

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

(2004-05)

SEMESTER – III

THM- 301 : BUSINESS POLICY AND STRATEGIC MANAGEMENT

Objectives:

Business Policy is a complex area but when it is mixed up or associated with the facts of social responsibilities, then it acquires further complexities and fragile status, as the facts of social responsibility add many new imperatives for serious consideration. The focus is general in character, but when it is the part of a programme on tourism, then it is obvious that it addresses itself with certain amount of limited reference as well as restrictions because of the psychology of the incoming tourists and the motivations on the part of the local population which receives visitors from a variety of places. The course intend* to focus on themes of policy options in the context of emerging situation, decision on the allocation of funds and the role of the Bank in coming forward to help the real upcoming entrepreneurs. There are no written laws to guide or goad you but you have to take an objective assessment of the given situation.

Course Content:

Definition of Business, Types of Business, Natures and Scope of Business Policy, Business Policy as a Choice of Future Activities, Strategic Decisions in Choice of Policy, Objectives of Shareholders and Policy Choice. Policy Options (or different Markets, Policy Options for Financial Resources, Policy Options for Acquisition of Infrastructure, Policy Options for Manpower Resources, Policy Options for Organisational Structure, Nature and Scope of Social Constraints on Business, Social Responsibility of Business.

Suggested Reading:

1. Cadman, M.H., Business Economics, Macmillan Publishers, London, 1968
2. Ghosh, P.K.. (cd). Business Economics and Planning, Kalyani Publithcrs, Delhi. 1976.
3. Holloway. J.C., Business of Tourism, Plymouth, Macdonald &Evans Ltd., 1983.
4. Sherlekar, S A, Business Organisation and Management, Himalaya Publishing House. Bombay, 1977.
5. Levin, H.J., Business Organisation and Public Policy: A Book of Readings, Holt, New York, 1958.
6. Weeks, David, Business Organisation: Works and Society, Holt, London, 1981.
7. Ziegler, R.J., Business Policies and Decision Making, Apple-ton Century, New York, 1956.
8. Glueck, William, Business Policy : Strategy Formation and Executive Action, McGraw-Hill, New York, 1972.
9. Spero, J E., The Policies of International Economic Relation, London, 1978.
10. Taylor, J.B., Policy Choice and Economic Structure, New York, Group of Thirty, 1982.

11. Schellenger, Robert, Policy Formulation and Strategy Management : Text and Cases, John Wiley & Sons, New York, 1982.
12. Schelknberger, Robert, OECD Policy Perceptive for International Trade and Economic Relations, Paris, 1972.
13. Ham, Christopher, The Policy Process in the Modern Capitalist State, Wheatsheet Books, Sussex, 1984.
14. Cline, W.R. (ed.), Policy Alternatives for a New International Economic Order, Praeger Publishers, New York, 1979.
15. Madan, K D. and Others (ed.), Policy Making in Government: Selected Readings, New Delhi, 1972.
16. Keith Davis and Robert Blostrom, Business and its Environment.
17. Christensen, A.B., Business Policy (Company and its Requirements).
18. Mathur and Agarwal, Responsibilities of Business Community to Indian Society and Social Institution.

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MBA (TOURISM & HOSPITALITY MANAGEMENT)

THM-302: ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM BUSINESS

Objectives:

This course deals with the basics of business ethics in general and tourism and travel in particular. In the case of developing nations, ethics plays an important role when it comes to face to face interaction. He shall deal with the various aspects of ethical imperatives as well as the legal and regulatory aspects of tourism as a business activity. It deals with various rules and regulations prescribed under certain legislation in relation to tourism, travel, hotel management as well as laws regarding conservation of environment in tourist places like hill resorts, sea beaches, etc. A pertinent discussion will be on the various measures of safety of the tourists, coming from various source regions. It endeavours to develop an insight into the mechanism which ultimately helps in promoting these activities.

