

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

[TWO-YEAR (FULL TIME)]

(2004-05)

SEMESTER - I

THM – 101 : Growth & Development of Tourism.

Objectives:

The objective of the course is to foster the growth and development of the tourism. The course deals with various aspects of tourism development and helps in understanding the impact of tourism on economical, cultural and social development. The course enables to formulate action plans for tourism related community development activities. It enables to understand general Trends and Typology of Tourism, Component of Tourism, Management of Tourism.

Course Contents:

Scope and significance of Tourism, The structure of Tourism Industry, The journey of Tourism: Its Evolution, Process of tourist Development, Tourism and Economic Development, The Economic Importance of Tourism-A case of Britain, The Impact of Tourist Development, Impact Analyses of Tourism and Island Economies, Conceptual issues in Tourism Development, Competitive Strategies for Tourism Development, The Environmental Dimension of Tourism, Urban Tourism: An Imbalance in Tourism Development, The Statistical Measurement of Tourism Development, Development of Tourism in World vis-à-vis India.

Suggested Reading:

1. Seth, Pran Nath, “ Successful Tourism Planning and Management”.
2. Kaul, R. N., “Dynamics of Tourism” A Trilogy (Streling) New Delhi.
3. Anand M.M. “ Tourism and Hotel Industry in India” (Prentice Hall of India), New Delhi,.....
4. Mathieson Alister, “ Tourism: Economic, Physical and Social Impacts” (Longman).
5. Acharya, Ram, “Tourism and Cultural Heritage of India” (RBSA Publications)
6. IITTM, “Growth of Modern Tourism” –monograph (IITTM, New DELHI), New Delhi 1989.
7. IITTM, “Socio-Economic Significance of Tourism” monograph (IITTM, New Delhi) New Delhi, 1989.
8. IITTM, “Tourism as an Industry” monograph (IITTM, New Delhi) New Delhi, 1989.
9. NCAER, “Cost Benefit Study of tourism” report (NCAER New Delhi)
10. Burhat and Medlik, “Tourism- Past, Present and Future” (Heinemann, London).
11. Peters, Michael, “International Tourism”, (Hutchinson of London)

12. World Bank, UNESCO, "Tourism: Passport to Development" Oxford..
13. American Express Publishing Corporation, World Tourism Overview, New York, Annual, 1989.
14. Emanuel De Kant, Tourism; Passport to Development, OUP London, 1979.
15. Hawkins, D. E. , Tourism Planning and development, George Washington University, Washington.
16. Allan, M. William, Tourism and Economic Development, Belhamen Press, London.
17. Baud, Bovy, Mannuel and Lawson, Tourism and Recreation Development, CBI Pub. Co., 1976.
18. Annuals of Tourism Research (Ed. Jafar Jafari), Pergamon Press, New York, 1979- 1988.
19. Bouyden, John N., Tourism and Development, Cambridge University Press, London, 1978.

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MBA (TOURISM & HOSPITALITY MANAGEMENT)

THM 102 TOURISM : PRINCIPLES, POLICIES AND PRACTICES

Objectives :

It is planned to develop and communicate: Basic Framework and Conceptual Heritage of the Discipline of Tourism; Method*, Practices and Technique of Analysis; Motivation and Processes of Decision making; General Trends and Typology of Tourism; Component! of Tourism; Management of Tourism; Impact and Implications; and Planning and Strategy.

Course Content:

The Conceptual Framework of Tourism Definition and Distinction between Travelers and Visitors and between Visitors and Tourists; Leisure, Recreation and Tourism; Definition of Tourism, Tourist, Excursionist and Business Travelers.2. Types and Forms of Tourism Domestic, Regional and International Tourism; Inter-Regional and Infra-Regional Tourism; Linkages and Interdependence between Domestic and International Tourism; Leisure and Rest; Holiday; Cultural; Adventure; Sports; Social; Conventions and Conference. Motivation for Tourism Pleasure; Education; Cultural and Ethnic; Social; Historical; Religious; Health; Sports; Business, etc. Resources and Mobility Establishment of Priorities for Tourism; Availability of Resources for Tourism; Development Strategy and Tourism. Dynamics of Tourism Unique features of the tourism demand; Derived demand; Complementarity of Demand; Highly Perishable; A multi- disciplinary subject; Package of Services; Highly sensitive to external events; Human relations more significant. Tourism in Historical Perspective Correlation between Trade and Travel; the major Explorations of the World; Travel during Roman Empire; the Great World Travelers; evolution of the concept of Tourism. Tourism Demand and Supply Inter-play of economic forces; Spatial Demand and Supply Interaction; the Nature of Tourism Demand; Constraints of Tourism Supply; the price-quality Syndrome; cost-benefit of Tourism, Socio-Economic Benefits of Tourism Employment Generation, Earnings of Foreign Exchange; National Integration; Regional Development; Patronage to local Handicrafts; Development of Art; International Understanding and World Peace; Cultural Exchange; Development of Human Relations. Growth of World Tourism

