

Evaluation Scheme & Syllabus for
MBA (Tourism Management) Second Year

On

Choice Based Credit System

(Effective from the Session: 2017-18)



DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY

LUCKNOW

MBA (Tourism Management) Evaluation Scheme from Session 2017 - 2018

Semester III

| S. No. | Subject Code | Subject Title | Periods | | | Evaluation Scheme | | | | | Credit |
|--------------|--------------|--|---------|---|---|-------------------|----|-------|-----|------------|-----------|
| | | | L | T | P | Sessional | | | ESE | Total | |
| | | | | | | CT | TA | Total | | | |
| 1 | RMB301 | Strategic Management | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 2 | RMT301 | Domestic and International Ticketing | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 3 | RMT302 | Tourism Behaviour: Theory and Practice | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 4 | RMT303 | Tourism Policy, Planning and Development | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 5 | RMT304 | Tourist Transport Management | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 6 | RMT305 | E-Tourism and Tour Packages | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 7 | RMT306 | Geography of International Tourism | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 8 | RVE301 | Universal Human Values and Professional Ethics | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 9 | RMT351 | Summer Training Project Report & Viva Voce | 0 | 0 | 6 | | 30 | 30 | 70 | 100 | 3 |
| TOTAL | | | | | | | | | | 900 | 27 |

ESE- End Semester Examination

CA - Class Test

TA - Teacher Assessment

Semester IV

| S. No. | Subject Code | Course Title | Periods | | | Evaluation Scheme | | | | | Credit |
|--------------|--------------|---------------------------------------|---------|---|----|-------------------|----|-------|-----|------------|-----------|
| | | | | | | Sessional | | | ESE | Total | |
| | | | L | T | P | CT | TA | Total | | | |
| 1 | RMB402 | Entrepreneurship Development | 4 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 4 |
| 2 | RMT401 | Event & Hospitality Management | 4 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 4 |
| 3 | RMT402 | Emerging Trends in Tourism | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 4 | RMT403 | Itinerary Planning and Costing | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 5 | RMT404 | Foreign Language (French) | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 6 | RHU001 | Cyber Security | 3 | 0 | 0 | 20 | 10 | 30 | 70 | 100 | 3 |
| 7 | RMT 451 | Research Project Report and Viva Voce | 0 | 0 | 12 | | 60 | 60 | 140 | 200 | 7 |
| TOTAL | | | | | | | | | | 800 | 27 |

ESE- End Semester Examination

CA - Class Test

TA - Teacher Assessment

RMT351: Summer Training Project Report

1. At the end of second semester examination, it is mandatory for every student of MBA(TM) to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.
2. During the training, the student is expected to learn about the organization and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible suggestions.
3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.
4. The student, after the completion of training will submit a report to the College/Institute which will form part of third semester examination. However, the report must be submitted by the end of September 30.
5. The report (based on training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 100 pages in standard font size(12) and double spacing. Two neatly typed and soft bound (paper back) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
6. The report will have two certificates. One by the Head of the Department and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.
7. The Summer Training Project Report will carry 100 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva. The Project Report evaluation will comprise of 30 marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 70 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA(TM) classes in a College/University. Experience of teaching MBA(TM) classes as guest faculty shall not be counted.

1. The parameter on which both evaluation(1 & 2) would be carried on would be on the basis of:

Project Report Evaluation

| Evaluation Criteria | Relevance of Objectives with topic (10) | Relevance of Research Methodology(10) | Interpretation & Analysis (10) | Total (30) |
|----------------------------|--|--|---|-------------------|
|----------------------------|--|--|---|-------------------|

Presentation and Viva Voce Evaluation

| Evaluation Criteria | Understanding of Objectives with topic(15) | Understanding of Relevance of Research (15) | Interpretation & Analysis (15) | Presentation & Communication Skill (15) | Query Handling (10) | Total (70) |
|---------------------|--|---|--------------------------------|---|---------------------|------------|
|---------------------|--|---|--------------------------------|---|---------------------|------------|

9. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

10 The student shall prepare the Summer Training Project Report as per the format given in the Summer Training Manual as prescribed by the University.