Course Content:

Principles and Practices in Business Ethics, Business Compulsions, Motivation and Ethical parameters, Perceptions, Management and Ethics in Tourism and Travel, A Study of Laws relating to Accommodation Sector and Travel Agency Sector, A Study of Laws relating to Transport Industry and Airlines, Specific Acts and Provisions: Citizenship Act, Passport Act, Foreigners Act, and Foreigners Registration Act and Customs Act, Foreign Exchange Regulation Act and Import and Export (Control) Act, Motor Vehicles Act and Pollution Control Act, A Study of Tourism Laws in United Kingdom, Japan. Singapore and Australia, Need of Central Tourism Legislation in India, Measures for Safety and Security of Tourists, Regulatory Role of the Department of Tourism.

Suggested Reading:

1. Gupta. S.K., Foreign Exchange Laws and Practice. Taxman Publications, Delhi, 1989.
2. Ensor, R. (ed.). Management of Foreign Exchange Risk, Euro-money Publications, London, 1980.

(The given bibliography is not relevant. It has to be prepared by a person who knows the subject).

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THM- 303 : MANAGEMENT INFORMATION SYSTEM AND COMPUTER APPLICATION

Objectives :

It is a new but essential field in any modern framework of a study of fast multiplying information and data. It is based on the assumption that- the students have basic understanding of Quantitative and Statistical Methods and techniques. The course require consistent efforts on the part of students to practise methods and mechanism of computing and analysis. . The course, focuses on the basic principles of software techniques and thinking. It will give an insight in computation processes and analysis.

Course Content

The Concept and Significance, Role of Information Processing, Information Flow in Business System, System's View of Business, System's Approach to Business, Characteristics of Management Information System, Storage and Retrieval of Information, Classification of Business Information, Design of Management Information System, The concept of computing, Computer Hardware and Software, Computer Programming Languages, Programming Methods, System Development Process, Operating System Of Personal Computer, Database Management, Spreadsheets, Computer Networking, The Concept of TOURNET, Use of Computers in Department of Tourism, Government of India, Hotels, Airlines. Railways, etc.

Suggested Reading:

1. Chambers. R., Information Technology and Education, NEDO Books, 1982.
2. Duke, J., Interactive Video ; Implications for Education and Training, Council for Education Technology, London, 1984.
3. Makridakis, S. and Wheelwright, S.C., Interactive Forecasting (2nd ed.), Holden-Day, London, 1978.
4. Chang. Shi-Kue (ed.). Management end Office Information Systems, New York, 1984.
5. Tooley, D.C. (2nd ed.), Production control Systems and Records, The Ptman Press, Bath, Great Britain, 1981.
6. Paul, Alien III, Exploring the Computer, Addison-Wesley Publishing Company, London, 1967.
7. Crawford, F.A. (2nd ed.), Introduction to Data Processing, Prentice Hall, Englewood Cliffs, New Jersey, 1973.
8. Clifton, H.D.. Choosing and Using Computers, Business Books, London,1975.
9. Colbert, D.A. Data Processing Concepts McGraw-Hill, New York, 1968.

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MBA (TOURISM & HOSPITALITY MANAGEMENT)

THM – 304 : HOTEL MANAGEMENT-I (Introductory Aspects)

Objective:

Hotel is an essential component of Tourism and Travel Management and very complex in terms of management as it incorporates varying nature of resources in accordance with the market forces, along with the dynamic ambience of the receiving country. It assumes greater responsibilities in the case of the developing countries where capital investments are limited and trained manpower always posing serious question in the manning of this sector. The proposed course will place pertinent focus on the management principles and practice with special focus on accommodation sector of tourism industry. It takes into account a holistic framework for a balanced development and deals with rules and regulations pertaining to the functioning of hotels and critically examines the role of private and public sectors in the development field.

