

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

(2004-05)

SEMESTER-IV

THM- 401 :TOURISM, ENVIRONMENT AND ECOLOGY

Objectives:

The course is designed to give insight to the participants about an intimate relationship and cause and effect dimensions of the environment and tourism. It places pertinent focus on the fact that any attraction or destination worth developing and promoting is worth preserving'. It deals with the fragile environmental framework and the necessary conservation practices and legislation and takes special ambience and possibilities of developing tourism without the ecological cost, which is very often very high in the case of developing countries which are great enthusiasts to promote tourism to get more of foreign exchange for development. It also discusses the; necessary strategy which would help in developing tourist resources without much ecological hazards

Course Content:

Man-Environment Syndrome, Theoretical Framework and Approaches; Stages and Development and Growing Imbalance; Environment/Ecology versus Development; and Agents of Change. Ecology, Conservation and Concern Global Concern and Environmental Issues; Limits to growth and Awareness; State of Indian Environment and Consciousness; Peoples Orientation and Involvement; Non Governmental Organisations and Conservationists. Practices and Legislation .Approaches and Practices; Legislation and Conservation Laws and Environment Acts and Monitoring; Politics of Environment. Environment. Tourism and Development Ecology. Tourism and Development Relationship; Geography and Climatology of Tourism Bio-geographical Provinces and Habitat; Concept of Carrying Capacity and assessment techniques Economics of Out-door Recreation and Leisure Activities and Ecological Dimensions of Leisure Activities. New Tourism, Emerging Frontiers and Increased Environmental Sensitivity Typology of Tourism and Environmental Parameters; Energy-Syndrome and Increasing Pollution Possibilities; Heath-care and Medical Concern; Planning and Monitoring. Global Concern; Environmental Planning; UN Initiatives; Efforts of National Governments. Sea beaches and Resorts and their Environmental Conditioning; Goa its ecology and mounting mess and concern; Kovalam Beach its environment and limits to development; Impact Assessment and Planning; Planning for Infrastructure and support services. Himalayan Ecology, Hill Resorts. Trekking and Adventure Tourism. Assessment and Review; Possibilities and Compulsions; New Thrust Areas and Forms; Infrastructure Planning and support services- Case Studies—Kashmir Himalayas, Himachal Pradesh, Garhwal and Kumaon Tract and North-East; Future Realm: Adventure Tourism as new product and its marketing prospects. Tribal Ambience, Tour Packaging and Infrastructure, Rich Heritage and attractions; Identification and Planning for tourism; Ecological Constraints and inter-linkage; Product formulation and marketing precautions. National Parks, Wild-life Sanctuaries and Safaris Ecological Frame and Existing Infrastructure; Existing Dimensions of related Tourism; Norms, Practices and Impact Assessment; Case Study of one National Park, Sanctuary and Desert Safari; Product formulation and Pricing and Publicity. Water-based Recreation Forms

and Activities Ecological Framework and Possibility of development and Water-sport Spots; Existing forms and future prospects; Planning and Infrastructure Development; Product Formulation, Pricing and Promotion. Island Tourism, Ecology and Development Ecological Fragility and ability to recuperate; Possible areas, planning of infrastructure and support services; Optimum carrying capacity and impact assessment; Product formulation and Pricing, Industrial Places, Tourism and Ecological Planning, Industrial Development and Places of Tourist Interests; Tourism Infrastructure, Environmental Pollution and Impact Assessment—A Case Study, Cultural Ecology, Environment in Religious Places and Tourism Religious Places and Tourists Inflow; Ecological Constraints and Impact Assessment, Planning and Conservation of Cultural Heritage, Rural Ecology—Multiplicity of Uses and Limits; Conservation and Issues. National Committee on Tourism, Ecology and Provision Assessment and review; environmental concern and provisions, recommendations and measures.

