.
6. Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.
7. Morrison M Alastair (2013), Marketing and Managing Tourism Destinations, 1st edition, Routledge Publishers, London.
8. Russell S Winer& Ravi Dhar (2010), Management Marketing, 4th edition, Prentice Hall Publishers, New Delhi.
9. Petter M. Berge & Sondre B. Eliassen (2010), Hospitality and Tourism Management, 3rd Edition, Nova Science Publishers, New York.
10. G. L. Gupta (2012), Tourism Marketing Management, Pearl Books, New Delhi.



TMH-452: RESEARCH METHODOLOGY FOR TOURISM

Credits: 4

Learning Objectives

1. To impart the knowledge statistics and the use of statistical methods in research.
2. To provide the methods of research and report writing in the field of tourism and travel industry.

Learning Outcome:

1. To inculcate the essence of research in tourism among the students. They should be able to identify various issues in tourism industry.

Pedagogy: A combination of Lecture, Case Analysis, Seminars, Assignments, Field visits, Industry visits, projects and assigned readings

UNIT I Introduction to research – Meaning, Definition, Objectives and Significance of research-Types of research-Research process. Scientific Method: Basis – Requisites of a good scientific method – Components of scientific approach – Research Design/Plan: Meaning – essentials – Classification of designs – Contents of a Research Plan. Review of literature: Literature classification – purpose of review – sources of literature – Planning the review work –note taking.

UNIT II Data Collection Method - Meaning and importance of data - sources of data - use of secondary data- methods of collecting primary data: observation, experimentation - Simulation – interviewing, panel method, mail survey, projective techniques. Tools for data Collection: type of tools – construction of schedules and questionnaires - measurement scales and indices - pilot studies and pre-tests. Processing of data: introduction - Data analysis -Editing – classification and coding – transcription - Report writing-Computer based analysis tools, eg. SPSS. Tabulation and graphic representation.

UNIT III - Measures of Central Tendency - Arithmetic Mean, Weighted Mean, Median, Mode, Partition Values – Quartiles, Deciles and Percentiles.

UNIT IV Sampling - Meaning – characteristics of a good sample – sampling techniques: Probability Sampling techniques (simple random, stratified random, systematic random, cluster, area, multi-stage, random sampling with probability proportional to size, multiphase, and replicated sampling) Vs non-probability) and Non-probability sampling techniques (convenience, Judgment, quota and snowball sampling) – Sample unit, size and procedure Sampling errors.

UNIT V Measures of Dispersion: Mean deviation, Quartile deviation, Standard deviation, Co-efficient of variation and application. **Correlation analysis:** Its significance, correlation of two variables, properties, rank correlation co-efficient, co-efficient of determination - its significance, correlation co-efficient for bivariate frequency distribution.

UNIT VI – Index Numbers: Concept and types of index numbers -construction of index numbers, some uses. **Time series:** Variation in time series, trend analysis, cyclical variation, seasonal variation and irregular variation.

References:

1. O.R. Krishnaswamy, Methodology of Research in Social Sciences, Himalaya Publishing House.
2. C.R. Kothari (2008), Methodology of Research - Vikas Publication House, New Delhi
3. Bhattacharya, Research Methodology, Excel Books, New Delhi.
4. K.R.Sharma, Research Methodology, National Publishers, Jaipur.

5. Wilkinson and Bhandarkar, Methodology and Techniques of Social Research.
6. Donald R Cooper and Pamela S Schindler, Business Research Methods.
7. Shenoy G.V, Srivastava U.K. and Sharma S.C., Quantitative Techniques For Managerial Decision Making.
8. David A Aaker, V.Kumar & George S Day, Marketing Research.
9. David R Anderson, Dennis Sweeney & Thomas Williams, Business Statistics.
10. P.C. Sinha, Tourism Research Policy and Regulation, Anmol Publishers Pvt. Ltd. New Delhi.
11. S C Gupta, Fundamentals of Statistics, Himalaya Publishing House, New Delhi.



TMH-453: World Geography for Tourism - II

Credits: 4

Learning Objectives:

- To explain the geography and tourism in Africa, Asia and Australia.
- To familiarise the current tourism trends and analyse future trends.

Learning Outcome:

- To prepare students to identify, remember, recollect and locate tourism resources across the globe.

Pedagogy: Assignments, Seminars, and Presentation, lectures.

UNIT I Geography of Tourism in Africa and the Middle East – Geographical features. Tourism in the countries bordering to the Middle East – Mediterranean and Israel, Egypt, Syria – Turkey – Iran – Iraq. The North African Coast – Tunisia – Algeria – Morocco, Characteristics of tourism in Sub Sahara Africa – West Africa – East Africa and Southern part of Africa

UNIT II Geography of Tourism in Asia -Major Tourism resources of East Asia and South East Asia: – East Asia: Japan – China – Hong Kong – South Korea – South East Asia – Singapore – Indonesia – Malaysia – Thailand – The Philippines – Laos, Vietnam and Cambodia. South Asia and Tourism potential. -Nepal and Bhutan – Sri Lanka – The Maldives Island – Bangladesh, Pakistan and Myanmar.

UNIT III Geography and Tourism in Australia – Tourism Characteristics of Australia and New Zealand – Patterns of Tourism in Australia – New Zealand's Tourist Regions. The Pacific Islands.

UNIT IV Major Tourist destinations of North India - Jammu and Kashmir, Himachal Pradesh, Rajasthan, Delhi, Punjab, Haryana, Uttaranchal, Madhya Pradesh, Uttar Pradesh, Gujarat and North Eastern states.

UNIT V: Major Tourist destinations of South India – Maharashtra, Goa, Karnataka, Kerala, Andhra Pradesh, , Tamil Nadu, Andaman Islands, Lakshadweep Islands etc.

