

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



SYLLABUS

**MASTER OF
TOURISM ADMINISTRATION**

(EFFECTIVE FROM JUNE 2011 ONWARDS)

DIRECTOR

Department of Tourism Administration
Dr. Babasaheb Ambedkar Marathwada
University, Aurangabad-431 004

MTA – FIRST YEAR

SEMESTER – I

Module Code	Subject Title	No. of Credits
TOU401	Tourism Principles and Practices	4
TOU402	Tourist Product of India	4
TOU403	Global Tourism Geography	4
TOU404	Tourism Management Concept	4
TOU405	Ethical, Legal & Regulatory aspects of Tourism	4
TOU441	Seminar Course and Viva – Voce	4
TOU421	Foreign Language	4
TOU422	Communication and Soft Skills	4
TOU423	Tourism Products of Maharashtra	4

SEMESTER – II

Module Code	Subject Title	No. of Credits
TOU407	Tourism Marketing	4
TOU408	Human Resource Planning & Development in Tourism	4
TOU409	Research Methodology in Tourism	4
TOU410	Tourism Planning	4
TOU411	Managerial Accounting & Finance in Tourism	4
TOU442	Seminar Course and Viva – Voce	4
TOU424	Foreign Language	4
TOU425	Quantitative Methods	4
TOU426	Tourism Economics	4

MTA – SECOND YEAR

SEMESTER – III

Module Code	Subject Title	No. of Credits
TOU501	Tourism Impact Analysis	4
TOU502	Tourist Product Design & Destination Development	4
TOU503	Hospitality Management	4
TOU504	Travel Agency Management	4
TOU541	Project report	4
TOU542	Field Trip & Viva – Voce	8
TOU521	Event Management in Tourism	4
TOU522	Tourist Transport (Surface)	4
TOU523	Business Policy and Corporate Social Responsibility	4

SEMESTER – IV

Module Code	Subject Title	No. of Credits
TOU507	Contemporary Issues in Tourism	4
TOU508	Tour Operations Management	4
TOU509	Air fares and Airlines Management	4
TOU510	E - Tourism	4
TOU543	Dissertation	8
TOU512	Dissertation Presentation & Viva	4
TOU524	Eco Tourism	4
TOU525	Entrepreneurship in Tourism	4

S-[F][NC] SCI.[INTERNAL CORR.]

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DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
AURANGABAD-431 004. (Maharashtra) (India)
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UNIVERSITY CAMPUS,
AURANGABAD-431 004
(Maharashtra) (INDIA).

Ref.No.ACAD/NP/Dept.Syllbus/CBCGS/2011/14147-86

Date:- 06-07-2011.

The Head,


Department of Tourism Administration
Dr. Babasaheb Ambedkar
Marathwada University.

Subject :- **Approval to the syllabus under Academic Flexibility with Credit Based Grading System.**

Sir/Madam,

With reference to the subject noted above, I am to inform you that, the Hon'ble Vice-Chancellor has accepted the syllabus submitted by you under Academic Flexibility with Choice Based Credit and Grade System on behalf of the Academic Council under Section-14[7] of the Maharashtra Universities Act, 1994 to enable you to implement the syllabus from the academic year 2011-12 and onwards.

Yours faithfully,


Director,

Board of College and
University Development.

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MASTER OF TOURISM ADMINISTRATION
SEMESTER - I

Module TOU 401 : TOURISM PRINCIPLES AND PRACTICES

No. of Credits : 04
Contact Hours/ Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

It is planned to develop and communicate basic framework and conceptual heritage of the discipline Tourism, Methods, practices and techniques of analysis, motivation and processes of decision-making, realize it's potentials, as against the achieved in the Indian context. To understand the various elements of Tourism Management. To evaluate the role of various organizations of tourism. To identify the methods to improve tourism.

Pre Requisite:

Regular attendance and Active Participation during the course of the semester, Book and Literature surveys, Long Essays, Seminar Presentations etc.

THEMES AND TOPICS

Unit I:

Tourism: Concepts : Definitions and Historical development of tourism. Distinction between Tourist, Traveler-Visitor-Excursionist. Types and Forms of Tourism; Tourism system: Nature, characteristics. Components of tourism and its characteristics.

Unit II:

Domestic and International tourism: Domestic tourism : features, pattern of growth, profile. International tourism: Generating and Destination regions. Pattern of growth and Profile.

Unit III:

Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demand. Motivation and tourism demand; Measuring the tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.

Unit IV:

Tourism Impacts: Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political

Unit V:

Status of Tourism in India The Tourism Industry : Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Air Travel agencies, Tourism declared as an Industry in India, consequences of Industry status.

Unit V:

International Tourism Institutions and organizations, and their role in promoting international tourism movement-UNWTO , WTTC, TAAI, IATO, IATA, ITC.

Text Books:

1. Bhatia. Tourism Development (New Delhi, Sterling)
2. Seth: Tourism Management (New Delhi, Sterling)
3. Kaul: Dynamics of Tourism (New Delhi, Sterling)
4. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
5. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
6. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
7. P.S. Gill, Dynamics of Tourism (4 Vols) Anmol Publication.
8. P.C. Sinha. Tourism Management. Anmol Publication.
9. P.C. Sinha. Tourism Evolution Scope Nature & Organization. Anmol Publication.