Course Content :

Principles and Practices in Hotel Management, Hotelliering and Catering Sector over time—general and India in particular, Typology and Hierarchy among Hotels, Methods and Techniques of Hotel Management—General and Specific Linkages and Integration Problems in Hotel Management, Rules and Regulations for Motels and their Types, Infrastructure Development and Supply— Demand Factors. Burgeoning Tourism and Challenges for Hotel Industry: Problem and Prospects, Components of Hotel Management and Techniques of Management—Housekeeping, Front Office, Accounting and Supplies. Multinationals and Hotel Chains : Assessment and Trends. Public Enterprise Management in India—Case Study of India Touriirn Development Corporation. Private Enterprise Management in India- Oberoi International/ Maurya-Sheraton/Taj Group. Manpower Requirements and Planning for Hotel Management in India. Training Institutes and Facilities. Future Trends in Accommodation Sector and Strategic Planning and Development Cooperation.

Sugessted Reading:

1. Wahab, S.E., Tourism Management, Tourism International Press, London, 1986.
2. Brymer, Robert A., Introduction to Hotel and Restaurant Management, Hunt Pub. Co., Iowa, 1984.
3. Ritcline, J R Brent, Travel and Tourism Hospitality Research, London. 1982.
4. Smith, VL., Hosts and Guests, University of Pennsylvania, Philadelphia, 1977.
5. Nykiel, Ronald A., Marketing In Hospitality Industry (2nd Edition). 1986, Van Nostrand, Reinhold, New York.

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THM- 305 : ADVENTURE & CULTURAL TOURISM

Objectives:

Adventure Tourism is comparatively a young field of activities. Although mainly concerned with tourism, adventure tourism opens up new areas of activities which call for explanation and understanding, as well as creation of necessary infrastructure which is difficult in the case of developing nations. It establishes direct linkage between man and nature in various diversified geographical realms. India has opted for giving a big push to the Adventure Tourism. India has a rich natural environment which has to be tailored to welcome special types of tourists from various countries. Shortage of capital investment compels a well-thought of strategy for development. The course contents help in understanding various processes and factors affecting the adventure tourism in a country like India. It helps in understanding the forms and nature of areas suitable for such activities. The course places focus on the regulatory and conservational aspects of adventure tourism. Cultural Tourism has various forms and dimensions and helps in building up images and experiences about the specific culture of the people and the nation. It has roots in history, society, religion, art, architecture and folk culture. The course intends to develop an insight into the processes and factors affecting cultural tourism and its various forms. It examines the salient characteristics and trends in cultural tourism, which helps in the preservation of history and generates necessary understanding and interaction with other people and their culture.

Course Content:

Definition, Scope and Nature of Adventure Tourism, History of Exploration and Discoveries. Nature and Trends in Adventure Tourism abroad, Beginning of Adventure Tourism in India-Planned Efforts and Provisions in 7th and 8th Plans, Geographic Diversities and Opportunities for Adventure Tourism. The Existing Infrastructure, Growing Trends and Assessment. Mountaineering and Trekking. I- Desert Safaris and Tourism, Beach and Island Tourism and Ecological Constraints, National Parks, Wild Life and Green Tourism, Sports Tourism and Youth Tourism-Forms and Trends, Planned and Future Prospects of Adventure Tourism in India.

Suggested Reading:

1. Kohli, Avinash, Adventure Tourism, HITHMB II Meet, Shimla, 1988.
2. Hillary, Sir Edmund, Adventure Tourism : Perspective for 2000 AD., Monograph, IITTM, New Delhi, 1988.
3. Krishnaswamy, J., Tourism Potential Survey of Himachal Pradesh (for Ministry of Tourism), J.K. and Associates, New Delhi, 1987.
4. Krishnawami, J., 5th International Himalayan Mountaineering and Tourism Meet, Agenda, Mussoore-, 1988.
5. Wcarc, G., Trekking in the Indian Himalaya. Lonely Planet Publications, Hongkong, 1986.
6. Selvam, M.. Tourism Industry in India, Himalayan Publishing House, Delhi, 1989.
7. Kohli, Avinash, Adventure Tourism, HITHMB II Meet, Shimla, 1988.
8. Hillary, Sir Edmund, Adventure Tourism : Pmperspective for 2000 AD., Monograph, IITTM, New Delhi, 1988.