Suggested Reading:

1. Mumtamayee, C., Rural Ecology, Ashish, New Delhi, 1989.
2. Mcneely, J.A. and Pitt, D. (ed.) Culture and Conservation : The Human Dimension in Environmental Planning, Croom Helm, London, 1985.
3. Faludi, Andeas, A Decision-Centred View of Environmental Planning, Pergamon Press, Oxford, 1987.
4. Tivy, Joy and O'Hare, G., Human Impact on the Ecosystem, Oliver & Boyd, Edinburg, 1982.
5. Ahmad, **Y.J.** and Muller, F G. (*ed.*). Integrated Physical, Socio-economic and Environmental Planning, Tycooly International Publishing, Dublin, 1982.
6. Tolba, M.K., development without Destruction: Evolving Environmental Perceptions, Tycooly International Publishing, Dublin, 1982.
7. Boughey, A.S., Man and the Environment: An Introduction to Human Ecology and Evolution. MacMillan, London, 1971.
8. Yadav, C.S. (cd) Contemporary City Ecology, Vol. 6, Concept Publishing, New Delhi, 1987.
9. Johansson, PO., The Economic Theory and Measurement at Environmental Benefits, Cambridge University Press, London, 1917.
10. Johansson, P O. and Lofgren, K.G., The Economics of Forestry and Natural Resources, Basil Blackwell, Oxford.
11. Victor, P.A., Pollution, Economy and Environment, **George** Alien and Unwin, London, 1972.
12. Harvey, Brian and Hallett. J.D., Environment aid Society : **An** Introductory Analysis, MacMillan, London, 1977.
13. Medford, Derck, Environmental Harassment or Technology Assessment, Elsevier Scientific Publishing, New York, 1973.
14. Lohani, B N., Environmental Quality Management, South Asian Publishers, New Delhi, 1984.
15. Kboshoo, T.N., Environmental Concerns and Strategies, Indian Environmental Society, New Delhi, 1984.
16. Lamb. JLC., Water Quality and its Control, John Wilcy & Sons, New York, 1985.
17. Agarwal, Anil. The State of India's Environment, 1984-1985 (the second Citizens Report), Centre for Science and Environment, New Delhi, 1986.
18. Sinh, Digvijai. The Eco-Vote, New Delhi. 1987.
19. Thomas, W. Wilson, International Environmental Action : A Global Survey, 1971.
20. Calder, R., The Future of the Troubled World, London, 1983.
21. Calhown, J.B. (ed.). Environment and Population : Problem* of Adaptation, Prager, 1983.
22. Budyko, M.I., Global Ecology, Progressive Publisher!, 1980.
23. Khoshoo, T.N., Environmental Concern and Strategici, New Delhi. 1984.
24. Vohra, B.B., The Greening of India, INTACH, 1985.
25. UN. Report on the U.N. Conference on the Human Environment, Stockholm, June, 1972.

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MBA (TOURISM & HOSPITALITY MANAGEMENT)

THM- 402: Planning and Management of International Tourism.

Objectives:

It plans to develop a necessary insight in the mechanism, growth and development of international tourism and provides required explanatory system to comprehend emerging trends, issues and problems in international tourism, both at regional and world level. It takes into account the specific success stories and impact on the national and regional ambience and helps in building strategy for planning and development, specially in the case of the developing countries such as India.

Course Content:

International Tourism: Growth, Characteristics, Issues and problems, process and Factors affecting International Tourism. Planning Objectives: Necessity of Tourism Plans, Objectives of Planning, Tourism in the Development of Economy, Priorities and Sectoral Relationship, Tourism Master Plans. Planning and Development Models; Sectoral, Spatial and Integrated Models Life Cycle Theories of Tourism products, Specific Models and their applicability to developing countries like India. Process and Factors affecting International Tourism: Analysis and Identification of issues, problems and grey-areas and strategic consideration and possibilities. Tourism Feasibility studies and tourism Project Evaluation; Techniques of preparing Feasibility Reports, Significance of feasibility Reports. Tourism Institutions: International Institution and their role- WTO, PATA, UFTAA, IUOTO, WATA, TAAI, IATO, ASTA, ABTA Emphasis on World Tourism Organisation. Multinationals, their Role and Inputs in different sectors/components of Tourism- Hotel, Tours and Travel Management, Publicity Management and Promotion. Case Study and experiences: Analysis of the Planning and Process and Model in Developed countries as in also in some Developing countries. The Developed countries will include Japan, U.K. ,U.S.A., Spain and Switzerland. The Developing countries will include Yugoslavia, Egypt, Kenya and Sri Lanka. Management of Tourism In India: National Objectives; Priorities and Placement of Tourism in India; Management Issues and Agencies; Management of the Department of Tourism; Management of ITDC; Management of Tourism Departments and Tourism Development Corporations of States. Place of Tourism in India's Planning process: Plan allocation for Tourism Sector; Sea change in Tourism Planning Process during the seventh Five Year Plan. Plan allocation for Eighth Five Year Plan. Major Committees and their perspectives on Tourism Planning. Sir Sargent Committee; L.K. Jha Committee; National Committee on tourism. Future Growth Perspectives: International Competition and Preparedness- General and specific Case Study of a Developed country and a developing country.