UNIT VI Tourism Trends - Global and regional tourism trends - tourism receipts and expenditures - Top tourist countries - UNWTO forecast for international tourism.

Assignments: Field trips to various tourist destinations in India and report submission.

Skill Development: Map plotting of popular tourist destinations: Africa, Middle East, Asia and Australia.

References:

1. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth Publications.
2. Hudman, Lloyd and Jackson Richard (1999), Geography of Travel and Tourism, Delmar Publishers.
3. Lonely Planet – Europe, Australia and Africa (Recent)
4. Perlitz, Lee and Elliot, Steven (2001), International Destinations, Prentice Hall Publications.
5. Tour brochures of Thomas Cook, Cox and Kings, Travel Corporation of India etc.
6. Kjell M. Torbiorn, Destination Europe: The Political and Economic Growth of a continent
7. Tim Leffel, the World's Cheapest Destinations of Europe
8. Chris Dorsey, World's Greatest Wingshooting Destinations: Europe, Africa and Latin America
9. Thomas Preston & Elizabeth Preston, the Double Eagle Guide to 1,000 Great Western Recreation Destinations Pacific Coast: Pacific Coast: Washington, Oregon, California Double Eagle Guides)
10. Jonathan Grupper, Destination Australia

TMH- 454: TOURISM PRODUCTS OF INDIA – I

Credits: 4

Learning Objective:

- To provide the concept of tourism products and an overview of the tourism products and resources of India.

Learning Outcome:

- Students are prepared to understand various tourism products and their role in tourism industry.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

UNIT I Basic Concepts - Definition, concept and classification of tourism products and resources- Tourism Resources of India: Cultural, natural, monumental, health etc.

UNIT II Geography of India - Physical Setting: Space relationship of India with neighbouring countries; Drainage system and watersheds; Physiographic regions; Mechanism of Indian monsoons and rainfall patterns, Tropical cyclones and western disturbances; Floods and droughts; Climatic regions; Natural vegetation-Cultural Setting: Historical Perspective of Indian Society; Racial, linguistic and ethnic diversities; religious minorities; major tribes and tribal areas.

UNIT III Philosophy and Religion -Hinduism, Vaishnavism, Shaivism, Jainism, Buddhism, Sikhism, Christianity and Islam.

UNIT IV Concept of Heritage Tourism in India - Indus Valley and Vedic civilization- Great epics of India- Ramayana and Mahabharatha–History and culture of South India- Pallava – Chola –Chalukya- Rastrakuta – Hoysala- KakatiyaandVijayanagara Kingdoms with special reference to their contributions arts, cultures, monuments and temples.

Unit - V Archaeological Resources - Architecture: main types and trends - Buddhist, Hindu, Indo-Islamic, European- Indian Sculpture and Painting- major schools of paintings, important destinations – Museums and Art Galleries – World Heritage Sites in India

Unit -VI Classical Music & Types- Classical Dances & Types- Folk Dances of different states.

Case Studies:

1. Case of monuments and temples belongs to Pallavas, Cholas, Chalukyas and others who ruled South India.
2. Visit to historical places of significance to understand various art and architectures.

References:

1. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
2. Brown Percy, Indian Architecture (Islamic period), Bombay.
3. Davies, Philip, Monuments of India, Vol. II., London.
4. Dixit, M and Sheela, C. (2001), Tourism Products , New Royal Book.
5. Dr.I.C.GuptaandDr.S.Kasbekar, Tourism products of India.
6. Gupta, SP, Lal, K, Bhattacharya, M. (2002) Cultural Tourism in India, DK Print.
7. ManojDixit,Charu Sheela (2006), Tourism Products, New Royal books
8. Michell, George, Monuments of India, Vol. 1. London.
9. Mitra, Devla, Buddhist Architecture, Calcutta.
10. Robinet Jacob etal (2012), Tourism Products of India, Abhijeeth Publications, New Delhi.

11. Swami, Prayaganand, History of Indian Music.
12. Vatsayana, Kapila, Indian Classical Dance, New Delhi.



TMS - 455: SUSTAINABLE TOURISM

Credits: 3

Learning Objectives:

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

Learning Outcome:

1. Students are expected to practice and direct stakeholders ways towards sustainable tourism.

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 – rio earth summit 1992 and Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 – Global Conference - Berlin Declaration - Bali Declaration 2005 - Cape Town Declaration 2002 and Kerala Declaration on responsible tourism

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 Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism - Relationship between Tourism & Ecology. Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts - Western Views of Ecotourism.

References:

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

TMS-456: ORGANIZATIONAL BEHAVIOR

Credits: 3

Learning Objective

- To familiarize the students with the behavioral patterns of human beings at individual and group levels in the context of an organization, which in turn is influenced by the environment. This is aimed at enhancing the ability of the students in the knowledge, prediction & control of human behavior in an organization.

Learning Outcome

- Prepare the students to understand the complexities of a tourism organization and the behavioral differences of people. Accordingly they should be able to take decision.

Pedagogy: Lectures, assignments, role play, discussions, seminars.

UNIT I Organizational Behaviour - Nature – Importance and features of OB –Benefits of OB- OB Model – Approaches to the study of OB — The emerging Challenges and opportunities of OB in tourism industry. International Organization Behavior - Growth of international business – Trends in international business – Cultural differences and Similarities

UNIT II Individual Behaviour - Personality – Meaning – Determinants – Traits – Theories of Personality –Perception & Attribution – Meaning & Definition – Factors influencing perception – Perceptual Process .Learning – Meaning – Theories– Process of Learning. Leadership – Meaning – Importance – Types - Styles – Theories of Leadership & OB.