RMT451: Research Project Report

1. In fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the department MBA(TM) under the supervision of a core faculty member of the department. The Research Project Report will carry 200 marks. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report(2) Evaluation of Viva on Project. The evaluation of Project Report will comprise of 60 marks and would be evaluated by internal guide. The evaluation of Viva Voce of Project would comprise of 140 marks and would be evaluated by two examiners (1 external and 1 internal).The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results. The report will contain the objectives and scope of the study. Research Methodology, use, importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA(TM) program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of MBA(TM) program. The number of pages in the report will be 75 or more. The report should be typed in A-4 size paper.

The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of:

The scheme of evaluation for Project Report

| Evaluation Criteria | Relevance of Objectives with topic (20) | Relevance of Research Methodology(20) | Interpretation & Analysis (20) | Total (60) |
|----------------------------|--|--|---|-------------------|
|----------------------------|--|--|---|-------------------|

The scheme of evaluation of Viva voce

| Evaluation Criteria | Understanding of Objectives with Topic(30) | Understanding of Relevance of Research(30) | Interpretation & Analysis(40) | Presentation & Communication skill (20) | Query Handling (20) | Total (140) |
|----------------------------|---|---|--|--|----------------------------|--------------------|
|----------------------------|---|---|--|--|----------------------------|--------------------|

2. The student shall prepare the Research Project Report as per the format given in the Research Project Report Manual as prescribed by the University.

MBA (TM)

III Semester (2017-18)

Strategic Management

Code: RMB301

Course Credits: 3

Teaching Hours: 36 Hrs

COURSE OBJECTIVES: The objectives of this course :

1. A clear understanding of the key concepts and principles of strategic management.
2. A set of useful analytical skills, tools and techniques for analyzing a company strategically
3. To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.
4. To encourage students to think critically and strategically.
5. The ability to identify strategic issues and design appropriate courses of action.

UNIT 1 (6 Hours)

Introduction: meaning nature, scope, and importance of strategy; and strategic management, Introduction to Business policy, Strategic decision-making , Process of strategic management and levels at which strategy operates , strategic intent: Vision, Mission, Business definition, Goals and Objectives

UNIT 2 (8 hours)

Environmental Scanning : Factors considered, approaches, External environment analysis: PESTEL Analysis, EFE matrix (External Factor Evaluation): Porter's Five

Forces Model methods and techniques used , Internal Appraisal – The internal environment, Organizational Capability Factors, organizational appraisal- factors affecting, approaches, methods & techniques Resource Based View (RBW) Analysis, VRIO Framework, Value Chain Analysis, IFE matrix (Internal Factor Evaluation).

UNIT 3 (8 hours)

Strategy Formulation: Corporate, Business, Functional strategy **Corporate Level Strategies:** -- Stability, Expansion, Retrenchment and Combination strategies.

Concentration Strategies, Integration Strategies: Horizontal & Vertical, Diversification: Related & Unrelated, Internationalization , Porters Model of competitive advantage of nations, Cooperative: Mergers & acquisition Strategies, Joint Venture, Strategic Alliance , Digitalization Strategies .

Unit 4 (8 hours)

Strategy Analysis : Process, Analysing Strategic alternative, Evaluating and Choosing Among Strategic Alternative, Tools & Techniques of strategic Analysis,

Strategic Choice. BCG Matrix, Ansoff Grid, GE Nine Cell Planning Grid, Hofer's Product market evolution. McKinsey's 7'S framework

Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.

Unit 5 (6 hours)

Strategy Evaluation & Control : Nature, Importance, Organistional systems and Techniques of strategic evaluation & control.

Text Books

1. Kazmi, Azhar; Business Policy and Strategic Management; McGraw-Hill Education
- 2 . David, Fred; Strategic Management: Concepts and Cases; PHI Learning

Reference Books

1. Thomson, Arthur A. and Strickland, A. J.; Strategic Management: Concept and Cases; McGrawHill Education
2. Jauch, L.F., and Glueck, W.F.; Business Policy and Strategic Management; McGraw-Hill Education
3. Wheelen, L. Thomas and Hunger, David J.; Strategic Management and Business Policy, Crafting and Executing Strategy; Pearson Education

DOMESTIC AND INTERNATIONAL TICKETING

Code: RMT301

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objectives: The main aim of this paper is to develop skills among students about domestic and international ticketing .