Additional Reference Books:

1. Travel Industry : Chunky Gee et-al
2. Tourism Systems - Mill and Morrison
3. Successful Tourism Management - Prannath Seth
4. Tourism Management Vol - 4 - P.C. Sinha
5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma
7. Studies in Tourism - Sagar Singh
8. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
9. Tourism: Principles and Practices - McIntosh , R.W.
10. Tourism : Past, Present and Future - Burkart & Medli
11. Sustainable Tourism Development, Guide for Local Planners by WTO.

Module TOU 402 : TOURISM PRODUCT OF INDIA

No. of Credits: 04
Contact Hours/Week: 04
Course Objective:

Assignments: 20 Marks
Semester Exam: 80 Marks

The main purpose of this paper is the incredible products of India and attract huge revenue in terms of foreign currency and the packages that can be put together to offer to the tourists. Express the rich heritage of India.

Pre-Requisite: As per Module TOU401

THEMES AND TOPICS

Unit I:

Tourism Products: Definition, Concept and classification. Cultural Heritage of India - Stages of evolution, continuity. **Heritage:** Meaning, types, of Heritage Tourism. Heritage Management Organisations- (UNESCO, ASI, ICOMOS, INTACH)

Unit II:

Architectural Heritage of India: glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Buddhist and Islamic. Selected case studies of World Heritage Sites in India

Unit III:

Pilgrimage Destinations: Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyaachal (U.P.) Kamakhya (Assam), Vardhnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura-Vrindavana, Allahabad, Ujjain, Haridwar, Nook, Gangasagar. **Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgirha, Kapilyastu, Nalanda, Sanchi, Ajanta. **Jain:** Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Ahiravanbholgola, Palitana **Muslim:** Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazara. **Sikh:** Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Unit IV:

Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Bandhaadbandha and Keoladeo Ghana) **Hill Stations:** Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. **Beaches and Islands:** Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshadweep islands.

Unit V:

Important Museum, Art Galleries and Libraries. **Performing art of India:** Classical dances, folk dances and folk culture. **Fairs and Festivals:** Social, religious and commercial fairs of touristic significance.

Unit VI:

Handicrafts and textiles: important handicraft objects and centres, craft melas, souvenir industry. Indian cuisine (gastronomy), regional variations.

Text Books:

1. Hasham A. E. : The Wonder that Was India.
2. Hasham A. E. : Cultural History of India
3. Percy Brown : Islamic Architecture
4. Percy Brown : Indian Architecture
5. James Burgess : Western Cave Temples of India
6. E. V. Rieu : Dances of India
7. E. V. Rieu : Handlooms and Handicrafts of India
8. E. V. Rieu : Mughal Colour Decoration
9. Hasham A. E. : The National Culture of India, National Book Trust, New Delhi
10. Gupta M. L. and Sharma D. D. : Indian Society and Culture

Additional Reference Books :

1. Gupta, S.P., Lal, K., Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. Ota Morohoro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
4. Mitra, Deyla, Buddhist Architecture, Calcutta.
5. Michell, George, Monuments of India, Vol. 1. London.
6. Davison, Philip, Monuments of India, Vol. II., London.
7. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
8. Brown Percy, Indian Architecture (Islamic period), Bombay.
9. Hawlam, R.E., Encyclopaedia of Indian Natural History.

Module TOU 403 : GLOBAL TOURISM GEOGRAPHY

No. of Credits: 04
Contact Hours/ Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

This course introduces students to the various geographical locations of tourist places, weather climate and distances, the different routes between them and the different characteristics of places which are important for tourism. The course aims to present an analytical framework within the basic methodology and trends of the discipline of geography.

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I:

Definition, scope and contents of Geography of Tourism. Approaches, Methodology and Techniques. Analyses in Geography of Tourism. Importance of Geography of Tourism. Natural and climatic regions of the world in brief. How to read a map.

Unit II:

Latitude, Longitude, International date line, time zones and calculation of time. Time differences, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time). Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis and Developmental strategy. Types, forms, patterns and linkages in Tourism.

Unit III:

Impact of weather and climate on Tourist destinations. Geographical Determinants : Diversities and disparities. Typology of area and Linkages flows and orientation.

Unit IV:

Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

Unit V:

Political and physical features of world geography. **Destinations in North America (United States America:** New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. **Canada:** Ottawa, Montreal, Vancouver, Mexico). **Central America** (Costa Rica, Panama, Belize etc) **Europe:** France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

Unit VI :

Africa: South Africa, Mauritius, Kenya. **Middle East:** Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina. **North & East Asia/ Pacific:** China, Malaysia, Thailand, Singapore, Australia, Japan. **South Asia :** SAARC Countries.

Text Books:

1. Boniface B. and Cooper C. the Geography of Travel and Tourism (London, England, Heinemann Professional Publishing. 1987).
2. Burton Rosemary : the Geography of Travel and Tourism (London).
3. Robinson H./A.A. Geography of Tourism (Macdonald and Evans. London).
4. The Geography of India – Gopal Singh – Delhi (1988).
5. Dubey and Negi – Economic Geography Delhi (1988).
6. R. M. Desai – Strategy of food and agriculture – Bombay (1988).
7. Negi B. S. – Rural Geography Delhi Keelavnata Ram Nath.
8. Singh R. L. – Regional Geography of India (1985).
9. LAW B. C. ed Mountaing and Rivers of India Calcutta (1968).
10. National Atlas of India – Government of India Publication. \

Additional Reference Books :

1. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
2. Sinha, P.C. Tourism Geography, Anmol Publication
3. Dixit, M. Tourism Geography and Trends, Royal Publication
4. International Atlas, Penguin Publication and DK Publication

Module TOU 404 : TOURISM MANAGEMENT CONCEPT

No. of Credits: 04
Contact Hours/ Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

To understand the various Management practices and principles. To mould the skills of students needed to manage all tourism related organizations.