UNIT III Group Process - Group Dynamics – Types of Group – Importance of Group – Group behaviour – Group norms – Cohesiveness – Group Decision making – Group development Stages. Conflict - Meaning - Types – Sources - Conflict Management Techniques. Organization Development – Goals – Conditions for the success – OD interventions – Development of internal OD facilitators.

UNIT IV The Organisation- Change & its affect – Managing Change - Organisation Development – Goals – Conditions for the success – OD interventions – Development of internal OD facilitators. International Organization Behaviour- Growth of international business – Trends in international business – Cultural differences and Similarities – Individual behaviour in global perspective.

UNIT V International Organisational Behaviour – Growth of international business; Trends in international business; Cultural differences and similarities; Individual behavior in global perspectives; Interpersonal behavior in an international context; organizational characteristics in international context.

References:

1. Luthans Fred – Organisational Behaviour – McGraw Hill Publications
2. Arnold Hugh J & Feldman Daniel C – Organisational Behaviour - McGraw Hill Publications
3. Robbin Stephen P – Organisational Behaviour – Prentice Hall of India
4. Newstorms John W & Davis Keith – Organisational Behaviour – Human Behaviour at Work – TATA McGraw
5. Kelly Joe – Organisational Behaviour – Surjert Publications
6. Rao V S P & P S Narayan – Organisational Theory & Practices – Konark Publishers Pvt Ltd, New Delhi
7. Greenberg & Baron – Behaviour in Organisations – Prentice Hall
8. K Ashwathappa – Organisational Behaviour – Himalaya Publishing House.

TMS-457: TOUR GUIDING AND VISITORS INTERPRETATION

Credits: 3

Learning Objective:

- **To familiarize the role, responsibilities and functions of tour guide**

Learning Outcome:

- **Cultivate the abilities and skills of tour guiding.**

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT – I: Profile of the tour guide, roles and duties of a tour guide, qualities of good tour guide, tour guiding: personal hygiene & grooming, visitor briefing before departure, general rules in emergency, tour commentary.

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

Unit III: Making itinerary, organising oneself in work place, scheduling and keeping schedules, guest arrival and departure formalities: pre-arrival, meeting on arrival, on tour departure.

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

UNIT V: Group behaviour and handling groups, leading and motivating the group, handling conflicts. Personal values and ethical practices.

References:

1. Chiranjib Kumar C, Tour Guiding, A training Manual & Professional Approach of Guiding in Tourism, Create Space Independent Publishers.
2. John Pastoselli, Enriching the Experience, An Interpretive Approach to tour Guiding, Publishers Hospitality Press.
3. Kathleen Lingle Pond, Professional Guide, Dynamics of tour guiding, John Wiley & Sons.
4. VeriteReily Collins, Becoming a Tour Guide, The Principles of Guiding & site interpretation, Publishing Corporation.
5. Susan Websters, Group Travel Operating Procedures.

TMS-458: FOOD & BEVERAGE MANAGEMENT

Credits: 3

Learning Objective: to understand the concept of food and beverages, services and appliances

Learning Outcome: Expected to understand different types of catering units, food, beverages etc.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions and industry visits.

UNIT I - Definition & Introduction to Cookery- Kitchen equipment used (small & large), Labour saving devices (Solar, micro even and convenience foods), Food and beverage outlets and establishment, Classification of catering operations.

UNIT II - Kitchen Bakery & Restaurant Organization- Kitchen layout, staff organization, brief description of staff working in F & B Management area, Bakery, Layout, latest machineries used, role of bakery chef.

UNIT III - Preparation & Methods of Cooking Food- Boiling, Broiling frying, roasting, steaming, grilling, stewing, braising, cooking temperature methods of mixing basic masalas, spices, Herbs condiments seasoning and flavourings.

UNIT IV- Restaurant Equipment – Furniture, linen, glassware, Hollowware, tableware & other equipments.

UNIT V- Aims and Objects of Cooking – Various texture, Preparation, Characteristics of raw materials, Uses of convenience foods.

Reference:

1. Food and Beverage Management , Sudhir Andrew, McGraw Hill Education
2. Food and Beverage Management, Bernard Davis and Andrew Lochwood, A Butterworth-Heinemann Publication.
3. Food and Beverage Management, John Cousins, Pearson Education.
4. Food and Beverage Management – for the Hospitality, Tourism and Event Industry, Goodfellow Publishers Limited.
5. Professional Hotel Management Jagmohan Negi S ChoaktCowfary.
6. Theory of cookery – Krishna Aron Frank Brothers
7. Food & Beverage service- Dennis littilooop
8. Modern Cookery- Thangam Philip.

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SEMESTER – III

COURSE CODE

TITLE OF THE COURSE

TMH -501	TPI –II – TOURISM PRODUCTS OF INDIA – II
TMH -502	AHAT – AIRPORT HANDLING AND AIR TICKETING
TMH -503	EM – EVENT MANAGEMENT
TMH -504	LOCM – LOGISTICS OPERATIONS AND CARGO MANAGEMENT
TMS -505	AFT – ACCOUNTING FOR TOURISM
TMS -506	BSE – BUSINESS STRATEGY & ENTREPRENURSHIP
TMS- 507	EPM- ELEMENTS OF PORT MANAGEMENT
TMS -508	TMJ – TRAVEL MEDIA & JOURNALISM

TMH -501: TOURISM PRODUCTS OF INDIA – II

Credits: 4

Learning Objectives

1. To familiarize with the north Indian rule and related art and architecture
2. To provide some knowledge about the different tourism resources of India.

Learning Outcome:

Equip the students to familiarize and understand the role and importance of various tourism products in India.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

UNIT I Emergence of Delhi sultanate and Mughals - with special reference to monuments and paintings- mosques- palaces- forts- Dargahs. Emergence of foreign rule in India - Portuguese- Dutch and the English - Churches- colonial architecture.