Unit I

Air Travel Process and Practices Air Travel International Carriers, Domestic Carriers, Air Transport Regulations, Five Freedom of Air, Airport Handling Procedure.Reservation Practices, Children and infants,Restricted and disable Passengers, Changes Alterations in Schedules, Stand by Travel Passenger Check in, Cancellation and Delays, Checked Baggage. The weight /Piece system, Excess Baggage Charge, Special Charge, Pet Transport Policy, Special Meals, Excess Mileage Percentage.

Unit II

Basic Elements of Air Fares and Constructions: Class of Service , Fare basis customs user Fees, Airport Taxes, Miscellaneous Charges, Fare Rules, Calculation, Special Air Fares, Ticket Issuance, Travel Related Terminology, Mileage Percentage

Unit III:

Air Ticketing Techniques -Domestic & International : - Airline Tickets, Tickets coupons, Air ticket information, Air Ticket related traffic documents PTA, REN, Chartered and Group travel. Ticket revalidation, Booking a tour, How to Procure traffic documents Tour order, Ticket exchange notice, Cash refund notice, Credit card refund notice Reservation sheets /cards, Airline Reservation.

Unit IV

Foreign Exchange Management - Fore Management for Enterprise, Familiarization Travel related Foreign exchange regulations, currency conversions FEMA Act 2000, Tariff Terminology, FDI in Tourism Industry . Global Distribution System- Display Airlines Schedules & Availability- Display Fares- Display Complete Hotel Description & Availability- Decode & Encode Countries, Cities & Airports, Aircrafts, Airlines- Display Exchange Rates, Maps- Airline Seat Maps, Local Times- Online Portals

Unit V:

Fare Construction with extra mileage allowance and extra mileage Principle, highest Intermediates Point {HIP}, circle trip minimum {CTM}, Back Haul Check, Add on , Fare Construction Terminology, Fare calculation on a hand ticket, Sector mileages, Basic Principles of international air fares and ticketing. How to use neutral unit constructions to calculate fares.

References :

1. Negi, Jagmohan, Air Travel / Ticketing e Fare Construction “ {Kanishka Publishers 2004, New Delhi Sethi, Praveen.
2. Strategies For Future of Travel e Tourism, {Rajat Publication, 1999, New Delhi ABC World wide Airways Guide {Red /Blue} FEMA Act 2000
3. ABC World wide Airways Guide (Red & Blue)
4. Air Tariff Book 1, World wide Fares.
5. Air Tariff Book 1, World wide Rules, IT Fares etc.
6. Air Tariff Book 1, World Wide Maximum Permitted Mileage
7. Travel Information Manual (TIM)

8. IATA Ticketing Hand Book.
9. Chand, Mohinder, Travel Agency Management

TOURISM BEHAVIOUR - THEORY & PRACTICE

Code: RMT302

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective and Outcome: The module helps to understand the key dimensions, processes and influences upon tourist behaviors at the level of individual and the group in the context of Travel and tourism.

UNIT – I

Understanding travel & Tourism Behaviour, Characteristics affecting consumer behaviour cultural factors, social factors, personal factors, psychological factors, group factors, models of consumer behaviour – economic man, passive men, cognitive man, emotional man, black box model, high commitment & low commitment consumer behaviour.

UNIT – II

Examination of tourist forms & types & their characteristics: - activities, interests & opinions of tourism market segment their buying decision behaviour.

UNIT-III

Buyer decision process – need recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour.

UNIT – IV

Tourist as an individual – tourist behaviour, tourist perception, learning and attitudes – concepts, process important theories and application of the concepts do tourist behaviour.

UNIT – V

Specific consideration of host guest-interaction & their impact on physical, social & cultural environments, cross-cultural impacts. Management implication- consideration of the implications for tourism management, communication, promotion, tourist guide interactions.

SUGGESTED READINGS:-

1. Mansfeld, Yoel & Pizam, Abraham, “Consumer Behaviour in Travel & Tourism”
2. Pearce, L. Philip, “Tourist Behaviour – Themes & Conceptual Schemes”
3. Pearce, L. Philip, “Tourist Behaviour & The Contemporary World”
4. Swarbrooke, J. & Susan, H., “Consumer Behaviour in Tourism”

TOURISM POLICY, PLANNING AND DEVELOPMENT

Code: RMT303

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective and Outcome: The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

Unit – I

Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

Unit – II

Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit – III

Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale.