Data and Information, Measurement and Assessment; World Tourism Earnings and World GNP; Trends in World Tourist Arrivals; World Tourism Earnings; Future Prospect of World Tourism. Growth of Tourism in India Trends in Foreign Tourist Arrivals in India : Foreign Exchange Earning from Tourism; Preferences of Tourists; Experiences of Tourists; Future Prospects of Tourism in India. Tourism as an Industry Place of Tourism in Indian Constitution; Tourism a State subject; Tourism declared as an Industry in India; consequences of Industry status. Incentives for Tourism Promotion in India Fiscal Incentives for Tourism; Non-fiscal Incentives for Tourism; concessions granted by the Central Government; Concessions extended by the State Governments.

Suggested Reading:

1. Seth, Pran Naih, "Successful Tourism Planning and Management" (Cross Section Publication)
2. Kaul, R.N., "Dynamics of Tourism" A Trilogy (Sterling) New Delhi,..... ..
3. Anand MM., "Tourism and Hotel Industry in India" (Prenuce Hall of India), New Delhi, ,
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4. Mathics 'n, flitter, "Tourism : Economic, Physical and Social Impacts" "(Longman),
5. Acharya, Ram, "Tourism and Cultural Heritage of India" (RBSA Publications) -• ,
(. J1TTM, "Growth of Modern Tourism"-monograph (IITTM, New Delhi), New Delhi, 1989.
7. IITTM, "Socio-Economic Significance of Tourism"* -monograph (IITTM, New Delhi),
New Delhi, 1989.
8. IITTM, "Tourism as an Industry" - monograph (IITIM, New Delhi), New Delhi, 1989.
9. NCAER, "Cost Banefic Study of Tourism"—report (NCAER, New Delhi), New Delhi,... ..
10. Buihat and Medlik, "Tourism-Past, Present and Future" (Hcinemann, London), .
11. Peters, Miechael, 'International Tourism", (Hutchinson of London)
12. Wrld Bank, UNESCO, "Tourism : Passport to Development" (Oxford)... ..

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MBA (TOURISM & HOSPITALITY MANAGEMENT)

THM- 103: Indian History, Society & Culture & Their Relevance to Tourism.

Objectives:

The course contents place much needed focus on the historical aspects of various aspects intimately connected with Tourism in India, besides giving required details of Indian History, which left salient facts enriching the touristic landscape in the various parts of India. It deals with the evolution and contents of folk culture and traditions, religious fabric, components of India as well as Arts, Architecture and Sculpture through various phases of Indian history. It enables to understand intricate relationship between people, their ambience and culture and its various forms through the length and breadth of the country.

Course Content:

Cultural Heritage and Roots of Indian Society. Evolution and Stages of Indian History; Panoramic view of Indian Society. Indian Historical Traditions and Art of Interpretation and Understanding- Vedas, Puranas, Epics, Travel and Biographic Accounts, Memoirs, etc. Regional Groupings and their social framework, question of integration and understanding. Arts, Architecture, Sculpture and Paintings in the Age of Buddha, the Mughal India, Modern India; their accounts and sources of information. Indian People and their Society- Diversified Nature and Composition, Regional Pattern and change, Social Fabric and Components and their complexities- Analysis and understanding. Folk Culture and Traditions in India. Performing Arts and their Forms-Variations, Patronage and Growth. Religion, Pilgrimage and Tourism. Temples, Mosques and Palaces in Indian History. Monuments of British India and post- Independent India.