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I:

Introduction: Concept, nature, Significance and scope of Management, management Process and Coordination, Emergence of Management thoughts, Management and Environment.

Unit II:

Planning: Meaning, Nature and Importance, Purpose and Process, Methods of Planning. **Decision Making:** Need, Types and process, decision –making techniques, Creativity in decisionmaking

Unit III:

Organizing: Nature and importance of organisation, organisations, Organisation Theories, Organisational Structure and Organisational Culture and Management Ethos, Staffing and Human Resource Development, Authority and Responsibility.

Unit IV:

Directing: Directing functions of management. **Communication:** Meaning and Importance of Communication. **Motivation:** Theories, Types of Motivation, **Leadership:** Definition, Theories and Styles.

Unit V:

Controlling: Nature and Process of Control, Important Devices tool of control. Social Responsibility of Business, Management in the future. Time Management, Conflict Management

Unit VI:

Management of Tourism organizations such as MoT, ITDC, State Tourism Development Corporations etc.

Text Books :

1. Management Principles and Practice, by R. Srinivasan and S.A. Chunawalla, Himalaya Publishing House New Delhi.
2. Principles of Management by Terry and Franklin, AITBS Publishers & Distributors, Delhi.
3. Principles and Practice of Management by L.M. Prasad, Sultan Chand and Sons, New Delhi.

Additional Reference Books:

1. Management : Harold Koonty and Heinz Weizich, McGraw Hill Tokyo
2. Management : Stoner and Freeman : Management (Delhi: Prentice Hall, India)
3. Management : Richard M. Hodgets Academic Press, New York
4. The Practice of Management: Hampton D.R., New York McGraw hill
5. Practice of Management : Peter F. Drucker, Pan Books London
6. Management : Hodgetts R.M. Management (New York; Academic Press)

Module TOU 405 : ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

To understand the basic principles of various Laws, Codes, rules and regulations relating to Tourism Administration; and To assist the tourists

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I:

Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.

Unit II:

Laws relating to accommodation, travels agencies and tour operation sector, Lawland regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.

Unit III:

Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure.

Unit IV:

Law designed for Adventure Tour operation. special permits for rafting, paragliding, helisking and angling. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.

Unit V :

Travel Insurance and consumer protection act, International consumer protection acts in tourism Evacuation and International insurance business, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife.

Unit VI:

Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation.

Text Books:

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.

Additional Reference Books :

1. Sajnani Manohar (1999) Indian Tourism Business : A Legal Perspective, New Delhi.
2. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism, New Delhi.
3. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.

Module TOU 441 : SEMINAR COURSE AND VIVA-VOCE

No. of Credits: 04
Contact Hours/ Week: 04

Assignments: 50 Marks
Semester Exam: 50 Marks

Course Objective:

Seminar course which may include assignments such as field work, seminar, practical training, report writing, review of literature or any other innovative practices. The course would focus on the modules in the first semester. The seminar course would be for 50 marks evaluated by the concerned guide and 50 marks would be assigned for viva-voce, to be conducted by one internal and one external expert.

Module TOU 421 : FOREIGN LANGUAGE

No. of Credits: 04
Contact Hours/ Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

One of the following Foreign Languages will be offered by the students for detailed study during the course of Semesters First & Second

Course Objective:

Being a functional course, after the course the learner should be in a position to understand the native speakers of the Foreign Language and communicate with them in the Foreign Language itself in correct simple sentences with tolerable fluency under given circumstances. Since most of the situations the learner might encounter in future demand oral communicative competence rather than written competence, more emphasis is to be laid on Speech Practice, to train the learner to cope with the situations.

Pre Requisite: As per Module -TOU401

The student will select any one foreign language (German or French or Japanese) and will have to continue the same language in the Second Semester

A) GERMAN

Oral Examination Must

Text Book: Since no single textbook can cater effectively to the needs of the course, the teacher is free to use different lessons from different textbooks depicting relevant situations, which the learner is likely to come across.

THEMES AND TOPICS

Sr. No.	Intentions	Structures
1	Pronunciation of German Vowels Modified Vowels, Diphthongs and Consonants	--
2	Greetings, asking about name, Nativity, destination, taking leave	Present Tense conjugation, Imperative, Wo-woher-wohin aus, in, nach confirmative questions word order
3	Personal data	Sein, heissen, werden def. Article possessive pronouns wer-was-wie
4	Buying, asking about prices, Clock timings (asking and answering)	Numbers, basis Arithmetic Clocktimings Indef. Article (ein, Kein)
5	Spelling	Alphabet
6	Looking for a hotelroom, reservation on telephone and self identification	Present and past tense of haben and sein Accusative (Indef article indef.pronoun) Negation Ja-Nein-Doch
7	Asking about persons and things (kennen and wissen; Indirect question after wissen)	Accusative (def.article and Personal pronouns) Separable and inseparable Verbs.
8	Expressing intentions, possibilities, necessities, guess etc.	Present tense of Modal verbs Modal verb + Infinitiv werden + Infinitiv (Future and guess)
09	Requesting for help speak about conditions and reasons; giving an assignment (order)	Conditional clauses, Causal clauses (wenn- weil-denn) Word-order in main-and sub-clauses
10	Borrowing, giving, presenting something: offering help; congratulating	Dative (articles, possessive & personal pronouns); Accusative and Dative objects in sentences; Reflexive Pronouns.