Unit – IV

International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

Unit-V

Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)

Suggested Readings:

1. New Inskoop, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
2. Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
3. Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
4. Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

TOURIST TRANSPORT MANAGEMENT

Code: RMT304

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective and Outcome: The students will set practical knowledge relating to tourist transport operation.

UNIT – I

Evolution of tourist transport system – importance of transport in tourism. Making of passenger transportation: Patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Transport mode selection methods.

UNIT – II

International air transport regulations including freedoms of air, Functions ICAO, IATA, DGCA, AAI and Open Sky Policy in India. Indian aviation – case studies of Air India, Jet Airlines, Sahara airlines and Air Deccan. Legal environment for air taxi operations, air charters in India. Forces likely to affect the future of air transport industry.

UNIT – III

Surface Transport System: Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Regional Transport Authority. Road transport documentation and insurance. Contract carriage, state carriage, all India permit, maxi cab, motor car etc.

UNIT – IV

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges. Air Cargo: Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges - Cargo capacity of Airlines and Ships. Tour Guiding.

UNIT – V

Origin and development of Sea Travel – Water Transport in India – Inland and International Water Transport of India – Development of Backwaters (Boat Houses) - Development of Cruise Liners – Facilities of Cruise Liners- Role of Cruise Liners in Tourism

SUGGESTED READINGS:-

1. Travel Industry : Chunk Y. Gee
2. Transport for Tourism : Stephen Page
3. Tourism System : Mill, R.C. and Morrison
4. Successful Tourism Management : P.N. Seth
5. Ministry of Tourist/Railways/Civil Aviation : Annual Report
6. Motor Vehicle Act
7. Air Cargo Tariff Manuals
8. Kaul R.h., “Dynamics of Tourism: A Trilogy”, Sterling Publishers, Pvt. Ltd, New Delhi. 1982.
9. Bhatia A.K. “Tourism Development: Principles and Practices”, Sterling Publishers, Pvt. Ltd, New Delhi. 1982
10. Christopher.J.Holloway, “ The Business of Tourism”, Pearson Education Ltd, England, 1998.
11. Kathleen Lingle, Pond, The Professional Tour Guiding

E-Tourism and Tour Packages

Code: RMT305

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective and Outcome: It helps the learner to understand the emerging technological issues facing management and able to use it effectively in work place and also will learn how to use technology to transform the organization to gain competitive advantage .This course also explores the concepts of tourism products, tour package formulation etc.

UNIT – I

Introduction to e-tourism- Historical development- Electronic technologies for data processing and communication- Hardware and Software- strategic, tactical, and operational use of IT in tourism. What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc.

UNIT – II

Meaning, definition, development, types components and significance of tour packages with relation to tourists, destinations and tour companies, role and input of public and private sector tourism organizations in promotion of tour packaging business.

Tour Formulation – Influencing factors, stages involved in tour formulation – initial research (destination and market), itinerary development, negotiations, confidential tariff, costing & pricing marketing strategies. Brochure designing, Printing and distribution.

UNIT – III

Defining the concept of tour cost, components of tour cost – fixed and variable costs, direct and indirect tour cost. Factors affecting tour costs. Tour cost sheet – meaning and significance, costing procedure for independent foreign tours (FITs) group inclusive tours and conference and convention packages. Calculation of tour pricing, pricing strategies.

UNIT – IV

Tourists activities based on Mountains, Deserts, Forests and Wildlife, White Water, Marinas, Aero sport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals, conference and conventions and special events,

UNIT-V

Main laws of concern to package tour operators; contents; consumers (Tourist) protection law; Competition between mass market & specialist tour operators. Tour operators in the world with special reference to Tour operators in the U.K, Germany, France, Switzerland; India. The global distribution systems; Strategies to improve the use of GDSs in developing countries.

SUGGESTED READINGS:-

- 1.Lucas Jr., H. C. (2005) Information Technology For
- 2.Burch, J. and Grudnitski G. (1989). Information Systems:
- 3.Theory and Practice. 5th ed., John Wiley, New York.

