

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## MBA (TOURISM & HOSPITALITY MANAGEMENT)

(2004-05)

### SEMESTER- II

#### **THM – 201: TOURISM DEVELOPMENT AND MARKETING MANAGEMENT.**

##### **Objectives:**

The course attempts to define and understand marketing principles in general and their relevance in the case of Tourism and Travel Industry. It throws sufficient focus on the market research in Tourism, market surveys and their methods and techniques and places pertinent emphasis on the role and significance of Public Relations.

##### **Course Contents:**

A Conceptual Framework for Marketing Management: The Concept of Marketing; Traditional Approach to Marketing; Modern Approach to Marketing; Sovereignty of Consumer; the Components of Marketing Mix Marketing Management for Tourism: 'Product marketing' and 'tourism marketing'; Differentiation between the two concept; the Concept of Tourism Product Development; Pricing of different packages; Promotional Technique; Principal-Agency Relationship. Marketing Research— Objectives and Scope Techniques of Marketing Research; Desk Research; Field Investigations, Check-List; Questionnaire; Presentation of Research Findings; Use of the Research Findings. Linkage of Tourism Marketing: Market Segmentation; Product Positioning; Inter-relationship; in tourism and travel marketing between accommodation, transport, travel and tour sectors and governments; Tourism Products and their formulations; Marketing Mix and Product Market Strategy. Significance of Sources of Information'; Journals; Periodicals; Magazines; Newspapers; Directories, Guide-books; Maps; Documentation; Indexing etc. in Tourism, Travel and Transportation. Tourism Surveys; Methods and Techniques; Methodologies adopted for determination of tourist arrival figures; Methodology adopted by the Department of Tourism; Reliability of the Tourist Arrival figures: Limitations of the Methodology. Methodology adopted by the Reserve Bank of India in determining foreign exchange earnings from the Services Sector; Methodology adopted for determining International Tourism Receipts; Estimation of Tourism Receipts made by the Department of Tourism; Methodology of the Foreign Tourist Expenditure; Pattern and Change. The definition of communication mix; Components of the communication mix; Communication-mix in Tourism and Travel Markets. The concept of Opinion Leader; Role of Air India, Indian Missions, Travel Agents, Indian Airlines, Vayudoot, Indian Railways, India Tourism Development Corporation in Tourism Marketing; Special Arrangements to boost Tourism Markets; Impact Assessment. The Concept of Public Relations, Significance of **PR**, Methods and Techniques of PR; Agencies and Management of Tourism; Role of various Promotional Units and specific strategies in developing international tourism in India.

### **Suggested Reading:**

1. MacLean, Hunter, Marketing Management (Tourism is your business), Canadian Hotel and Restaurant Ltd., 1984.
2. Ronald A. Nykiel, Marketing in Hospitality Industry (2nd Ed.), Van Nosirand Reinhold, 1986.
3. Andrew Vladimir, A Complete Travel Marketing Handbook, NTC Business Books, Illinois, 1975.
4. Kotler, Philip, Marketing Management: Analysis, Planning and Control (5th Ed.), Prentice Hall, 1984.
5. Christopher, H. Lovelock, Services Marketing, Prentice Hall, Englewood Cliffs, 1984.
6. Donnelly, J.H. and George, W.H., Marketing of Services, Chicago, 1984.
7. Luther, W.M., The Marketing Plan : How to purpose and implement, Ama Corn, New York, 1912.
8. Green, P. and Tull, D., Research for Marketing Decisions, ^ Prentice Hall, 1978.
9. American Marketing Association, Journal of Marketing (Quarterly).
10. Braden, P.V. and Wiener, L., Tourism Marketing and Management Issues, George Washington University, 1980.
11. Kotler, Philip, Maikcting Management, Universal Publishers, New Delhi, 1986.
12. Massie, J.L., Essentials of Management, Universal Publishers, Mew Delhi, 1985.
13. Kotler. Philip, Marketing for Non-Profit Organisation, Prentice Hall, New Jersey, 1975.
14. Wilson, A., Six Myths of Marketing, Management Today, August 1979, pp. 63-64.
15. Wilson, A., Effective Marketing at Minimum Cost, Management Today, 1982, pp 72-78.
16. McCarthy, E.J., Basic Marketing: A Management Approach.