Paper Pattern :

1. Translation German to English (20)
2. Short Composition (20)
3. Grammar (40)

Oral : Reading comprehension and general questions

B) FRENCH

Objectives :

To familiarize with necessary elements of Grammar and build basic skills in verbal and written comprehension.

THEMES AND TOPICS

Unit I :

Translation from French into English from text book

Unit II :

Easy Unseen translation from French into English

Unit III :

Questions on Grammar

Unit IV :

Essay/Composition

Unit V :

Questions on the text to be answered in French.

Prescribed Text Books

1. Sans Frontieres Part – I and part II (Text book)
2. Sans Frontieres Part I and part II (Exercise Book) By Michele Verdelhan Bourgade, Michele Verdelhan and Philippf Dominique

Books Recommended

1. Cartes sur table Part I and part II by Richterich, Suter
2. Archipel Part-I and part II by J. Courtilon S. Raillard

C) JAPANESE

Objectives :

To familiarize with necessary elements of Grammar and build basic skills in verbal and written comprehension.

THEMES AND TOPICS

Unit I :

1. Introduction of the Script Hiragana.
2. Self Introduction / Third person introduction
3. Yes / No questions and answers
4. Nationalities, Languages, Countries
5. Introduction to Numbers

Unit II :

1. Questions referring to objects (Kore / Sore / Are)
2. Introduction of particles
3. Introduction of _____ (Imasu / Arimasu)
4. Ni - Ga - Arimasu → _____ → Introduction
5. Introduction of Counters

Unit III :

1. Identifying the pictorial script (Kanji)
2. Identifying Katakana (script for foreign words)
3. Writing about → myself, my friend, my room
4. Translating simple sentences (Japanese to English and English to Japanese)

Unit IV :

1. Introduction of Adjectives and their different forms.
2. Asking about the price and requests.
3. "Masu" _____ Forms of the verbs (Present tense).
4. "Mashita" _____ form of the verbs (Past tense)

Unit V :

1. Days and dates / Birthdays
2. Introduction of particle ^ → (e) → particle used for destinations.
3. Introduction of _____ (from) - _____ (to)
4. Describing various activities.
5. Time

References :

1. Nihongo Shoho - Japanese Language association of Pune University.
2. Atarashi Nihongo - Gakken
3. Japanese for Busy People - Association for Japanese Language

Module TOU 422 : COMMUNICATION AND SOFT SKILLS

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

To develop oral and written communication skills so as to enable the participants to present their ideas logically and effectively.

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I :

Meaning, Definition, Nature and Scope of Communication, Importance of Communication, Process of Communication, Barriers to Effective Communication, Overcoming the Barriers. Non Verbal Communication, Body Language, focus on English skills – Vocabulary, Grammar, Phonetics with special reference to tourism industry.

Unit II :

Employment Communication: Resume Styles, Resume Writing, Elements of an Effective Resume, Writing Application Letters; Other Employment Messages Job Interview – Purpose, Types, Interview Skills – Before, During and After the Interview, Interview Dressing, mock interviews – Following up an Application, Accepting an Interview Invitation, Following up an Interview, Accepting Employment, Resigning from a Job.

Unit III :

Introduction to Personality Development: Elements of a Good Personality; Importance of Soft Skills; Introduction to Corporate Culture; Professionalism in Service Industry, Group discussions – structure and types, Mock GD using video samples.

Unit IV :

Presentation skills and techniques: Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language, impression management.

Unit V :

Business Reports: Types and Characteristics; Components of a formal Report; Business Proposals – Types, Contents, Elements

Unit VI :

Cross Cultural Communication: Understanding Cultural and Business Protocol differences across countries – UK, USA, China, Japan, France, and Germany.

Text Books :

1. Matila Treece: Successful communication: Allyn and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Böves. Thill Business Communication Today Meycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hiddersandt Thomas Effective Business Communication Mc Graw Hill.

Additional Reference Books :

1. Cross-Cultural and Intercultural Communication, William B. Gudykunst
2. Beyond Language: Cross Cultural Communication, Deena R. Levine M.A., Mara B. Adelman
3. The 7 Habits of Highly Effective People, Stephen Covey

Module TOU 423 : TOURISM PRODUCTS OF MAHARASHTRA

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

It is necessary to review and understand the huge treasure in the State of Maharashtra and study the potential they offer to the tourist. The study of tourist Product of Maharashtra with it's vast heritage will not only assist the students in recognizing it's significance but also encourage the State Govt. to promote Tourism in Maharashtra thereby increasing it's foreign exchange and the state.

Pre Requisite : As per Module -TOU401

THEMES AND TOPICS

Unit I :

Brief history of Maharashtra. **Cultural Heritage in brief.** Historical Sites and monuments. It's architecture, painting and sculpture. **World Heritage monuments:** Ajanta, Ellora, Elephanta and Chattrapati Shivaji Terminus Development plans, limitations, role played by related Govt. Bodies

Unit II :

Hill Resorts: Their specific problems, characteristic, carrying capacity, ecological hazards, tour packages. National Parks, Sanctuaries, Development plans, limitations. **Beaches:** 720 Kms. Of coastal line **Demand and supply facilities, infrastructure availability.** **Lunar Crater:** History, its specific development plan and ecological hazards.