4. Eliason, A. L. (1987). On-line Business Computer Applications, 2nd ed., Science Research Associates, Chicago.
6. Estrada, S. (1993). Connecting to the Internet, O'Reilly,
7. Negi, J.M.S., Tourism and Travel -Concepts and Principles, Gitanjali Publishing House, New Delhi, 1990.
8. Sevlam, M. Tourism Industry in India, Himalaya Publishing House, Mumbai.
9. Seth, P.N. Successful Tourism Planning and Management, Cross Section Publications
10. Foster, D.L., The Business of Travel Agency Operations & Administration, Mc Graw Hill, Singapore, 1990.
11. Holloway, J.C., The Business of Tourism, Mc Donald and Evans, Plymouth.
12. P. N. Seth, Successful Tourism Management.
13. J. M. S. Negi , Travel Agency and Tour Operations.
14. P. Yale, Business of Tour Operations.
15. IATA Manual

GEOGRAPHY OF INTERNATIONAL TOURISM

Code: RMT306

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective and Outcome: This course explores the basic components of geography in relation with tourism.

Unit-I

Fundamentals of Geography, Importance of Geography in tourism, Climatic variations, climatic regions of world.

Unit-II

Study of maps, longitude & latitude, international date line, time variations, time difference.

Unit-III

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

Unit-IV

Political and physical features of world geography. Destinations in North America (United States of 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-V

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.**

Suggested Readings:

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 Publications

SEMESTER IV
ENTREPRENEURSHIP DEVELOPMENT

Code: RMB402

Course Credits: 4

Teaching Hours: 36 Hrs

Course Objectives:

1. To provide basic understanding of entrepreneurship concept, functions of entrepreneurs, and problems faced by them in the real world.
2. To impart understanding of basic entrepreneurial skills and knowledge, and acquaint them with special forms of entrepreneurial trends.
3. To expose students to the entrepreneurial environment, creating awareness of business opportunities, and familiarizing them with formal practices in effective business plan formation.
4. To provide insights to students on entrepreneurial opportunities, government support services and government policies.
5. To familiarize students with SME sector activities, venture capital financing and international entrepreneurial opportunities.

Unit 1

(8 Hours)

Introduction: Meaning, definition and concept of entrepreneur, entrepreneurship and entrepreneurship development. Factors affecting entrepreneurship, characteristics and skills of an entrepreneur, entrepreneur v/s manager. Evolution of entrepreneur, Entrepreneurship, concepts of intrapreneurship, types of entrepreneurs, functions of entrepreneur, advantages of becoming an entrepreneur, entrepreneurial decision-process, challenges faced by entrepreneurs, common mistakes in entrepreneurship, and changing role of entrepreneur. Women enterprises, social, and rural entrepreneurship.

Unit 2

(9 Hours)

Entrepreneurial Finance, Assistance and Entrepreneurial Development Agencies:

Estimating financial funds requirement; Sources of finance – banks, various financial institutions (including IFCI, ICICI, IDBI and SIDBI), financing of small scale industries in developing countries.

Role of central government and state government in promoting entrepreneurship with various incentives, subsidies, grants, export oriented units – fiscal & tax concessions, other government initiatives and inclusive entrepreneurial growth. Financing of small scale industries in developing countries. Overview of MSME policy of government in India.

Role of agencies assisting entrepreneurship: DICs, SSIs, NSICs, EDII NIESBUD, NEDB, Entrepreneurship Development Institute (EDI). New initiatives taken by government to promote entrepreneurship in India at larger scale.

Unit 3

8 hours

Developing Entrepreneurial Mind-set: Idea generation- sources and methods, identification and classification of ideas. Individual creativity: roles and process; idea to business opportunity. Entrepreneurial motivation, meaning of entrepreneurial competencies, major entrepreneurial competencies, developing entrepreneurial competencies. Opportunity assessment, business opportunities in various sectors, challenges of new venture start-up, reasons for failure; how to begin with low investment.

Unit 4

6 hours

Developing a Business Plan: Environmental Scanning and SWOT analysis, and. The business plan as an entrepreneurial tool, Business Planning Process: elements of business planning, preparation of project plan, components of an ideal business plan – market plan, financial plan, operational plan, and, Feasibility Analysis – aspects and methods: Economic-analysis, financial analysis, market-, and technological feasibility.