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## MBA (TOURISM & HOSPITALITY MANAGEMENT)

### THM- 202 : TOURISM DEVELOPMENT & FINANCIAL MANAGEMENT

#### Objectives:

The course on Financial Management takes into account the methods and techniques of financial management as well as the sources and mechanism of generating and getting financial resources. It also focus on the institutional framework in general and tourism and travel industry in particular. It critically examines the funding processes and procedures in India in the hotel and service sector and tries to understand the need and nature of external funding through international institutions and foundations. Taking into account the definite shortage of funds available it will try to explain the mechanism of creating suitable climate so that funding could be enhanced through the various incentives in the private sector of the industry. Financial management is of utmost importance when the industry is poised to take a leap forward and, therefore, the course assumes greater significance for understanding the financial resources development, modernisation syndrome in the field of tourism and travel industry.

#### Course Content:

Financial Management: Meaning, Objectives, Importance and Limitations; Methods of Financial Management; Organisation for Financial Management. Financial Planning Objectives and Scope; Nature and Characteristics of Ideal Financial Planning; Availability of Information; Determinants of Financial Planning. Sources of Finance and Assessment of Requirements Types of Sources of Finance; Preference Shares; Equity Shares; Debentures; Retained Earnings; Public Deposits; " Sources of Short-term Finance. Special Financial Institutions Types; their objectives; Scope and Functioning.

Capital Structure and Financial Leverages Meaning of Financial Leverage; Effect of Financial Leverage; Return on Equity; Capital Structure; Determination of Capital Structure; Essentials of a Sound Capital Structure. Retention of Earnings and Dividend Policy .The Concept of Dividend Policy; Significance of Dividend Policy; Nature of Dividend Decision; Determination of Dividend Policy. Working Capital Types of Costs and Computation; Meaning and Objectives; Importance; Process of Budgeting; Budgeting under Risks. Uncertainty. Financial Statements and Report Writing. Management of Incentives under Finance Function. Tourism finance Corporation of India and Financing of Tourism Projects. National Financial Policies and Role of Public and Private Sectors. International Funding; Types; Conditions; Liabilities Impact on Development.

#### Suggested Reading:

1. Lawrence, P. and Lee, R., Insight into Management, Oxford University Press, Oxford, 1984.
2. Blackwell, B., Innovation, Technology and finance, London, 1988
3. Carring Fom, J C. and Edwards, G.T., Financing Industrial Development. MacMillan, London, 1979.

4. Kamien, M. and Schwartz, N., Market Structure and Innovation, Cambridge University Press, Cambridge, 1982.
5. Banerjee, P., Fiscal Policy in India. Gyan Publishers, Delhi, 1986.
6. Sanford, C, Economics of Public Finance, Pengamon Press, New York. 1984.
7. Holfert, A., Techniques of Financial Analysis, Irwin Home-wood, Illinois, 1987.
- 8.** Krippendorf, Jost, The Holiday Makers, Heinemann Professional Publisher, London, 1987.
9. Home, J.V., Financial Management and Policy.
10. Guthman and Dongall, Corporate Financial Policy.
11. Kuchhal, S.C., Financial Management.
12. Pandey, I.M., Financial Management.

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

## **MBA (TOURISM & HOSPITALITY MANAGEMENT)**

### **THM-203: TOURISM DEVELOPMENT&HUMAN RESOURCE MANAGEMENT**

#### **Objectives:**

Human Resource Development has acquired special connotation and significance in the process and problems of development in both case of the developed and developing nations of the world. It has acquired a special importance in the case of Tourism and Travel Management, as the Man to Man contact are more vital in creating permanent and better images in the mind of Tourist coming with specific Perceptions and motivations. Further it is complex phenomenon with many equally important components, each requiring special skills and talents. The present course intend to place focus on various segments of Tourism and Travel and takes into account process and parameters working in the direction of the development of the Nation as whole. Man-management is the hallmark of this course, with discussion focussing 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.