Unit III :

Adventure Tourism in Maharashtra : Hang gliding, Rock and Fort climbing, Trekking and Camping, Water Sports, Cruises. Facilities offered, **constraints in development.**

Unit IV :

Pilgrimage Centers: Demand and supply facilities, Budget accommodation, Problems areas.

Unit V :

Arts and Crafts: Bidri, Textiles – Himroo, Paithani, Cane and Bamboo Articles, Metalwork, Leather work & Traditional Maratha Jewelry. Museums, Art Galleries, Libraries and their locations, assets and characteristic. Selected Hill, Sea, Island and land Forts in the State. Their present status and development plans.

Unit VI :

Performing arts of Maharashtra (Evolution and History): Folk Dance, Folk Music, Tribal Dances.

Text Books :

1. L. Bashan : The Wonder that was India
2. L. Bashan : The Cultural History of India
3. Peroy Brown : Indian Architecture
4. Peroy Brown : Islamic Architecture
5. L. Gupta : Tourist Products of India
6. Ghulam Yazdan : The Art and Architecture of Deccan
7. R. S. Gupte : Ajanta Ellora and Aurangabad Caves
8. R. S. Gupte : Iconography of Hindu, Buddhist & Jain Caves of Ellora
9. Dulari Qureshi : Tourism Potential of Aurangabad
10. Dulari Qureshi : Daulatabad Fort
11. Enakshi Bhavnani : The Handlooms and Handicraft of India
12. Bhendarkar R. Earli History of Deccan
13. Maharashtra Gazetteer : 1977

MASTER OF TOURISM ADMINISTRATION
SEMESTER - II

Module TOU 407 : TOURISM MARKETING

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

The course aims at an understanding of marketing Management in Tourism. To define the different components of marketing and comprehend the various P's of marketing and relevance to Tourism. To develop the right marketing mix for tourism and adopt the right skills for Tourism marketing.

Pre Requisite : As per Module -TOU401

THEMES AND TOPICS

Unit I :

Introduction to tourism marketing, Evolution, Definition, nature, process and system services & their marketing nature, characteristics of tourism products, its issues and challenges : Marketing mix

Unit II :

Tourism Markets: Types, world tourism markets, inbound and outbound markets for India & Domestic markets : Tourist behavior. Travel purchase and tourist buying process. Tourist discussion making models

Unit III :

Market segmentation, Targeting and positioning. Definition of market segmentation, discussions in market segmentation, Market targeting process, product positioning – purpose, process

Unit IV :

P's of marketing.

Product – Product management, development, product lifecycle and branding

Pricing – Factors influencing pricing, methods of price fixation and strategies

Promotion – Promotion mix and tools,

People – encounters. managing tourism experience through people and important practices to manage people

Process – Elements, managing process, developments in service processes in tourism,

Physical evidence – Concept, role & components

Unit V :

Marketing management information system and demand forecasting. Introduction, structure of marketing management, information support system, demand forecasting.

Unit VI :

Market Research: Definition, research and survey methodologies, application, technology and trends in tourism marketing, role of government bodies, national, state tourism offices, local bodies, private organizations, NGO's in tourism marketing.

Text Books :

1. Kotler P. Marketing Management C. Delhi – Prentice Hall India 1986
2. Katler Philip – Marketing for non-profit organization – Prentice Hall, New Jersey 1975
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. Gavens: Marketing Management (Delhi – Himalaya)
5. Hollowacy I.C. and Plant R.V. (1992) Marketing for Tourism Pitman.
6. Limsden: Les (1992) Marketing for Tourism case study assignments Macmillan
7. Hoyk Darb and Jones (1995) Managing Conventions, Group Business – Educational Institute of AATM.
8. Chaudhary Manjula, 2010, Oxford University Press. New Delhi. Tourism Marketing
9. Philip Kotler. John Bowen. James Makens. Marketing for Hospitality and Tourism

Additional Reference Books :

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

Module TOU 408 : HUMAN RESOURCE PLANNING & DEVELOPMENT IN TOURISM

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

Human resource development has acquired special connotation and significance in the processes and problems of development both in the case of developed and developing nations of the world. It has acquired special importance in the case of Tourism and Travel Management, as the man-to-man contacts are more vital in creating permanent and better images in the minds of Tourists coming with specific perceptions and motivation.

Further it is a complex Phenomenon with many equally important components, each requiring special skills and talents. The present in course intends to place focus on the various segments of tourism and travel and takes into account processes and parameters working in the direction of development of the nation as a whole. Man Management is the hall mark of this course with discussion focusing on training of manpower and education of the people to equip them with necessary insight and skill. It tailors to the specific case of India.

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I :

Basic Philosophy and Approaches in HRD Planning. HRD Functions

Unit II :

Human Resource Management (HRM) in Perspective: HRM: The Field and It's Environment. The Evolving Role of HRM in the tourism industry: the Changing Emphasis

Unit III :

Meeting Human Resource Requirements: Human Resource Planning (HRP). Job/Role Analysis. Recruitment & Selection. Orientation & Placement.