Unit 5

5 hours

Launching a New Venture: Steps involved in launching a business (Process charts), Various Forms of business ownership, Registration of business units; start-up to going IPO; revival, exit and end to a venture.

Text Books

1. Holt, David H., Entrepreneurship: New Venture Creation, Person.
2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.

Reference Books

1. Kumar, Arya; Entrepreneurship; Pearson Education.
2. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
3. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.
4. Hisrich, D. Robert, Peters, Michael P. and Shepherd, Dean A.; Entrepreneurship; McGraw-Hill Education .
5. Dollinger, M. J.; Entrepreneurship: New Venture Creation; PHI Learning.

EVENT & HOSPITALITY MANAGEMENT

Code: RMT401

Course Credits: 4

Teaching Hours: 36 Hrs

Course Objectives

- To familiarize the students with the essentials of Event Management;
- To understand the potential of MICE and Event Tourism; and
- To understand about dimension of hospitality

Unit – I:

Concept of MICE. Scope - Nature and Importance – Types of Events in MICE – Unique Features and Similarities – Practices in MICE Management - Key Steps to A Successful Operation of MICE. Economic and Social Significance of MICE. Impact of conventions on communities. A typology of planned events. Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc.

Unit – II:

Important Events Organization Agencies. History & Functions of ICCA, Role of ICCA, Role and Function of ICPB. Trade Fairs: Nature, Scope and Function, Benefits of Fairs – Unique Selling Propositions of International Trade Fair Berlin (ITB), World Tourism Mart (WTM), Berlin Trade Fair (BTF), TTW, FITUR, Pacific Asia Travel Association (PATA) Travel Mart.

Unit – III:

Introduction to Event Planning, Event Planning Principles, Key Competencies. Pre-event responsibilities, Legal issues. Negotiations, The Uniform Commercial Code, The International Contractual Consideration, Ethics. Budgeting Events: Budget Preparation, Estimating fixed & variable cost. Cash flow, Measures of financial performance, financial controls, risk management. Event Operations: Registration, Seating Arrangements, Documentation, Press Relations, Audio-Visual Arrangements, Use of Films, Videos, CDs, etc.

Unit –IV:

Evolution and Growth of Hospitality Industry, Hospitality Industry in Today's Scenario, Importance of Hospitality Management. Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms.

Unit – V: 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. 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.

Suggested Readings:

1. Sudhir Andrews, Front Office Training manual
2. Kasavana & Brooks, Managing Front Office Operations
3. Ahmed Ismail, Front Office - operations and management

4. Michael Kasavana & Cane, Managing Computers in Hospitality Industry
5. Watt. D.C.. Event Management in Leisure and Tourism. Pearson, UK.
6. Blatt , J.G.. Special Events- Best Practices in Modern Event Management. John Wiley and Sons, New York.
7. Coleman, Lee & Frnkle, Powerhouse Conferences, Educational Institute of AH &MA.
8. Hoyle, Dorf & Jones, Meaning Conventions & Group Business, Educational Institute of AJ MA.
9. Meetings, Conventions & Expositions - An Introduction to the Industry Rhonda Montgomery, Ph.D. & Sandra K. Strik. Publishers - Van Nostard Reinhold, An International Thomson Publishing Co.
10. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi
11. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.

Emerging Trends in Tourism

Code: RMT402

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objectives: This paper give knowledge to the students about the various emerging concept in Tourism.

Unit-I: Adventure Tourism

Basic minimum standards for Adventure Tourism related activities: Land Based, Water Based, Air Based, List of recognized institution.

Unit-II: Medical Tourism

Introduction; History of Medical Tourism; Legal Issues, Ethical Issues, World Medical Tourism Countries

Unit-III: Rural Tourism

Introduction; Understanding Rural Tourism; Planning and Managing Rural Tourism; Issues in Rural tourism; Rural Tourism in India Future of Rural Tourism

Unit-IV: Religious Tourism

Ancient Indian Religious: Vedic, Jainism, Buddhism; Other Religious of India: Islam, Christianity, Sikhism; important Festivals and their Significance: Diwali, Dashhara, Holi, Christms, Id, Moharrum, Rakshabandhan, Easter, Paryushmna, Buddha-Jayanti, Papeti, Baishakhi

Unit-V: Eco-Tourism

Definition of Ecotourism, Ecotourism Resource: Identifying, listing and understanding, Ecotourism Resource Categories; (Natural, Built, and Events); Protected Areas: Definition, Categories and Roles, Identifying and describing Ecotourism Products.