9. Krishnaiwamy, J., Tourism Potential Survey of Himachal Pradesh (for Ministry of Tourism), J.K. and Associates, New Delhi, 1987.
10. Krishnaiwami, J., 5th International Himalayan Mountaineering and Tourism Meet, Agenda, Mussoore-, 1988.
11. Wcarc, G., Trekking in the Indian Himalaya. Lonely Planet Publications, Hongkong, 1986.
12. Selvam, M.. Tourism Industry in India, Himalayan Publishing House, Delhi, 1989.

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THM- 306: TOURIST PRODUCTS OF INDIA

Objectives:

India being the destination for a diverse group of people and nationalities has to perform in the interest of many lakhs of international tourists. It has to be a multiple package to be sold to those who come with some perceptions, images and planning. This course intends to develop a focus on the various aspects of tourism and travel management in India. It exposes the richness of Indian ambience—both natural and anthropological in nature. Therefore, many details of tourist attractions are being incorporated and many new thrust areas are being projected in the details of this course. However, it does not deviate from the much desired holistic framework which is necessary to understand India as a marketable package to a diversified group of international tourists, who are coming in incessantly increasing numbers.

Course Content:

Definition of Tourism Product; Different Types of Tourism products; and Characteristics of Tourism Products. Tourism Products of India and their Typology, Nature and Characteristics of India's Tourism Products; Seasonability of India's Tourism Products; Diversities in India's Tourism Products and their appeal. Cultural Tourism :India's glimpse of India's architectural history; Evolution of India's architecture; Significance of India's architecture; Medieval Architecture of Mughal India. India's Cultural Heritage: The meaning of 'culture' and 'heritage'. Cultural heritage of India; Forms of Cultural Tourism in India; Diversification of India's Cultural Tourism; Fairs and Festival*; Festivals of India abroad and Festivals of other countries in India. India's Historical Monuments : Explanation of India's Historical Monuments, incorporating the ancient, medieval and modern monuments, depicting the different architectural styles adopted over the ages; Spatial and Regional Dimensions; Regions and Regionalism. Performing Arts of India ; Forms and Types of Performing Arts; Placement of Dances and their evolution; Concentration and the facilities available for learning Indian dances- the Folklores of India. Schools of Indian Music : Different Schools of Indian Music; the status of Indian Vocal and Instrumental Music; the great Musicians of India and their appeal; Indian Music Abroad and Impact in West, Indian Museums, Art Galleries and Libraries and their location, assets and characteristics.

Nature-based Tourism :

(i) Wildlife Tourism and National Parks: Survey of India's flora and fauna; Types of flora and fauna in India; Wildlife Sanctuaries, National Parks and National Marine Parks; Wildlife reserves and tourism promotion; Guide lines and Predicaments for Wildlife tourism; Problems of coordination and preservation. Trekking and Mountaineering: Definitions of Trekking and Mountaineering; Identification of Trekking routes; Infrastructure and facilities available for Mountaineering. Himalayan Tourism: Nature and Scope of Himalayan Tourism; Hill Resorts and their Camping Capacities; Characteristics of Himalayas; Himalayan Ecology; Packages and Cooperation among Himalayan States in promoting Tourism. Desert Tourism: India's main desert areas; Geological structure of India's deserts; Development of Desert Tourism as an Adventure; Present Facilities available for Desert Tourism; Future Prospects of Desert Tourism in India. Beach Tourism : Beaches of India; Special Features of India's Beaches; Case Study of one or two Beaches; **Island Tourism** : Characteristics of an Island; India's (Experience in Island Tourism; Case Study of Andamans and Nicobar Islands. Nature and Scope of Adventure