Unit IV :

Developing Effectiveness in Human Resources: Training & Development (T&D). Performance Management. Potential Appraisal. Career/Succession Planning.

Unit V :

Managing Employee Growth: Conflict and Stress management. Importance of Discipline and Counseling in Tourism.

Unit VI :

Human Resource Management in Tourism: HRM in the service Industry. Emerging trends and Perspectives

Text Books :

1. Ian Beardwell & Len Holden– Human Resource Management: A contemporary perspective, Macmillan
2. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life.
3. Profits, Tata Mcgraw Hill
4. M. Madhukar - Human Resource Management in Tourism . R. Publications

Additional Reference Books :

1. Planning commission report of the national committee Tourism, New Delhi – 1988
2. Agarwal D.V. Man power planning, selection, training development, universal publisher, New Delhi 1996.
3. Shanker S.R. Management OF Human Resources in Public Enterprises, New Delhi 1986.
4. Briggs. B. Human Resource Development Quarterly Journal of Administration (ILE-ILE) Vol.II 267-82. July 1973.
5. Dwivedi R.S. : Management Of Human Resource. I.B.H. New Delhi
6. Dwivedi Monappa – Managing Human Resources, New Delhi
7. Boilla, M.J. Human Resources Management in the Hotel and catering Industry. Hutchinson Ltd. London 1987
8. Arun Monappa – Managing Human Resources
9. Beaumont P.B. Human Resource Developmen, Kly Concepts and skills. Sage publications, New Delhi 1993.

Module TOU 409 : RESEARCH METHODOLOGY IN TOURISM

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 20 Mark
Semester Exam: 80 Marks

Course Objective:

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

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I :

Introduction: Meaning, objectives and significance of research, types of research, research process. **Social science Research:** Meaning, scope and objectivity of social science Research, Ethics in social science research. **Tourism research:** Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.

Unit II :

Research Design: Meaning, need and important features, & steps. Types of research design, selection and formulation of research problem. **Hypothesis:** Nature & role in social sciences. **Measurement and scaling techniques:** Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification, and its techniques.

Unit III :

Sampling design: Census is sample survey, sampling Techniques or methods, sample design and choice of sampling techniques, sample size, . sampling & non-sampling errors., **Data collection:** Sources of data required, methods of collecting primary data, observation, interviews method, the questionnaire, mail survey, projective techniques simulation Vs. experimentation.

Unit IV :

Data processing: Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. **Data analysis:** Statistical analysis, hypothesis testing Chi-square(X²) Test, analysis of variance (ANOVA).

Unit V :

Report writing and presentation: substance of reports, formats of reports, presentation of reports.

Unit VI :

Computer Applications in Research SPSS, EXCEL etc.

Text Books:

1. Methodology and techniques of social research by Wilkinson & Bhandarkar.
2. Methodology of Research in Social Sciences by O.P. Krishnaswami.
3. Sadhav Singh, Research Methodology in Social sciences, Himalaya Publishing House, New Delhi, 1996.
4. Delhi, 1996.
5. S.M. Moshin, Research Methods in Behavioural Sciences, orient Langman, Hyderabad, 1989.

Additional Reference Books:

1. C. R. Kothari, Research Methodology. Wishwa Prakashan, New Delhi (2003)
2. Dr. S. Shajahan, Research Methods for Management, Jaico Publishing House, Mumbai (2005)
3. Salkind Neil J. Exploring Research. 3rd Edition, Prentice Hall, New Delhi (1997)
4. Gupta S. P. Statistical Methods. 30th edition, Sultan Chand, New Delhi, (2001)
5. D. N. Elhance, Fundamentals of Statistics, Allahabad.

Module TOU 410 : TOURISM PLANNING

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development. with an emphasis on ecotourism and nature-based tourism. To explore the interrelationships between resource management and tourism planning and development. To understand the tourism policy initiative taken in India.

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I :

Evolution of Tourism planning, Importance, Planning process, Planning approaches, Tourism planning.

Unit II :

Concept, need, objective, institutional framework of public tourism policy. The role of gov., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels.

Unit III :

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. Opportunities for investment in hotel sectors and tourism related organizations. Incentives & concessions extended for tourism projects and sources of funding.

Unit IV :

Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 11th Five-year Plan. Agents and typologies of tourism development.

Unit V :

Concept of Community based approach for tourism planning, public private partnership (PPP), Assessment of Tourism Planning Process in Indian context, problems, Grey areas and possible strategies.

Unit VI :

SWOT analysis of National Tourism Policy 2002 and Maharashtra Tourism Policy 2006.

Text Books :

1. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
2. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
3. Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication)
4. Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy (New York, Van
5. Nostrand Reinhold)
6. Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis)
7. Tourism Dimensions : S.P. Tiwari (New Delhi)
8. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
9. Tourism Planning : An integrated and Sustainable Approach - Inskeep E.
10. National & Regional Tourism Planning : Inskeep E. (London, Routledge)

Additional Reference Books :

1. Young G. Tourism: Blessing or Blight Penguin Book 1973.
2. Cheechi and Co. The Future of Tourism in far East 1961.
3. Copen Evic. 'Towards a Sociology of International Tourism, Social Research 39.1 (1972) 164-82.
4. Cleverdon Robert: The Economic and Social Impact of International Tourism in Developing Countries (London: The Economic Intelligence Unit Ltd. 1979)
5. Colley G. International Tourism Today (London: Lloyds)
6. Davis H.D. Potentials for Tourism of Developing countries (London: Finance and Development 1968)
7. Gray H. Peter International Travel International Trade (Lexington - Heath Lexington Books 1970)
8. Hiller Herbert L. The Development of Tourism in the Carbean Region' Air Travel and Tourism (August 1972)
9. Ian M. Mately: The Geography of International Tourism C. Washington, Association of American Geographers 1976)

Module TOU 411 : MANAGERIAL ACCOUNTING & FINANCE IN TOURISM

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

The basic objectives are to provide basic principles and to understand the basic technique of preparing financial information.