#### **Course Content:**

Basic Philosophy and Approaches in HRD Planning. Man-Management: Principles, Theories and Techniques. Tourism Sectors/Components, Personnel Requirements and existing Norms and Practices. Personnel Management in Public and Private Sectors in India: Review, Assessment and Identification of Issues and Problems. Job Requirements; Recruitment and Selection Procedures; Adjustment Processes; Training Patterns; Placement, Transfer and Promotion Procedures Management Training, Infrastructure and Facilities Available: In Hotel Industry, Travel Management, Tour Packaging and allied Aspects; Existing Institutes and Training Programmes. In-Service Training, Appraisal Processes, Promotional Avenues; Salaries and Specific Requirements and Benefits. Compensation, Productivity and Wage and Salary Administration. New Education Policy and Training for Tourism and Allied Activities. Professionalisation of management. Traditional Management versus Professional Management; Benefits of Professional Education; Facilities for Professional Education; Replacement of 'Management Trainee' system by 'Professional Education system. University Education on Tourism Universities offering courses on Tourism, Travel and Hotel Management; Scope of the University Courses on Tourism; A Critical Appraisal of the University Education on Tourism. Emergence of the Indian Institute of Tourism and Travel Management. Need of IITTM; Constitution of IITTM; Organisational Structure of IITTM; Courses offered by IITTM. Future Prospects of Tourism Education in India.

#### **Suggested Reading:**

1. Saxena, A.N. and Pvatnam, L K.B, Planning and Promotion of Productivity, The Indian Experience, Vol. 3, 1985, National Productivity Council, New **Delhi**.
2. Planning Commission, Report of the National Committee on Tourism, New Delhi, 1988.
3. Hart, R A., Working Time and Employment, Allen and Unwin. London, 1987.
4. Negi. B.S., Geography of Resources, Kcdar Nath and Ram Nath Publishers, Meerut,1987.

5. Gupta, R.K., Human Resource Accounting, Universal Publishers, New Delhi, 1989.
6. Agarwal, D.V., Man-Power Planning, Selection, Training and Development, Universal Publishers, New Delhi, 1986.
7. Shankar, S.R., Management of Human Resources **in** Public Enterprises, New Delhi, 1986.
8. Puttaswamaiah, K., Unemployment in India: Policy for Manpower, Oxford and IBH Publishing Company, New Delhi, 1977.
9. Beckcrman, W. (ed), Wage Rigidity and Unemployment, Duckwonh, The Alden Press, Oxford, 1986.
- 10.Driver, Ciaran, Towards Full Employment: A Policy Appraisal, Routledge & Kcgan Paul, London, 1987.
11. Atkinson, J., Flexibility, Uncertainty and Manpower Management, Report No. **89**, Sussex, Institute of Manpower Studies, 1984.
- 12.Birch, O.L., The New Job Generation Process, Cambridge, *Mass.*, Massachusetts Institute of Technology, 1979.
1. Briggs, B, Human Resource Development, Quarterly Journal of Administration, (1LE-IFE), Vol. II, 267-82, July, 1973.
2. Cassen, R.H., Population and Development; A Survey, World Development (Oxford), Vol. 4, 7(5-835, October, 1976.
- 15.Davis, R. and Hudson, B., Issues in Human Resource Development Planning, Research and Development Possibilities, Harvard Institute for International Development (Development Discussion Paper 59, pp. 1-311), June, 1979.
- 16.Demeny, P., Population Policy : The Role of National Government, Population and Development Review, p. 147-162, Vol.**I**, 1975.
- 17.Alvi, H. and H. John (cd.), Sociology of Developing Societies, South Asia, Macmillan, London, 1989.

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**MBA (TOURISM & HOSPITALITY MANAGEMENT)**

**THM- 204: TOURISM DEVELOPMENT AND OPERATIONS MANAGEMENT**

**Objectives:**

In the field of Operations Management, the course places much importance on various theories programming techniques and specific analytical framework.

**Course Content:**

Meaning and Scope of Operations Management. Origin of the Science of Operations Research. Linear Programming. Nature. Scope and Application of Queuing Theory, Games Theory and Simulation.

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## MBA (TOURISM & HOSPITALITY MANAGEMENT)

### THM- 205: RESEARCH METHODOLOGY IN TOURISM

#### Objectives:

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

#### Course Contents:

Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Value and Cost of Information - Bayesian Decision Theory; Organization Structure of Research; Research Process; Research Designs -Exploratory, Descriptive and Experimental Research; Research Designs; Methods of Data Collection - Observational and Survey Methods; Questionnaire Design; Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique; Field Work and Tabulation of Data; analysis of Data.