UNIT II Health Tourism – Yoga and Meditation– Ayurvedic Tourism - Medical Tourism-Cuisines - Handicrafts.

UNIT III Fairs and festivals in India: Religious, National, Cultural, State level, Regional- Meals- Exhibitions- Major pilgrim centres of world & India.

UNIT IV Wildlife Sanctuaries – Meaning, definitions of Wildlife Sanctuaries and National Parks- Biosphere Reserves – Game Reserves. Wildlife Safari. Walking trails, flora and fauna. Popular wildlife and National Parks of India. Wildlife management.

UNIT V Adventure Tourism: Meaning, definition Classification and Types of Adventure tourism. Emerging Trends - Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, para-sailing etc) and Air based adventure (Parachute jumping, Gliding, para-gliding etc)

UNIT VI Beach Tourism: Nature of beaches and Beach tourism, beach activities, Popular Beach destinations in India – island tourism, - Back water tourism – concept and meaning of backwater tourism. Coastal regulations – Integrated coastal tourism development and Coastal Zone Management Act.

Case Studies:

1. Case of Kaziranga National Park, Ranthambhore Wildlife Sanctuary, Eravikulam National Park ,Silent Valley National Park, Madumalai Wildlife Sanctuary.
2. Case of Biosphere Reserves Manas, Sunderbans etc.

References:

1. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
2. Brown Percy, Indian Architecture (Islamic period), Bombay.
3. Davies, Philip, Monuments of India, Vol. II., London.
4. Dixit, M and Sheela, C (2001), Tourism Products, New Royal Book.
5. Gupta, SP, Lal, K, Bhattacharya, M (2002). Cultural Tourism in India, DK Print.
6. Michell, George, Monuments of India, Vol. 1. London.
7. Mitra, Devla, Buddhist Architecture, Calcutta.

8. Swami, Prayaganand, History of Indian Music.
9. Vatsayana, Kapila, Indian Classical Dance, New Delhi.



TMH -502: AIR PORT HANDLING AND AIR TICKETING

Credits: 4

Learning Objectives:

- To provide an understanding about various rules, regulation, procedures and documentation in air traffic.
- To know about Air Ticketing and Travel and tourism agencies, their structure and Organization.

Learning Outcome:

- Students should be able to remember IATA city and airport codes, calculate city to city airfares, understand the structure and functions of an airport.

Pedagogy: Assignments, Seminars, and Presentations, Lecture-cum-discussions.

UNIT I Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy; Role of AAI and DGCA; A brief account of IATA /ICAO- 18 Annexes of international civil aviation- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air. Strategies adopted by the airline companies- Mergers-acquisition-Market concentration- partner agreements- Diversifications-Privatization.

UNIT II Check in and Checkout Formalities at Airport - Cabin Crew - In flight services - Types of class – upgrading & downgrading (Airport in Transportation Management)-Baggage Handling – Regulations –Passengers requiring special handling- passengers with medical problems, Expectant women , Unaccompanied minors, infants –VIPS/CIPS. Baggage and Excess baggage - Types of Baggage: Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items – Baggage clearance - Customs – Channels (Green Channel & Red channel).

UNIT III Ramp Equipments at the Airport: Airport Layout – Brief account of: Airfield – (Landing strip [Runway, Shoulders, Stop way], Taxi ways, Apron) – Terminal Area (Gates, Terminal Building, Aircraft service facilities-hangar) – Flight support Area (ATC, Fuelling Area, Navigational aids). Airport Management: Major Airlines and Airports in India - Airport facilities for passengers.

UNIT IV Passenger Air Tariff - Background information, Passenger Air Tariff Editions - IATA areas of the world, Global Indicators, One country rule. Types of Journeys – One way Trip – Round Trip – Circle Trip – Open Jaw – Counting Transfers and Stopovers.

UNIT V Time Difference - Local time and GMT calculation, flying time calculation. Currency conversion- Conversion of NUC into local currency, rounding of local currency. OW through Fare Construction - RT and CT fare construction – Selecting a Fare Break Point – General Guidelines – RT/CT formula – CTM Check.

UNIT VI Ticketing and Traffic Documents –Passenger Ticket and Baggage Check- Customs regulations of India- Currency Regulations of India- Computerized Reservation System (Practicals).

References:

1. Seth Prannath (2003), Successful Tourism Management Vol II, Sterling Publications, New Delhi
2. IATA Training Manual Foundation Course.
3. Negi Jagmohan (2003), Air Travel Ticketing and Fare construction, Kanishka Publishers
4. Dennis. L. Foster (2001), the Business of Travel Agency Operations and Administration, Mc. Graw Hill Publications
5. Travel Information Manual (TIM)
6. OAG Guide published by IAIA

7. R Dogani, Air Port Business
8. OAG and Air Cargo Tariff (Both Red and Green)
9. Air Cargo Tariff Manuals
10. IATA Live Animals Regulations Manuals



TMH -503: EVENT MANAGEMENT

Credits: 4

Learning Objectives

1. To acquire an in-depth knowledge about the specialized field of "Event Management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events
2. To help the students with the skills necessary for interacting with the various players involved in the Management of Events.

Learning Outcome:

1. Prepare the students to plan manage and run an event.

Pedagogy: Assignments, cases, projects, presentation and Lecture-cum-discussions.

UNIT I Concept of Events - Definition, Scope of Event Management, Advantages of events - to the Organizer, Event Planners, Participants, Economy and Society; Broad classification of Events. Conceptual foundations of events; Major characteristics, Five C's of Event Management.

UNIT II MICE Tourism - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning-definition, types and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings- meeting space- seating style..