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I :

Nature of accounting: Nature of accounting and Generally accepted accounting principles. Double entry. Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements Preparation of Trial Balance.

Unit II :

Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanised system of accounting.

Unit III :

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

Unit IV :

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

Unit V :

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

Unit VI :

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

Text Books:

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

Additional Reference Books:

1. Lawrance P and Lee R. Insight into Management Oxford University Press – Oxford 1984
2. Banerjee P. Fiscal Policy in India Gyan Publishers Delhi 1986.
3. Kriffendort Jost The holiday makers – Heinemann Professional Publishers. London 1987.
4. Horne J.V. Financial Management and Policy
5. Guthman and Dongall – Corporate Financial Policy
6. Kuchal S.C. Financial Management
7. Pandey I.M. Financial Management

Module TOU 442 : SEMINAR COURSE & VIVA-VOCE

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 20 Marks

Semester Exam: 80 Marks

Course Objective:

Seminar course which may include assignments such as field work, seminar, practical training, report writing, review of literature or any other innovative practices. The course would focus on the modules in the second semester.

The seminar course would be for 50 marks evaluated by the concerned guide and 50 marks would be assigned for viva-voce, to be conducted by one internal and one external expert.

Module TOU 424 : FOREIGN LANGUAGE

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 20 Marks

Semester Exam: 80 Marks

Course Objective:

Being a functional course, after the course the learner should be in a position to understand the native speakers of the Foreign Language and communicate with them in the Foreign Language itself in correct simple sentences with tolerable fluency under given circumstances. Since most of the situations the learner might encounter in future demand oral communicative competence rather than written competence, more emphasis is to be laid on Speech Practice, to train the learner to cope with the situations.

Pre Requisite: As per Module -TOU401

(A) GERMAN

THEME AND TOPICS

Sr. No.	Intentions	Structures
11	Day-to-day conversation Make agreements, Thanking	Preposition + Accusative Preposition + Dative Womit – damit etc.
12	Ask about a restaurant, way, looking for a seat, ask for information	Prepositions + Dat or Acc setzen – stellen – legen – haengen ; hin – her
13	Make preparations for a journey; admit a mistake; reserving a seat; reporting	Perfect Tense; Perfect with haben / sein
14	Buy a dress; ask about sizes and designs; accepting or rejecting an offer	Predicative and attributive Adjective Adjective declension; Comparative as attribute
15	Expressing possession	Genitive
16	Argument; justifying oneself	Past Tense (Praeteritum)
17	Expression of regret Irreal wish	Konjunktiv II of auxillary and modal verbs
18	Sepak about welfare and illness; Expression of sympathy, uncertainty	Indirect Questions (ob, dass-sentences) Comparative and Superlative of Adjectives : Comparisons – so Wie, als
19	Discussing an invitation; Introducing somebody; Introducing self	Main-&- sub-clauses; Relative clauses & Relative Pronouns Infinitiv with zu.
20	Job searching; dealing with administrative authority; ask about conditions; defending oneself	Passive (present, past & present perfect); Passive with Modal verbs

- Paper Pattern :**
1. Translation German to English (10)
 2. Translation English to German (10)
 3. Grammar (20)
 4. Short Composition (10)

Oral : Reading comprehension and general questions

- Internal Assessment:**
1. Test 1 : Grammar (10)
 2. Test 2 : Complete the conversation (10)
 3. Tutorial 1 : G>E Translation (10)
 4. Tutorial 2 : E>G Translation (10)
 5. Seminar – Viva-Voce : Short composition and questions on it to be answered in German (10)

(B) FRENCH

Objective

To familiarize with necessary elements of Grammar and build basic skills in verbal and written comprehension.

THEMES AND TOPICS

Unit I :

Translation from French into "English from text book. Easy unseen translation from French into English.

Unit II :

Basic elements of grammar laid down in the prescribed textbooks.

Unit III :

Written comprehension : Short simple French text based on the prescribed textbooks to test the ability of the student to understand a French text. Four tests will be given out of which two will have to be answered.

Unit IV :

Written expression : students to be given texts, e.g. posters, comic strips, advertisements, photographs, sports shots scenes at a railway station, etc. and asked to write short paragraph of 10 lines in French on it. Two texts to be answered out of four in the question paper.

Unit V :

Role play: at the airport, tourist office, at the monument

Unit VI :

French terminology for hospitality and tourism industry.

Prescribed Textbooks :

1. Sans Frontiers Part – II (Text books)
2. Sans Frontiers Part – II (Exercise Book) By : Micheif Verdehan Bourgade Micheif Verdehan and Philippe Dominique.

Books Recommended :

1. Cartes Sur Table Part – II By : Richterich, Sutor
2. Archipel Part – II By: J. Courtillon SI Raillard B. Ganvenet and Margaud.