Suggested Reading:

1. Basham, A. L., The wonder That Was India, Rupa and Co. Calcutta , Delhi, 1988.
2. Basham, A. L., The Gazetteer of India: History and Culture, Vol. 2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.
3. Husain, S.A., The National Culture of India, National Book Trust, New Delhi, 1987.
4. Thapar, Romesh, Tribe, Caste and Religion in India, Mac-Millan India Limited , Delhi 1977.
5. Chandra, B., Modern India, NCERT, New Delhi, 1971.
6. Pandey, V. C. and Singh, K., Evolution of Indian Culture, Prakashan Kendra Lucknow.
7. Kandre, D. N., A New Text Book of History of India, Punjabi and Hindi Editions, Delhi 1975.
8. Sharma, R. S., Ancient India, NCERT, New Delhi, 1977.
9. Dev, Arjun, The Story of Civilization, Vol-I and VIL-II NCERT, New Delhi, 1978.
10. Gupta, M. L. and Sharma, D.D., Indian Society and Culture, Sahitya Bhavan , Agra, 1985.
11. Fazal, Abul, Ain-I Akbari, Reprint, 1984.
12. Habib, Irfan , Medieval Atlas of India, OUP, New Delhi,1982.
13. Nehru, Jawaharlal, Discovery of India, Reprint, 1986.
14. Schwartz, J. C., Historical Atlas of South Asia, New York, 1978.

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MBA (TOURISM & HOSPITALITY MANAGEMENT)

THM-104: Geography of Tourism.

Objectives:

It focuses on tourism as a phenomenon in space and deals to interpret process and linkage responsible for generation of touristic flows and their local and regional impact. It provides an insight into the geographical framework of various aspects of tourism in general and South Asia in particular. The course aims to present an analytical framework within the basic methodology and tenets of the discipline of geography.

Course Content:

Definition, Scope and Contents of Geography of Tourism. Approaches, Methodology and Techniques of Analysis in Geography of Tourism. Review of Literature and Identification of Development issues. Conceptual Framework of Models in Geography of Tourism and Spatial Perspective in Analysis and Development Strategy. Types, Forms, Patterns and Linkage in Tourism. Integrated approach to International Tourist Flows. Geographical Determinants ; Diversities and Disparities; Typology of Area and Linkages; Flows and Orientation. Physio-biotic Regionalisation and rich natural Ambience in India. Seasonal Rhythm, Spatial Variations and Temporal Changing Orientation; Impact and Infrastructural Planning for Tourism. Cultural Heritage, Spatial Attributes and varying Cultural Assets and their impact on products in Indian Tourism. Geographical Components and Tourism Development, Linkages, Accessibility and Limitations. Geographical Realms in India and Specific Tourism –Growth, Pattern, Problems and Planning.

Suggested Reading:

1. Douglas, Peare, Tourism Today: A Geographical Analysis, Longman, London 1987.
2. Perian, G. Bniface and Christopher, P. Cooper, the Geography of Travel and Tourism, Heineman,1987.
3. Brittan, J.N.H., A Conceptual Model of Tourism in Peripheral Economy in Pearce, D. G. (ed), Tourism in South Pacific, 1980.
4. Burkart and Medik, Tourism : Past, Present ant Future,Heineman, 1974.
5. Cambell, C.K., An Approach to Research in Recreational Geography, Occational Paper 7, Department of Geography, University of British Columbia, 1967.
6. Landgreen, On Access to Recreation Lands in Dynamic Metropolitan Hinterland, Tourist Review, Vol I, April 9,1974.
7. Pearce, D. G., Towards a Geography of Tourism, Annals of Tourism Research, Vol 6(3), p.245-272, 1979.
8. William, A. N. and Zelinsky, W, On Some Patterns of International Tourist Flows, Economic Geography, Vol 46(4), pp.549-547, 1978.

9. Spate, O.H.L., India and Pakistan : A General Geography, 2 vol., Paper Back, 1987.
10. Singh, R.L. (ed.), Regional Geography of India 1985 (2nd ed.)
11. National Atlas of India, Government of India Publication, Calcutta, 1967.
12. Law, B.C. (ed.), Mountains and Rivers of India, Calcutta, 1968.