UNIT III Event Activities -pre event – during event – post event activities, onsite management, principles of event management. Events and Tourism, Business tourist, Tourism & Culture, Incentive tours Risk Management, Safety and Global Issues in Event Management - Developing meeting plans – Check list - Gantt model – PERT. Programming: Agenda – developing agenda.

UNIT IV Events Venues - Concept and types; Conference venues - facilities, Selection of venue, factors determining the venue selection; check-in and check-out procedures, requirements; conference room layouts; Convention manager. Conference facilities in India - Role and functions of ICPB and ICCA.

UNIT V Event Promotions and Marketing – Interrelation between events & tourism industry-planning publicity – evaluation of meeting – post meeting evaluation. Contract negotiations - principles; negotiation with hotels, airlines and ground handlers and decision making.

UNIT VI Case studies of Events: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals. Trade Fairs: World Travel Mart, ITB, TTW , PTW, Commonwealth games, Asian Games, Olympic, World cup Cricket, Soccer and other mega events.

Practical Skill Development

2. Organise various types of events in the university campus
3. Volunteering few programmes outside the campus of some Clubs, Associations, Companies etc.

References:

1. Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
2. Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management.
3. C. A. Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, The Wiley Event Management Series.

4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
6. Hoyle, Dorf & Jones (1995), Meeting conventions & Group business Educational institute of AH & MA.
7. Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.
8. Julia Rutherford Silvers, Risk Management for Meetings and Events (Events Management.
9. Montgomery, R.J. (1994), Meeting, Conventions and Expositions, VNR, New York.
10. Peter Robinson (Editor), Debra Wale (Editor), Geoff Dickson (Editor), Events Management (CABI Tourism Texts)
11. Sandra K Strick , Meetings, conventions & exposition – An introduction to the industry, Rhonda Montgomery



TMH -504: LOGISTIC OPERATIONS AND CARGO MANAGEMENT

Credits: 4

Learning Objectives:

- To familiarize management of Logistic and cargo Operations
- To study various Logistic transportation in import and export of goods

Learning Outcome:

- Imparting theoretical knowledge on logistics and air cargo management.

Pedagogy: Lectures, Seminars, Assignments and Field visit to logistics and customs department.

UNIT I Logistic Objectives and Elements - Introduction, History, Definition, Objectives, Importance and Evolution of Logistic, Marketing of Logistic, Elements of logistic, Marketing Mix, Forms of Logistic management, Global Logistics.

UNIT II Integrated Logistics And Supply Chain Relations - Introduction, Logistical Competency, Network design inventory, Ware Housing Material Handling and Packaging, Barriers to Internal Logistic, Economics of distribution, Traditional Functions

UNIT III Logistic Transportation – Introduction, Types, Principles, Functions, Participants, Infrastructure, Legal classification of carrier, Multimodal transports, Documentation, Logistic Information System. **CONTAINERIZATION:-** Introduction, A Freight Container, Classification, Benefits, Inland container depot, Roles and functions of ICDS, CONCOR

UNIT IV Foreign Exchange in Logistics - Introduction. An over view of foreign exchange, foreign exchange market, exchange rate system – history – determination of exchange rates – IMF system of exchange rates – exchange rate crisis. Fluctuation in foreign exchange rates and control: Indian currency system – causes of fluctuation in exchange rates, effects of exchange rate fluctuations – exchange control – multiple exchange rates – Exchange Rate regimes. Foreign trade licenses and Export units - EPCG, DEPB, ECGC, EPZ.

UNIT V Air Freight Operations - History- Definition- Cargo agents- Cargo flights- Customs airports and airport facilities-, Tariff Structure. Marking and labeling Boxes- Air Cargo: –Types- General Cargo, Live Animals, Dangerous Goods, Precious Cargo, Coffins – Documentation and process involved in air cargo handling- Airway Bill, Shippers letter of Instruction, Letter of credit, Export license, Commercial invoice, Letter of Origin and documents required as per the nature of goods. Air Cargo rates- advantages of Air Cargo- International set up for air transport- freight rate, Packaging Export Cargo, Cost of packing.

UNIT VI Shipping Industry - Introduction, Role of shipping, Types of cargo ships, Shipping Routes. Liner and Tramp Trade, Organisation of shipping company. Documents and formalities in international sea cargo movement such as mate receipt, Bill of lading, bill of exchange.

References:

1. Vinod V. Sople (2012), Logistics Management, Pearson India Publications.
2. Manoj Dixit (2007), Cargo Management: Global Perspectives
3. Mark Rowbotham (2014), Introduction to Marine Cargo Management,
4. Sathish C Allawadi, P.Prakash Singh Logistic Management.
5. Rejilismail, Logistic Management, Excel Book Publishers.
6. Reza Farahni, Leleh Kadar, Logistic Operations and Management.
7. Paul Schonsleben Integral Logistic Management.
8. T.A.S. Balagopal, Export Management, Himalaya Publications
9. C. Jeevanandam, Foreign Exchange & Risk Management, S. Chand & Sons , New Delhi.
10. Bibek Debroy , The convertible Rupee & how to profit from it, Global Business Press
11. Allan C. Shapiro (2014), Multinational Financial Management, Wiley Publications.

TMS -505: ACCOUNTING FOR TOURISM

Credits: 3

Learning Objective: To expose the accounting concepts and their applications in tourism and hospitality industry.

Learning Outcome: Should be able to solve basic accounting calculations of an organisation.

Pedagogy: Lectures, Discussion, Assignments and Accounting games.

UNIT I Financial accounting – Need, development and functions; generally accepted accounting Concepts and conventions; journalizing transactions – Rules of debit and credit; Ledger posting from Journal, proper & Subsidiary books.