Suggested Reading:

1. Young, G. Tourism: Blessing or Blight Penguin Book, 1973.
2. Lindon K. Ritcher, The Politics of Tourism in Asia, University of Hawaii, Honolulu, 1983.
3. Bosselman, Fred P., In the Wake of the Tourist: Special Place in the Eight Countries, The Conservation Foundation, and Washington, 1979.
4. Travel Weekly, Economic Survey of the Travel Industry, New York.
5. Waters, S. R., Travel Industry World Year Book, The Big Picture, New York, 1988-89.
6. Smith, Valene, Hosts and Guests, the Anthropology of Tourism, University of Pennsylvania Press, 1977.
7. Gee, Chuck, Dexler J.L., Makans, J, C., The Travel Industry, AVI Publishing Co., 1984
8. WTO, Year Book of Tourism Statistics, 1988.
9. Hawkins, D. E. and Alan, P. Outbound International Statistics Source Book, 1988/89.
10. Joyce Rothschild, Destination Report on Spain, 1986.
11. Gunn, C. A., Tourism Planning, New York, 1979.
12. Kaiser, K. Jr., Helber, L.E., Tourism Planning and Development, Boston, 1978.
13. OECD, International Comparability of Tourism Statistics, published by OECD Member Countries, Paris, 1983.

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THM- 403: TOURISM DEVELOPMENT. EVALUATION AND CONTROL MEASURES

Objectives:

The course deals with the various aspects of tourism development and helps in understanding impact of tourism on economic development, cultural values and society. It further adds to the understanding regarding the nature and affectivity of control measures so that an ecologically sound tourism philosophy and planning is developed. These control measures should be so monitored that they produce maximum benefits at minimal costs for the tourists and the host communities. It describes the manners in which external and internal economic, social and environmental factors influence tourism. It analyses the conceptual framework of management and developmental the various scales of considerations. The course enables to formulate action plans for tourism related community development activities.

Course Content :

Development Levels and Tourism Impact Analysis. Demand/Supply Factors: External. Regulated, Influenced, Competitive end Forecasting Exercises. Tourism Impact Evaluation; Framework at Micro and Macro Levels and Concept of Carrying Capacities, Community Approach for Tourism Development and Socio-Cultural Benefits and Costs. Tourism Economic Benefits and Costs. Tourism Environmental Benefits and Costs. Community-based Tourism Action Planning and Selected Action Plans and their review and appraisal. Tourism Decision-Making and Public Involvement. Control Measures and Strategic Planning.

Suggested Reading:

1. Seth, Pran Nath, "Successful Tourism Planning and Management" (Cross Section Publication), -.....,,
2. Kaul, R.N. "Dynamics of Tourism" —A trilogy (Sterling) New Delhi,-....,
3. Anand, M.M., "Tourism and Hotel industry in India" (Prentice Hall of India). New Delhi...
4. Mathieson, Alistcr, "Tourism : Economic, Physical and Social Impact" (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),1989
9. NCAER. "Cost Benefit Study of Tourism "A report (NCAER, New Delhi), New Delhi. .
10. Burhart and Medlik, "Tourism—Past, Present and Future" (Heinemann), London.
11. Peters, Micchael, "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. Enanuel DC Kant, Tourism; Passport to Development, OUP, London, 1979.
15. Hawkins, D.E , Tourism Planning and Development, George Washington University, Washington.
16. McNitosh, G.. Tourism : Principles, Practices and philosophies, John Wiley, New York, 1988.
17. Clare, A. Gunn, Tourism Planning, New York, 1981.
18. Allan, M. William, Tourism and Economic Development. Belhamen Press, London.
19. Baud, Bovy, Mannuel and Lawson. Tourism and Recreation Development, CBI Pub. Co., 1976.
20. Annals of Tourism Research (Ed. Jafar Jafari), Pergamon Press, New York, 1979-1988.
21. Mill, Robert C., Morrison, The Tourism Systems., Prentice Hall, 1985, New Jersey.
22. Rosenow, John E , Pulsipher, G L.. Tourism : The Good, the • Bad, the Ugly, Century Three Press, 1984.
23. Bouyden.John N., Toursm and Development, Cambridge University Press, London, 1978.

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THM- 404 Communications in Tourism

Objectives:

The course is designed for the tourism professional who wishes to develop applied communications skills for print and presentation media, including presentation skills, advanced technical writing skills, and information technology applications. The focus is on the role of communications in tourism operations and promotion, on creating documents and presentations that address specific audiences for business purposes, and on the use of plain language and Standard English usage as a style appropriate to business and promotional writing in the tourism industry.

Course Content:

Role & Purpose of Communication in Tourism. Basic communications theory and Model, Scope of communications decisions in tourism; trends in communications issues. Collaborating on writing projects. Successful meetings. Making informal presentations: quick review. Writing letters, memos and e-mail. Research for business purposes. Data collection and report writing, organizing material. Front and back matter in reports. Clear writing: avoiding errors and enhancing readability. Writing a proposal. Online media and traditional promotional media. Writing to persuade and sell: web sites, sales letters, brochures, advertising copy, flyers. Writing a destination travel article or a news release.

Suggested Reading:

1. Woolever, Kristin R. Writing for the Technical Professions. 2nd edition. New York: Addison Wesley, 2002.
2. Readings as provided in class by the concerned Faculty member.

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THM - 405: Hotel Management – II (Catering and Food Services)

Objectives:

The basic objective of this Course is to acquaint the students with the working of the hospitality industry.

Course Content:

Hotel Industry - Introduction and evolution - classification of hotels - types of accommodation - Intermediary accommodation and grouping of accommodation, Development of Hotel Industry in India - Industry defined - Early history of Hotel Management - Hotel Industry Vs Tourism Industry; Characteristics of Hotels -Activities of Hotels - Accommodation Management - Front office - House keeping -Bar and Restaurant - Supporting services - Working of Hotels - Maintenance of equipments - Maintenance of accounts; Room occupancy rate management - estimation of demand, seasonal pattern of guest occupancy - Factors affecting the determination of room rates during season and off season; marketing functions and its relevance to the hotel industry - sales - purchasing - storage systems - inventory levels - ordering levels - costing - food cost reports - recipe costing - menu pricing -hotel security; Licences - permission from statutory authorities - labour department -city corporation - police - state excise - customs - department of tourism - employee state insurance - food and beverage services - problems and prospects of Hotel industry.

Suggested Readings:

1. Anand, MM Tourism and Hotel Management in India, Prentice - Hall, Delhi. 1976.
2. Doswell, Roger Approach to Hotel Planning, New University Education, London, 1970.
3. Medlik. S. The British Hotel and Catering Industry, Sir Issac Pitman and Sons Ltdd., London, 1961.
4. Negj, Jagmohan, Hotels for Tourism Development, Metropolitan Books, Delhi, 1983.
5. Paige, G. and D.K. Paige The Hotel Receptionist, CasseU, London, 1979.
6. Sutton, Donald F. Financial Management in Hotel and Catering Operation, Heinemann, 1979.

The list of cases and specific references including research papers, articles and books will be announced in the class

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THM- 406 & 407 : A Comprehensive Project Equivalent to Two Courses.

The Project Study will begin in Semester- III for MBA (Tourism & Hospitality Management) Full Time and will be submitted by the end of Semester – IV.