Suggested Readings

1. Sharpley, R., and Sharpley, J. (1998) Rural Tourism: An Introduction Singapore: International Thomson Business Press.
2. Roberts, Lesley (2001) Rural Tourism and Recreation: Principles and Practice, Massachusetts: CABI Publishing.
3. Baird, Robert, D., Religion in Modern India
4. Basham, A.L., The Wonder That was India
5. Bose, H.A., Ritas and Geremonics of Hindu and Muslims
6. Chopra , S.K., B.N. Puri and M.N. Das, A Socio-Cultural and Economic History of India
7. Goyal, S.R., Religious History of Ancient India
8. Buckley, R. (2003). Case studies in Ecotourism Cambridge: CABI.
9. Buckley, R. ed. (2004). Environmental impacts of Ecotourism. Oxfordshire: CABI.
10. Bulbeck, C. (2005). Facing the wild: Ecotourism, Conservation, and animal encounters. Lond

ITINERARY PLANNING AND COSTING

Code: RMT403

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective

The purpose of this course is to acquire practical knowledge and skill about the Destination Marketing and to become familiar with the techniques and approaches for successful destinations visit.

Unit-I

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT , Do"s and don"ts of itinerary preparation-Limitations and Constraints

Unit-II

Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive

Itinerary

Unit-III

Tour Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Lessoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.

Unit-IV

Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature , Cure –Beach holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours. Adventure Package: Soft and Hard adventure - Concepts and guidelines: Desert Safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf

Tours, Theme tours and Cruise. Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals- Rural/Village tour.

Unit-V

Costing a Tour: Components, Considerations- Types of Costs-Cost sheet, FIT , Costing and Group Costing., Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc. Pricing Strategies and Distribution Mechanism

Suggested Readings

1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operation, J M Negi
4. Travel Agency Management, M.N. Chand
5. Tour Operations and Tour Guiding, J.N. Negi
6. Travel Agency & Tour Operations, Foster D
7. Conducting Tours, Dellers
8. Travel Agency and Tour Operation, J M Negi
9. Marketing for Tourism – J. Christopher Holloway & Chris Robinson.

**FOREIGN LANGUAGE
(French)**

Code: RMT404

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objectives and outcomes: The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand French Language most efficiently and effectively.

Unit I

Basic Elements of Grammar lay down in the prescribed text book: French Alphabets, Accents, Vowels, Phonetic Symbols, liaison and Nasal Sounds. Conjugation of Regular and Irregular Verbs: Both Present Tense and Past Tense Use of Definite and indefinite articles, Singular and Plural Nouns, Verbs, Personal Pronouns, Possessive Adjectives and Regular and Irregular Adjectives. Imperative Sentences.

Unit -II

Translation from French into English: One short simple French text based on the prescribed text book or from outside, to test the ability of the student to understand the text. Questions on text to be answered in French and English.

Unit – III

Grammar: Conjugation of Regular and Irregular Verbs (Future Tense)- avoir, etre, faire, lire, donner, voir, prendre, partir, entendre, aller etc.

UNIT-IV

Adverbs, Passe Simple, Imparfait, Future Proche. Change of Sentences from active voice to passive voice, Comparison of Adjectives, Conditional Tenses.

Unit - V

Written Comprehension: One short simple French text based on the prescribed text book or from outside to test the ability of the students to understand the text. Translation of French into English and English to French. Passage Explanation. Direct – Indirect narration.

Suggested Readings:

1. Modern French Course (Mathurin Dondo)

2. Le francais et la vie - Vol. II (G. Mauger / M. Brueziere)

3. Le francais et la vie - Vol. I (G. Mauger / M. Brueziere)

4. French Made Easy (Beginners-Contact): F. Makowosky (1-20 Lessons) + Audio Cassettes.

5. Teach Yourself- French: Dr. Kiran Chaudhary (1-15 Lessons with corresponding grammar and exercises) + Audio Cassettes.

Collins French Pocket Dictionary (French- English) (English – French)