UNIT II Trial Balance – Preparation, features and objectives of Trial Balance; depreciation, provision and reserves; preparation of trading and profit and loss account profit and loss appropriation account; balance sheet.

UNIT III Depreciation Accounting - Straight line method, diminishing balance method and Annuity Method, SYD;

UNIT IV Cost Accounting: Definition, meaning, advantages and limitations of Cost accounting, classification of costs; factors limiting the installation of cost accounting system; methods of costing (Job, Process, Marginal, Standard costing, Costing in Hospitality Industries); Distinguish between cost and Financial accounting systems.

UNIT V Management Accounting - Nature and scope of Management accounting – meaning definitions and importance, merits and limitations. Management Accounting And Its Application: Break-even point; break even chart; application of CVP Analysis; Analysis of Variance.

References:

1. R. Narayanaswamy, Financial Accounting: A Managerial Perspective.
2. T.S. Grewal, Financial Accounting.
3. Radhaswamy & R.L. Gupta, Financial Accounting
4. Maheshwari & Mittal, Cost Accounting
5. Nigam and Sharma, Cost Accounting
6. Jawaharlal, Cost Accounting
7. Shukla and Grewal, Advanced Financial Accounting, Sultan Chand & sons
8. Sashi K Gupta and R.K. Sharma, Financial Management Theory and Practice,-
9. Khan and Jain (2014), Financial Management, McGraw Hill Publications.
10. S.P Jain and K.L. Narang, Cost Accounting Principles and Practices.
11. M.N. Arora, Cost Accounting, Vikas Publishers

TMS - 506: BUSINESS STRATEGY & ENTREPRENEURSHIP
Credits: 3

Learning Objectives

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

Learning Outcome:

- Should be able to understand the importance of starting & business and able to do something their own in future.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

Unit I Introduction to Business Strategy: Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies

Unit II Strategic Management – 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 III Entrepreneurship – Entrepreneurship, Definition and role. Entrepreneurial motivations. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade

Unit IV Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in Economic Development. Management performance, assessment and control in tourism enterprises.

UNIT V Institutional Interface and Set up; Government Policy; tourism Enterprises, assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

UNIT VI Ownership Structures & Organizational Framework, Corporate Entities Issues, H R Issues, Strategies for Growth & Stability. Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies / Hotels i.e. Cox & Kings, TCI and Hotels i.e. Oberoi's and Taj Hotels.

Select References

1. Srinivasan. R (2006), Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.
2. Thomson. A. A., Stickland. A.J. & Cambel. J. E., (2005), Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
4. John A. Pearce II & Richard B. Robinson Jr. (1991) Strategic Management, 3rd Ed, AITBS, New Delhi.
5. Michael E. Porter (1985), Competitive Advantage, Free Press, New York.
6. Miller. A & Dess. G.G (1996), Strategic Management, 2nd Ed., McGraw Hill, New York.

TMS 507 ELEMENTS OF PORT MANAGEMENT

Credits: 3

Learning Objective: To familiarize the fundamental functions, operations, ownership and management structure of the ports and terminals.

Learning Outcome: Impart some fundamental terms and operations in port management.

Unit – I Port Structure and Functions - Definition - Types and Layout of the Ports – Organisational structure-Fundamental observations. Main functions and features of ports: Infrastructure and connectivity - Administrative functions - Operational functions. Main services: Services and facilities for ships - Administrative formalities - Cargo transfer - Services and facilities for cargo - Additional “added value” service- Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores.

Unit - II Port Operations - Berths and Terminals - Berth Facilities and Equipment - ship Operation – Pre - shipment planning, the stowage plan and on-board stowage - cargo positioning and stowage on the terminal - Developments in cargo/container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.

Unit - III Port Development - Phases of port development - Growth in world trade - Changes in growth - Development in terminal operation. Shipping technology and port: Ship knowledge - Ship development and port development - Port time and ship speed - Other technical development affecting port.

Unit - IV Regulatory Framework for Ports - Global regulatory organisations: Conventions and Reports. Environment regulation: Port environmental pollution - Environmental Management System - HAZMAT (Hazardous Materials) - BWM (Ballast Water Management). Port Security: ISM, ISPS, Occupation Safety and Health Administration - ISO1400.

Unit - V Port Administration Ownership and Management - Port ownership structure- Types of port ownership and administration - Organizations concerning ports - Boards governing the ports - Port management development - Rise and fall of Ports - information technology in ports. Port ownership in Indian context: Acts governing the Ports in India - Port ownership structure in India. Port reform: Framework for port reform - Evolution of ports in a competitive world - Alternative Port Management Structure and Ownership Models.

Text Book

1. Patrick M.Alderton. 2008, Port Management And Operations. Informa Law Category, U.K.
2. World Bank. 2007, Port Reform Tool Kit. World Bank, Washington.
- 3.. Maria G.Burns. 2014., Port Management And Operations. Crs Press, U.K.
- 4.. Alan E.Branch. 2008, Elements Of Shipping. Chapman And Hall, Fairplay Publications, U.K

TMS-508 TRAVEL MEDIA & JOURNALISM

Credits: 3

Learning Objectives

- 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.

Learning Outcome:

- Cultivate the interest of travel writing , developing some travel portals etc.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

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.

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

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.

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.