#### Suggested Reading\*:

1. Andrews, F.M. and S.B. Withey Social indications of Well Being, Plenum Press, NY., 1976.
2. Bennet, Roger. Management Research. ILO, 1983.
3. Fowler. Floyd J.K. Survey Methods, 2<sup>nd</sup> ed. Sage Pub. 1993.
4. Fox. J.A and P.E. Tracy-Randomized Response: A Method of Sensitive Surveys, Sage Pub., 1986.
5. Gupta S.P. Statistical Methods, 30<sup>th</sup> ed. Sultan Chand. New Delhi, 2001.
6. Golden-Biddle, Loren and Karen D. Locke Composing Qualitative Research, Sage Puh., 1997.
7. Salkind, Nell J. Exploring Research, 3<sup>rd</sup> ed. Prentice- Hall, NJ, 1997.

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## MBA (TOURISM & HOSPITALITY MANAGEMENT)

### THM – 206 : PRICING POLICY, PRINCIPLES AND PRACTICES

#### Objectives:

The course intends to discuss the basic mechanism of pricing of products in different sectors of economy with a special focus on product formulation, packaging and pricing in tourism and travel industry. It will examine the principles and practices involved in various countries being affected by market factors, at local, regional and global level. Pricing policy, social norms, ideological framework and economic stage work together to decide upon the pricing policy and its operation. By placing much emphasis on the existing practices of deciding prices it is proposed to help in developing a critical analytical framework and help in understanding intricacies of the tourism and travel sector and their pricing mechanism.

#### Course Content:

The Concepts of Price, Cost and Value. Techniques of Product Analysis Pricing. Ideological Framework and Price Mechanism. Price Elasticity ; Demand and Supply Framework. Prices and Incomes Policy of selected countries and critical Analysis Pricing Methods ;

- (i) **Cost-plus Pricing.**
- (ii) **Discriminatory Pricing.**
- (iii) **Marginal Pricing.**
- (iv) **Penetration Pricing.**
- (v) **Unit Pricing.**

Pricing Policies of select developed, developing and major and minor nations; and their institutional Framework. Concepts of Cost and Break-Even Analysis in Pricing. Pricing of a Tourist Product and Tourism Packages.

#### Suggested Reading:

1. Koutsoyiannis, A., Modern Micro-Economics (2nd ed), MacMillan Publications, Hong Kong 1982
2. Baumol, W.J., Economic Theory and Operations Analysis (4th ed.), Prentice-Hall of India, New Delhi, 1980.
3. Hicks, J G., Value and Capital, Oxford University Press, 1971.
4. Robinson, J., The Economics of Imperfect Competition, MacMillan Publication. Hong Kong, 1973.
5. Chamberlin. E.H., The Theory of Monopolistic Competition, Harvard University Press, 1933.
6. Stigler, G.J, A Theory of Oligopoly. Journal of Political Economy, 1964.
7. Lipsey, G. An Introduction to Positive Economics, New Edition, 1982.
8. Krishnamoorthy, R., Printers Estimating, Costing and Accounting. Indian Academy of Printing and Graphic Arts, New Delhi, 1986.

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## MBA (TOURISM & HOSPITALITY MANAGEMENT)

### THM - 207 : FOREIGN LANGUAGE (Advance)

- (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.

##### 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<br>H. Gauvenet and Margaud |

#### (c) GERMAN

##### Objectives :

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

##### Course Content:

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).Deutsche Sprachlehre Fur Auslander by Schuiz Gricsbach (Gesathmusgabc (Lessons 16 to 26).Selections from the book "Zwo if heitere Kurz Geschichten" by Gunter Spang – 1963 edition. The following six stories arc to be studied) :

**Prescribed Textbook:**

1. Herrn Schmitts Scelenwanaderung.
2. Dobras und Lorinde.
3. Bin Madchen aus feinerem Hausc,
4. Fin Held Zu Scin 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:**

Deutschal Fremdsprache (Tellib)

Braun; Nicder Schmoe (Ernst Diets 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. Langen Scheldt 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. Vsienko—Russian.
4. Hem Chandra Pandey (Russian for beginners)