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THM-105 : Organizational and Consumer Behaviour

Objectives:

It Deals with the perceptions, experience and formulation processes pertinent in making a judgement on the organisational set up and climate as well as the behaviour of consumers, which change frequently over time. The role of communication is evaluated to have a fair understanding of the complex relationship between the two actors of tourism as a phenomenon. Behavioural sciences have recorded sea-change in their approaches methods and techniques of understanding. Hence ,the yardsticks to be employed need a critical review and appraisal. However, much is not being studied and researched in the field of tourism and therefore one starts from the beginning to develop on holistic frame of thinking and understanding. The present course is designed to meet the emerging challenges in the fields of tourism and travel industry.

Course Content:

The concepts and evolution of behavioural Sciences; Nature and Scope Behavioural Sciences; their application tourism, travel and hotel industry. Models of man , rational, emotive, economic, organisational, self-actualising, manipulative; Personality and Behavioural Processes. Perception, Motivation, Attitude, Learning, Identity, Roles Interpersonal Relationship, Level of Understanding. Process of Organisational Communication and Transactional Analysis: The concepts of interpersonal communication and organisational communication; Formal and Informal communication; Oral and Written communication; Non-verbal communication; Grapevine; Transactional Analysis and Pattern. Motivation and Leadership : Entrepreneurial Motivation, Environmental Factors in Motivation; Individual and his needs; Motivation in leaders; Motivation as a Managerial Function; Theories of Motivation; Interactive Motivation ; Meaning and Types of Leadership; Leadership and the situation; Theories of Leadership; Leadership Styles. Group Dynamics: The Group as a Team; Stages of Group Formation; Interaction Process Analysis Group Morale; the Nature of Social Norms; Managing Conflict; Management Ethics; Nature and Scope of Power and Control; the Status Structure.

Suggested Reading:

1. Lane, H. and Ben, D., A Laboratory Manual for i'ie Control and Analysis of Behaviour, Prentice-Hall, New Delhi, 1967.
- 2 Hull, C.L., Principles of Behaviour, Appleton Century Crafts, New York, 1943
3. Kelman, H.C.fed.). International Behaviour: A Social Psychological Analysis, Holt, R'nehart and Winston, New York, 1965.
4. Toch, H. and Smith, H.C. fed.). Social Perception : The Development of Interpersonal Impression, D. Van Nostrand Company, New Jersey. 1968.

5. Davis, K., Human Relations* at Work : The Dynamics of Organisational Behaviour, TataMcGraw-Hall Publishing Co., New Delhi, 1967.
6. Lindesmith, A.R. -and Straus, A.L , Readings in Social Psychology, Holt, Rinehart and Winston, New York, 1969.
7. McGinnies, Social Behaviour : A Functional Analysis; Houghton Mifflin Company, Boston, 1970.
8. Markin, R.J , The Psychology of Consumer Behaviour, Prentice-Hall, Englewood Cliffs, 1969.
9. Rurkcl, P.J. and McGralh, J.E., Research in Human Behaviour, Holt Rinehart and Winston, Sydney, 1972.
10. Davis, K., Human Behaviour at Work : Organisational " Behaviour MacGraw-Hill.
11. Chowdhury, K.K., Understanding Organizational Behaviour, Tata McGraw-Hill.
12. Dwivedi, R.S. Human Relations and Organizational Behaviour, Oxford & IBH.
13. Stuart, Hendenon Britt, Consumer Behaviour in Theory and in Action.
14. Fred, D. Reynolds and William, D. Wells, Consumer, Behaviour.
15. Pater, D. Bennett and Harold, H.K., Consumer Behaviour.

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THM- 106 : Statistical Analysis for Tourism Administration.

Objectives—:

Since one has to deal with lot of information and data regarding the various aspects of tourism and travel industry, one should have a working efficiency with the statistical tools and techniques for systematic analysis and understanding. One assumes of fair amount of working knowledge with very common quantitative tools. However, the course intends to equip the students with necessary tools and techniques of data analysis and comprehension of information available through various channels. The course is rather elementary in nature but sufficient enough to build a necessary statistical acumen among the students.

Course Content

Approaches in Data Collection; Use of Log Tables & Analysis. Measures of Central Tendency; Measures of Dispersion; Deviation and Variability. Correlation and Regression Equation and Confidence Limits. Normal Frequency Distribution; Probability and Index of Concentration. Fluctuations and Trends. Samples, Characteristics, Methods and Analysis of Variance; Non-Parametric Tests. Construction and Use of Index Numbers. Time Series Analysis. Inventory Control, Network Techniques and Simulation and Forecasting.