Select References

1. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
2. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
3. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
4. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.
5. Arvahan E. &Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

MANGALORE UNIVERSITY
Department of Business Administration
MBA (Tourism and Travel Management)
Syllabus (2018-2020)

SEMESTER – IV

COURSE CODE	TITLE OF THE COURSE
TMH -551	DPD – DESTINATION PLANNING & DEVELOPMENT
TMH -552	HRM – HUMAN RESOURCE MANAGEMENT
TMH -553	PR – PROJECT REPORT
TMS -554	TPL – TOURISM POLICES & LEGISLATIONS
TMS -555	CRSM - CUSTOMER RELATIONSHIP & SERVICES MANAGEMENT
TMS -556	ITF – INFORMATION TECHNOLOGY FOR TOURISM
TMS -557	ESM - ELEMENTS OF SHIPPING MANAGEMENT
TMS -558	CSPR – COMMUNICATIVE SKILLS & PUBLIC RELATIONS

TMH -551: DESTINATION PLANNING AND DEVELOPMENT

Credits: 4:

Learning Objectives

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

Learning Outcome:

1. Should be able to guide the stake holders regarding developing a place into a tourist spot in a sustainable way.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

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.

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).

References:

1. C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
3. Richard W.Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
4. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
5. Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
6. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), the Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.

TMH -552: HUMAN RESOURCE MANAGEMENT

Credits: 4

Learning Objective:

- To impart basic knowledge of the concepts & tools of HRM as relevant to industrial organization & to provide an understanding of the role HRM plays in the overall strategic setting

Learning Outcome:

- Impart the skills and abilities of managing personnels in tourism sector.

Pedagogy : Lectures, assignments, role play, discussions, seminars.

UNIT I Introduction - The Concept - Significance of HR - objectives & functions of HR – Evolution & growth – internal & external influences on HRM – Emerging issues in HR area.

UNIT II Planning & Procurement - HRP – Definition – need – process - job analysis - meaning - importance - purpose - job description - job specifications - job design. Recruitment –Sources & Techniques. Selection – Steps in selection process & Interview. Placement & Induction & Orientation- Internal Mobility: Definition, Methods and Process.

UNIT III Employee Development - Employee Training & Development – Meaning – Need – Methods – Training Evaluation. Employee counselling – Meaning – Need – Types – Skills required. Career Planning – Need – Process – Advantages – Limitations.

UNIT IV Motivation & Compensation - HR Motivation – Importance – Need – Types – Theories. HR Compensation – Importance – Objectives –Principles - Components – Methods of Compensation - Incentives – Benefits & Services - Salary structure. Performance Management - Contents – Significance – Performance Appraisal – Modern Methods – How to make PA Effective.

UNIT V Maintenance & Integration Functions of HR: Health & Safety- Employee Welfare-Social Security Measures. Employee Relations - Management of Grievances – Causes – Handling & Redressal Procedure Discipline – Disciplinary Action – Suspension - Retrenchment - Dismissal – Grounds for dismissal. Teams & Team Work. Collective Bargaining. Employee Participation and Empowerment. Trade Unions and Employee Associations. Industrial Relations.

References:

1. Manoj Madhukar – Human Resource Management in Tourism – Rajat Publication, New Delhi
2. Eric Laws – Tourism: Managing Packed Tourism - Thomson Business Press.
3. Darren Lee – Ross(ed) HRM in Tourism & Hospitality – International Perspective to SME
4. Human Resource Management – L M Prasad – Sultan Publications, New Delhi.

TMH -553: PROJECT REPORT
Credits: 4

Learning Objectives

Learning Outcome:

Identify a problem in tourism sector and able to propose solution to the problem, through primary research

The students will undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 100 marks, which would be assessed by the Expert Committee.



TMS -554 TOURISM POLICIES AND LEGISLATIONS

Credits: 3

Learning Objectives

1. To understand details about the legislations applicable to travel and tourism industry.
2. To know the importance of tourism policy for the better development of the industry.

Learning Outcome:

1. Able to understand and recollect various policies and legislation and existing in the tourism industry.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and assigned readings

Unit-I Tourism Policy –concept, need, objective, institutional framework of public tourism policy. The role of government and private sector in formulation of Tourism Policy. Policy making body and its process at National level. An outline of L.K Jha committee-1963.National Tourism Policy 1982, National committee report 2002. National action plan on tourism-1992. The latest policy document on tourism.

Unit II Tourism Bill of Rights -Tourism Code - Manila Declaration - Acapulco Document-Travel Insurance-Passport - Visa-Health Regulations - Customs and Currency Regulations- DGCA formalities for business and recreational flying in India.

Unit III International Conventions: Warsaw Convention (1924)-Chicago Convention (1944)-Travel Contract (1961)-Berlin Convention (1961 and 1966)-Brussels Convention (1970)-Athens Convention (1974)-Helsinki Accord (1976)-IATA general Condition of Carriage (passenger and Cargo)

Unit IV The Passport Act- Foreigners' Act-Indian Contract Act 1872, Laws Relating to Environmental protection-FEMA 1999-The Arms Act- Narcotics Drugs Act-Psychotropic Substances Act1985-Foreigners' Registration Act-The Explosives Act-Citizenship Act-Pollution Control Act.

Unit V Tourism Acts in India – Laws related to Tourist Entry, stay, Departure, customs Act, Directorate of Enforcement; Sale of Goods Act, Consumer Protection Act; Wildlife Protection Act; Environment Protection Act; Water and Air Acts; Ancient monument Act; RTI.

UNIT VI Special permits to restricted areas for foreign tourist in India - Permits related to various monasteries and wild life areas and their procedure, special permits for rafting, paragliding, and angling, IMF (Indian Mountaineering Foundation) rules for mountain expeditions.

References

1. C Y Gee, Travel Industry. Delhi.
2. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications
3. Holloway J.C., Business of Tourism
4. International Travel and Tourism-
5. JD Ninemeier, Discovering Hospitality and Tourism: The World's Greatest Industry, Pearson.
6. L. Foster, The Business of Travel Agency Operations and Administration
7. Lundberg, The Business of Tour Operations.
8. M. S Negi, Travel Agency and Tour Operators: Concept and Principles New Delhi
9. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism,
10. Sajnani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.