Tourism in India; Types of Adventure Tourism; Thrust Areas of Adventure Tourism; Trends in Adventure Tourism; Future Prospects of Adventure Tourism in India. Sports and Youth Tourism : Characteristics of Sports and Youth Tourism; Measures taken for Youth Tourism; Major Sporting events at annual feature; Problems and Prospects of Sports and Youth Tourism in India; Role of Youth Conferences in promoting Tourism. Present status of the Souvenir Industry of India; Distribution of Souvenir Shops and Establishments in major Tourist Spots; Management of Souvenir Shops within Hotels. The concept of Duty free Shops; Management and Control Duty Free Shops in India; Mechanics of a Duty Free Shop; Major items stocked by Duty Free Shops as a means to promote Tourism; Future Projections of the Growth of Duty Free Shops. Future Planning and Prospects—Theme Parks, Specialised Fairs and Safaris, etc.

Suggested Reading:

1. Sheshadri, A., India's Wildlife, Universal-Publishers,—New Delhi, 1985.
2. Basham, A.L., A Cultural History of India, 1988. –
3. Armington, S., Trekking in Himalayas, Universal Publishers, 1984.
4. Panola, T.S.. Joshi, B.K., Development of Hill Areas, Bombay. 1983.
5. Singh, Tejvir (ed), Integrated Mountain Development, Himalayan Books, 1985.
And references suggested for courses on Geography of Tourism, and Indian History, Society and Culture.

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THM -307 :MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATIONS

Objectives :

The course gives sufficient exposure to the prevalent procedures and processing style in aspects of tourism, (travel and tours management). It gives details regarding basic rudiments of procedures adopted by agencies in the specific fields and focusses on -the prescribed requirements by the administrative and bureaucratic machinery looking after specific aspects of tourism and allied activities. Management becomes meaningless if one does not care for the requirements of the profession. It exposes the students to the inner working mechanism of the tour operators and travel agency.

Course Content:

Definition and Scope of a Travel Agency. Definition of a Tour Operator. History and Present Status of Travel Agency System. Procedure for approval of Travel Agency and Tour Operator. Main Functions of Travel Agents and Tour Operators. Ticketing, Itinerary Preparation, and Marketing of Tourism Packages. Organisational Structure of a Travel Agency and Tour Operator. Travel Agency and Tour Operators; Linkages and Arrangements with Hotels, Airlines and Transport Agencies. On-the-Job Training in Travel Business and Need of Professionalisation of Travel Business. A Study of incentives to Travel Agencies and Legal Responsibilities of Travel Agencies. Management of India Tourism Development Corporation. S2. Management of State Tourism Development Corporations, Management of Airlines—Indian Airlines, Air India, Vayudoot and Pawasi Bans.

Suggested Reading:

1. Ignacy, Sacks, Pattern of Public Sector in Underdeveloped Economies, Bombay, 1954.
2. Mathur, B.A., Public Enterprises in Perspective, Orient Longman Ltd., New Delhi, 1973.
3. Narayan, Laxmi, Principles and Practices of Public Enterprises Management, S. Chand & Company, New Delhi, 1980.
4. Saihe, Vacant, Restructuring of Public Sector in India, Vikas, New Delhi, 1989.
5. Middkton, V.T.C., Marketing in Travel and Tourism, Heinemann, Oxford, 1988.
6. Negi, J.M.S.. Tourism and Hoteliering ; A World-wide Industry, Gitanjali Publishing House, New Delhi, 1982.
7. Negi. J.M.S., OECD. Tourism in OECD Member Countries, Paris, 1967.
8. Gunn, C.A., Tourism Planning (2nd ed.), Taylor and Francis, New York, 1988.
9. Bhatia, A K., Tourism Development : Principles and Practices, Sciriog, New Delhi, 1986.
10. Seth, Pran Nath, Successful Tourism Management, Sterling, New Delhi.

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THM – 308 : SUMMER TRAINING

The Summer Training of Eight weeks after the Second Semester Examination and will be evaluated on commencement of Third Semester on Basis of the Training Report submitted by the student within Three weeks of Commencement of Semester –III.