

# M.B.A. - Specialization - III Sem.

## Tourism and Hospitality Management

### MANB-501T : TOURISM MARKETING

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite :

Assignments: 20 Marks

Semester Exam: 80 Marks

#### 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.

#### Reference Books/ Research reports / article / Study material :

1. P. Kotler, Tourism marketing
2. P. Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. M. Chaudhary, Tourism Marketing 2010, Oxford University Press, New Delhi,
5. Marketing Tourism Destinations : Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.
6. Tourism Marketing - Lumsdon.
7. Marketing for Tourism. - J. Christophe Holloway & Chris Robinson.
8. Morrison A., Marketing and Management of Tourism destination
9. D Gupta, Tourism Marketing
10. S Pike, Destination Marketing Organisations

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.incredibleindia.com](http://www.incredibleindia.com)
3. All websites of State DMOs

**.MAN B-Sub 2 : HOSPITALITY MANAGEMENT**

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite:**

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

**THEMES AND TOPICS**

**Unit I :**

Introduction to accommodation industry – Types of accommodation and their grouping, classification, categorization and forms of Ownership - Activities in Accommodation Management – Front office – House keeping – Bar and Restaurant - Supporting services.

**Unit II :**

The Room division - the food and beverage division - the engineering and maintenance division - the marketing and sales division - The A/C division - the HR division and the security division. Managerial issues: Trends, Problems; success-factors; study of the working of selected Hotels/Motels/Restaurant, etc.

**Unit III :**

Introduction to Hospitality industry and its distinctive characteristics – inflexibility, perishability, fixed location, relatively large financial investment.

**Unit IV :**

Introduction to Restaurant Management, Eating by drinking places, Hotel operations - Food services for the transportation market. Food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services - Trends in lodging and food services.

**Unit V :**

Future trends in Hospitality Industry – Usage of CRS in Hotel Industry, operational usage through chain of hotels. Role of Associations in hospitality management- Functions and operations.

**Unit VI :**

Concept of Ecotel, Eco-friendly measures of Hotel industry: Renew, reuse, recycle

**Reference Books/ Research reports / article / Study material :**

1. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
3. Andrews: 'Hotel front office training manual' Tata McGraw Hill, Bombay, 1980
4. Negi, 'Hotels for Tourism Development', S. Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant Manager( London communica, Barril, Jenkins)
6. Anand M.M. – Tourism and Hotel Industry in India,
7. U.K. Singh, J.M. Dewan – Hotel Management Global Management Series
8. Jones – Introduction to Hospitality operations,
9. Jones & Lockwood – The Management of Hotel Operations
10. Sudhir Andrews – Front Office Training Manual and House keeping Training Manual.

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.fhrai.com](http://www.fhrai.com)
3. [ih-ra.com](http://ih-ra.com)
4. <https://www.irctc.co.in>

## **MAMB 503T: PLANNING AND MANAGEMENT OF INTERNATIONAL TOURISM**

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: /

Assignments: 20 Marks

Semester Exam: 80 Marks

### **THEMES AND TOPICS**

#### **UNIT I**

International Tourism Growth, Characteristics

#### **UNIT II**

Processes and factors affecting International Tourism

#### **UNIT III**

International Tourism, Institutions and organizations, and their role in promoting international movement, UNWTO, PATA, WTTC, UFTAA, IUOTO, WATA, TAAI, IATO, ASTA and other important organizations

#### **UNIT IV**

Multinationals: their role and inputs in different sectors/components of Tourism, Hotels, Tours and Travel Management, Publicity Management and Promotion.

#### **UNIT V**

Growth of World Tourism: - Trends in World Tourist Arrivals, World Tourism Earnings, and Future Prospects of World Tourism.

#### **UNIT VI**

International tourism collaborations for sustainable world tourism

#### **Reference Books/ Research reports / article / Study material :**

1. Young G. Tourism: Blessing or Blight Penguin Book 1973.
2. T Powell, International tourism: Planning and management
3. K Kamra, Tourism Planning, Marketing And Management
4. E Inskeep, Tourism Planning: An Integrated and Sustainable Development Approach
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 – Health Lexington Books 1970)
8. Hiller Herbert L. The Development of Tourism in the Carbean Region' Air Travel and Tourism (August 1972)
9. Lickorish I.J.: Tourism and International Balance of Payments (Geneva: International Institute of Scientific Travel Research 1954)
10. R Ragde, Planning and Management of International Tourism

#### **Online Reference Link:**

1. <http://www2.unwto.org/en>
2. <https://www.pata.org>
3. [www.wttc.org](http://www.wttc.org)
4. [www.uftaa.org](http://www.uftaa.org)
5. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
6. [www.iato.in](http://www.iato.in)
7. [www.iata.org](http://www.iata.org)
8. <https://www.asta.org>
9. <http://www.wata.net/>

## MAMB 504T: MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATIONS

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

Assignments: 20 Marks  
Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

Definition of Travel Agency and Tour Operations, differentiation, interrelationship. Origin and growth of travel agencies. An overview of the travel agents and Tour Operator in India. Types of tour operators.