(C) JAPANESE

Objective

To familiarize with necessary elements of Grammar and build basic skills in verbal and written comprehension.

THEMES AND TOPICS

Unit I :

- i) Introduction of the verb → to become → _____ (ni nani)
- ii) Seasons and different types of weather.
- iii) Writing about → my daily schedule, seasons in India, my country India
- iv) Translation → English → Japanese and Japanese → English

Unit II :

- i) Use of particles _____ (Ni).
- ii) Usage of particles _____ (To) _____ (Ni).

Unit III :

- i) C (Te) Form and its usage.
- ii) _____ (Ta) Form and its usage.
- iii) Usage of particles _____ (de).

Unit IV :

- i) Negation _____ (Nai) Form and its usage.
- ii) _____ (Te Kudasai Form) and its usage.

Unit V :

- i) Specific verbs and their usage.
- ii) Present continuous tense.

Unit VI :

- i) Writing → my daily schedule, my Japanese class.
- ii) Dialogue writing on daily situation.
- iii) Translation → English → Japanese.

References :

1. Nihongo Shoho – Japanese Language Association of Pune University.
2. Atarashii Nihongo – Gakken
3. Japanese for Busy People – Association for Japanese Language Teaching

Module TOU 425 : OPERATIONS MANAGEMENT & QUANTITATIVE METHOD

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 20 Marks

Semester Exam: 80 Marks

Course Objective:

The purpose of this is to stress a working knowledge, efficiency with the statistical tools and techniques for a systematic analysis and understanding. To learn common quantitative tools. To equip the student with the necessary tools and techniques of data analysis and comprehension of information available through various channels and how it serves the tourism sector.

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I :

Meaning and scope of Operations Management. Meaning of Promotion, Elements, Sales Promotion and its kinds.

Unit II :

Various types of errors introduced in computations. Roots of equation :- Successive approximation, Newton Raphson, Bisection and regula falsi methods.

Unit III :

Solution of linear simultaneous algebraic equations : Gauss elimination, Gauss-Jordan, Gauss-sedila methods. Interpolation:- Newton's forward and backward interpolation, Lagrange interpolation.

Unit IV :

Least squares criteria for curve fitting and polynomial regression. Numerical integration and differentiation:- Trapezoidal rule, Simpson 1/3, 3/8 rule and differentiation.

Unit V :

Time series analysis, probability, binomial, Poisson, normal distribution.

Unit VI:

Assignment problems, Transportation problems, Queuing theory. Inventory Control, Network scheduling by PERT and CPM.

Text Books:

1. Elhance, Fundamentals of Statistics (Allahabad Chaitany)
2. Lovin and Kirkpatrick, Quantitative Techniques for Management (New York, McGraw Hill)
3. Richard, Lewin, Statistics for Management, Prentice Hall
4. Curison and Slater – Quantitative Methods for Business Decision, ITP
5. Samuel Bockly R. Larraway, S. Freq and P. Quantitative Business Analysis, Tata McGraw.
6. Operation Research by S. D. Sharma.

Additional Reference Books:

1. International Tourism by A.K. Bhatia
2. Operation Management by U.K. Singh and J.M. Dewa
3. Modern Business Organization and Management by S.A. Sherlekar
4. Computer Oriented Numerical methods by Raja Raman.
5. Introductory methods of Numerical analysis by S.S.

Module TOU 426 : TOURISM ECONOMICS

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 20 Marks
Semester Exam: 80 Marks

Course Objective:

To impart basic knowledge of the concepts and tools of economic analysis relevant for managerial decision making and to how economic can be used to manage Leisure and Tourism analysis.

Pre Requisite: As per Module -TOU401

THEMES AND TOPICS

Unit I :

Nature, scope and application of economics in tourism and hospitality; Theory of the firm and business objectives - Economic, Behavioral and Managerial theories. Entrepreneurship characteristics in tourism and hospitality.

Unit II :

Law of Demand, Determinants of Demand; Elasticity of Demand; Nature of tourism demand analysis and its forecasting; Law of supply; Determinants of tourism and hospitality supply; Elasticity of supply analysis and forecasting

Unit III :

Liberalization, privatization, globalization and tourism

Unit IV :

Input-Output decisions, Production function, short-run analysis; Long-run function; short run and long run cost functions. Empirical estimation of production and costs

Unit V :

Price-Output Decisions; Tourism and hospitality market structures; Price determination under different market conditions; Pricing practices and strategies; Profit measurement and profit policy; Determinants of investment decision in tourism and hospitality

Unit VI :

Tourism development and economic planning, review of the economic planning of tourism through annual and five year plans, foreign exchange earnings and contribution to GDP through tourism.

Text Books :

1. Hailstones, Thomas J. and Rathwell. John C., Managerial Economics. Prentice Hall International, New Delhi.
2. Chopra, O.P., Managerial Economics. Tata-McGraw Hill, New Delhi.
3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
1. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.
2. Peterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
3. Adhikary M., Managerial Economics, Khosla Pub.
4. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
5. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
6. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.
7. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge
8. Sipra Mukhopadhyay, 2008, Tourism Economics, New Delhi, Ane Books India.

Additional Reference Books :

1. Data based reports: Yearly Publications of Department of Tourism, Govt. of India.
2. Reports and publications of IATA and PATA.