Suggested Reading

1. Gregory, S. Statistical Methods and Geographers (2nd Ed.), Longman, 1963.
2. King, C.A.M., Quantitative Geography, London, 1968.
3. Anderson, T.W. Introduction to Multivariate Methods, John Wiley & Sons, New York, 1958.
4. Mahmood, A., Statistical Methods in Geographical Studies, Rajesh Publications, New Delhi, 1977.
5. Rao, C R., Linear Statistical Interval and its Application, John Wiley, New York, 1965.
6. Rao, CR.. Advanced Statistical Method! in Biometric Research, John Wiley, New York, 1952.
7. Mooser, E.A and Scott, W., British Town: A Statistical Study of their Social and Economic Differences, Oliver and Boyd, 1961.
8. Johnston, J., Economic Methods, McGraw-Hill, New York, 1960.
9. Irsed, W. Methods of Regional Analysis. MIT Press, 1960.
10. Hanson, Managerial Statistics.
11. Croxton and Crowden, Applied General Statistics.
12. Yamane, Taro, Mathematical Economists.

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THM-107 FOREIGN LANGUAGE (Basic)

- (a) French
- (b) Spanish (The course outline will be prepared later on)
- (c) German
- (d) Russian

(a) FRENCH

Objectives :

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

- (a) All the grammatical elements covered in the syllabus.
- (b) Written Comprehension of texts Horn the prescribed textbook 01 from outside similar to the text in the book question* will be asked in trench to test the capacity of the students to understand the text. The student will have the option to reply in English or in French. Two texts to be attempted out of four in the question-paper.

Prescribed Textbook!

1. Sans Frontiers Part II (Textbook)
 2. Sans Frontiers Part II (Exercise Book)
- By: Michelf Verdehan Bourgade
Michelf Verdehan and Philippe

Suggested Reading:

- Cartes sur Table Part-11 By : Richterich, Suter
Archipel Part-11 By : J. Courtillon S. Raillard
H. Gauvenet and Margaud

(c) GERMAN

Objectives :

To familiarise with necessary element of Grammar and build basic skills in verbal and written comprehension. A short Essay of about 100 word on an easy topic for which the vocabulary from the course books will be sufficient. Translate a passage of about 15 line* from Textbook into English/Hindi. Translate an easy passage/sentences from Hindi/English into German. Writing in German of a Story from the Textbooks Explanation of two passages out of four with reference to context (in English).

Course Content:

1. Deutsche Sprachlehre Fur Auslander by Schuiz Gricsbach (Gesamtausgabe (Lessons 16 to 26).
2. Selections from the book "Zwei heitere Kurz Geschichten" by Gunter Spang – 1963 edition. The following six stories are to be studied) :

1. Herrn Schmitts Scelenwanderung.
2. Dobras und Lorinde.
3. Bin Madchen aus feinerem Hausc,
4. Fin Held Zu Sein ist mehr Wrrt.
5. Omibus B. Fahrt durch.
6. 12 Uhr Mittag.

Grammar :

1. Change of Sentences from the Active Voice into Passive Voice.
2. Relative Sentences.
3. Temporal Sentences.
4. Conditional Sentences.
5. Infinitive Sentences. - -
6. Direct—Indirect narration.
7. Comparison of Adjectives (also used as adverbs).-

Suggested Reading:

Deutsch als Fremdsprache (Tellich)

Braun; Nicder Schmeier (Ernst Dietz Verlag)

(Indian edition) Oxford University Press, New Delhi).

1. Collins German - English/English—German Dictionary (OR)
2. Cassell's German—English/English --German Dictionary (OR)
3. Langenscheidt English/English German Dictionary (OR)
4. German Hindi Dictionary (K.M Sharma) (Rachna Publishing House, New Delhi).

(d) RUSSIAN

Objectives :

To familiarise with necessary elements of Grammar 1 and build basic skills in verbal and written comprehension.

Prescribed Textbook:

Russian NINA POTA POVA **Part-11 Books**

Recommended:

1. Stepanova—Russian.
2. Waomer—Russian.
3. O. Vsienko—Russian.
4. Hem Chandra Pandey (Russian for beginners)