#### Unit II :

How to set up Travel agency, Tour operation Company in India

#### Unit III :

**Management of In-house operations:** Product knowledge, linkages, itinerary preparation, costing a tour package : FIT and GIT tariffs, confidential tariffs, voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements. Briefing, planning and scheduling, pick up and transfers and feedback assessment.

#### Unit IV :

**Managing field operations:** Inbound and outbound. Developing linkages with principle suppliers. Managing recruitment and trained manpower. Inbound Tour Operations, outbound tour operations and its marketing. Guides and escorts: types, role and responsibilities. Communication and interpretation skills. Dealing with emergencies and complaint handling.

#### Unit V :

**Publicity and promotion:** Issues related to sales, promotional issues , marketing communication, public relations. Present business trends and future prospects-problems and issues.

#### Unit IV :

**Managing Distribution:** Role of distribution in Exchange process, selling in tourism through distribution chains. Logistics in tour operations. Managing distribution system in Tour Operations.

#### Reference Books/ Research reports / article / Study material :

1. Chunk, James, Dexter & Boberg, Professional Travel Agency Management
2. D.L. Foster , The Business of Travel Agency Operations and Management
3. Mohinder Chand, Travel Agency Management-An Introductory Text, Anmol Publication
4. Chand M. and Kamra K., Basics of Tourism: Theory, Operation and Practice
5. Bhatia A, Business of Travel agency and Tourism operation
6. N Chaudhary, Handbook for Tour Guides
7. Pender L. and Sharpley R., The management of Tourism
8. IATA, Travel agent application guide, India
9. IATA, Travel agent Handbook
10. R Ragde, Travel agency and tour operation

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.adtoi.in](http://www.adtoi.in)
3. [www.Travelbizmonitor.com](http://www.Travelbizmonitor.com)
7. [www.Travtalkindia.com](http://www.Travtalkindia.com)
8. <http://www2.unwto.org/en>
9. [www.wttc.org](http://www.wttc.org)
10. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
11. [www.iato.in](http://www.iato.in)
12. [www.iata.org](http://www.iata.org)

**MATB 605T: M.I.C.E. TOURISM**

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite:**

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

**THEMES AND TOPICS**

**Unit I :**

Conceptual foundations of events; Major characteristics; Five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events.

**Unit II :**

**Introduction to MICE:** Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention visitor Bureaus – functions, structure and funding sources.

**Unit III :**

**Events venues:** concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

**Unit IV :**

**Trade shows and exhibitions/expositions:** types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

**Unit V :**

Incentive tour- characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Human resource requirements.

**Unit VI :**

**Case studies: Tourism festivals :** Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals, Destination wedding (Any two) **Trade Fairs :** World Travel Mart, ITB, TTW, PTM (any one)

**Reference Books/ Research reports / article / Study material :**

1. G. Fenich, Meetings, Expositions, Events and Conventions: An Introduction to the Industry
2. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
3. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
4. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
5. T Rogers, Conferences and Conventions: Global Industry (3<sup>rd</sup> edition)
6. Getz D, Event Management and Event Tourism
7. c A Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions (The Wiley Event Management Series)
8. P Robinson, Event Management, CABI Publication
9. Nicole Ferdinand, Events Management: an international approach
10. R Ragde, Tourism Promotion: A case study of Ellora Festival

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.incredibleindia.org](http://www.incredibleindia.org)
3. [www.icpb.org/](http://www.icpb.org/)

## **MAY 2016: TOURISM RELATED LAWS IN INDIA**

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite:

Assignments: 20 Marks

Semester Exam: 80 Marks

### **THEMES AND TOPICS**

#### **Unit I:**

Introduction to laws and Legislation in India,

#### **Unit II:**

Laws relating to accommodation, travel agencies and tour operation sector, Law and 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, pas port 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.

#### **Unit VI :**

RBI Regulations for Tour Operators Consumer protection law, 1986, and Competition act applicable to the tourist as consumers. Master Key on customer care and master key proposed by WATA and ASTA. Corporate Travel Policy. Travel insurance

Fiscal and non-fiscal incentives offered to hotel industry in India,, ethical and regulatory aspects in a hotel, international hotel regulations.

#### **Reference Books/ Research reports / article / Study material :**

1. The Constitution of India
2. Tourism Guidelines published by Govt. of India, Ministry of Tourism.
3. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.
4. Sajjani Manohar (1999) Indian Tourism Business : A Legal Perspective, New Delhi.
5. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism, New Delhi.
6. S Chainani, Legislative and Organisational policies for India
7. Ragde R N., Tourist Police: Problems and prospects of Tourism Administration in India
8. Ragde R N., Tourism related laws in India
9. All relevant Bare acts
10. All relevant policies of the Government of India

#### **Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.tafionline.com](http://www.tafionline.com)
3. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
4. [www.passportindia.gov.in](http://www.passportindia.gov.in)
5. [www.indianvisaonline.gov.in](http://www.indianvisaonline.gov.in)
6. <http://www.mea.gov.in/>