TMS -555 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.

Learning Outcome:

- Cultivate effective and efficient customer relationship ability.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

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

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) – Click Stream Analysis - Personalization and Collaborative Filtering.

Unit III Marketing of Services – Tourism as a Service industry- 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. Technology based customer relationship management.

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

References

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
3. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
4. AndrySilmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
5. Jagdish Seethi, Etal (2000), Customer Relationship Management. StanclesA.Brown, Customer Relationship Management, John Wiley & Sons.
6. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

TMS-556: INFORMATION TECHNOLOGY FOR TOURISM

Credits: 3

Learning Objectives

- To understand the need and importance of Information technology in tourism;
- To familiarize with various concepts of Information technology and their applications in tourism industry

Learning Outcome:

- Should be able to choose and use the best technology available in tourism industry.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I

Fundamentals of computers, Evolution of Computing Machines, Input/output devices, Microprocessors, Storage and Retrieval of massive data on computers. Classification of software - Operating systems. MS Word, MS-Excel for statistical analysis of data, MS PowerPoint.

UNIT II

Networking of computers. LAN, WAN, networks, Internet technologies, WWW and Internet uses. E - Mail, Electronic payment systems, Electronic Fund Transfer (EFT) and Electronic Data Interchange (EDI). Electronic Payment Systems, Websites and design principles. WAP, Bluetooth, VPN. Client/Server applications using PCs. E-commerce and m-commerce.

UNIT III

Information Systems for Tourism Management Decision Support. Concepts of Data, Information and knowledge. Concepts of Database Management Systems, Concepts of RDBMS, MIS, EIS, GPS, RS/GIS, Decision Support Systems, Knowledge Based Systems, Entertainment, Leisure, Trade Bodies, Bench Marking and TQM.

UNIT IV

Application of Information and Communication (ICT) systems in Use in Tourism and their advantages, Travel and Tourism Information Systems, International Tourism event Information Systems, Reservation Systems for Air, Rail, Road, Hotel etc, Concepts of SCM, CRM, BPR, Agency Management, Agency Management functions, Sabre Information Network, agency Data Systems, Voyager Systems, TARSC systems.

UNIT V

Computerization - Prospects and Problems: Information Technology as a strategic tool for achieving competitive edge in Tourism Industry. Infrastructure requirement, Selection of Hardware and Software, Implementation and transition problems. Skills - upgradation and re-deployment of staff as a result of computerization. Implementing issues, IT outsourcing, Cyber crimes and cyber laws. Computer viruses, Digital Signature, Cryptography.

References:

1. Automating Managers: the implications of IT for Managers, John Moss Jones, Pinter, London 2000.
2. Dimitrios Buhalis; eTourism: information technology for strategic tourism management, Financial Times Prentice Hall, 2003.
3. Pauline J. Sheldon; Tourism Information Technology, CAB International, 2002
4. Steven Otfinoski; Computers; Marshall Cavendish, 2007.
5. Manuel Ortega, JosÈ Bravo; Computers and education in the 21st century; Springer, 2000.

TMS 557: ELEMENTS OF SHIPPING MANAGEMENT

Credits: 3

Learning Objectives: To make the students understand the commercial, operational and technical components of ship management.

Learning Outcome: Prepare the students to understand various components and formalities in shipping management.

Unit - I: Functions of Shipping - Ship: Types of ships - Principal dimensions - Ship's tonnages (GT, NT, DWT) - Cargo carrying capacity. Ship owners, operators and managers: Ship manager - Structure of ship owning and management organizations - Ship's personal - Agents.

Unit - II: Ship Registration, Classification and Insurance - Registration - Types of registries - Flag - Classification - Port State Control - Inspections - Surveys - Conditions of survey and inspections - Other surveys. Insurance: Hull and machinery insurance - General average - Salvage - Third party recoveries - Claims and handling - Protection and indemnity.

Unit - III: Operations and Voyage Estimation - Cost and accounting: Ship management cost function - Budget preparation - Account processing and reporting. Operations: Voyage planning - Hires and freight - Commissions - Commercial operations. Voyage Estimation: Length of the voyage - Commencing the voyage estimates - tankers - Time charter - Practical calculations - Voyage estimates. Bunkering.

Unit - IV: Cargo and Geographic Factors - Dry cargoes - Non-bulk dry cargoes - Stowage factors - Dangerous cargo and IMDG Code - Bills of lading and cargo claims - Liquid cargoes - Tank cleaning - Petroleum 63 products - Chemicals - Liquid gas carriers - Ullage, deadfreight and slack tanks - Geography and metrology - Routing services - Load lines.

Unit - V: Crew Management and Ship Manager's Legal Relations - Crew management: Recruitment, training and placement of officers and crew on board - Marine crew travel - Compliance of ISPS code - Knowledge management on board and on shore. Ship manager's legal relations: Management contracts - Legal problems - Arrest in Rem - Freezing orders - Freight and hire payments - Dealing with Port Agents and Chartering Brokers.

References

1. Institute of Chartered Ship book .2011/12, Ship Operations and Management. London, UK.
2. John. W. Dicke. 2014, Reeds 21st Century Ship Management. Bloomsbury Publishing, U.K.
3. Luny.H.V., Lai K.-H., Cheng T.C.E. Cheng. 2010, Shipping and Logistics Management.” Springer, U.K.
4. ProshantoK.Mukherjee, Mark Brownrigg (2013), Farthing on International Shipping.4th edition, Springer

TMS -558: COMMUNICATIVE 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.

Learning Outcome:

- Improve the communication skill of the students and above to develop effective public relation methods in their career.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

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.

References

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
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