

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

[TWO-YEAR (FULL TIME)]

(EFFECTIVE FROM JUNE 2004-2005)

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER - I

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 find 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" (Preneuce Hall of India), New Delhi, ,
..... .. ^-
4. Mathics 'n, flitter, "Tourism : Economic, Physical and Social Impacts" "(Longman),
5. Acharya, Ram, "Tourism and Cultural Heritage of India" (RBSA Publications) -• ,
(JITTM, "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)

SEMESTER - I

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 Vol-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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER - I

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, OHL, 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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER - I

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. Ruskell, P.J. and McGrath, 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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

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SEMESTER - I

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER - I

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 Für Ausländer by Schütz Griesbach (Gesamtausgabe (Lessons 16 to 26).
2. Selections from the book "Zwei if 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 Mädchen aus feinerem Hause,
 4. Ein Held Zu Sein ist mehr Wirt.
 5. Omnibus 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; Nieder 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)

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

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 Vladmir, 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)

SEMESTER- II

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. Carrington, 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)

SEMESTER- II

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. Beckerman, 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.
13. Briggs, B, Human Resource Development, Quarterly Journal of Administration, (1LE-IFE), Vol. II, 267-82, July, 1973.
14. 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)
SEMESTER- II

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)

SEMESTER- II

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 indicators of Well Being, Plenum Press, NY., 1976.
2. Bennet, Roger. Management Research. ILO, 1983.
3. Fowler. Floyd J.K. Survey Methods, 2nd 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, 30th 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, 3rd ed. Prentice- Hall, NJ, 1997.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER- II

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)

SEMESTER- II

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
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 (Gesathmusgabe (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. - - -
8. Direct—Indirect narration.
9. Comparison of Adjectives (also used as adverbs).-

Suggested Reading:

Deutschal Frcmdsprache (Tellib)

Braun; Nicder Schmoe (ErnSt Diett Vcrlag)

(Indian edition Oxford University Press, New Delhi).

1. Collins German - English/English—German Dictionary (OR)
2. Cassellt 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 corn- • prehension.

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)

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

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 Publithers, Delhi. 1976.
3. Hollowav. 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. Clinc. W.R. (cd.), 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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER – III

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).

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER – III

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER – III

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER – III

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, IITM, New Delhi, 1988.
3. Krishnaswamy, J., Tourism Potential Survey of Himachal Pradesh (for Ministry of Tourism), J.K. and Associates, New Delhi, 1987.
4. Krishnaiwami, J., 5th International Himalayan Mountaineering and Tourism Meet, Agenda, Mussoore-, 1988.
5. Wearc, 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 : Pmpective for 2000 **AD.**, Monograph, **IITTM**, New Delhi, 1988.
9. Krishnaiwamy, J., Tourism Potential Survey of Himachal Pradcth (for Ministry of Tourism), J.K.. and Associates, New Delhi, 1587.
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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER – III

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER – III

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 focuses 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, Sterling, New Delhi, 1986.
10. Seth, Pran Nath, Successful Tourism Management, Sterling, New Delhi.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER – III

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

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. Calhoun, 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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER-IV

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER-IV

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, Alister, "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, 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 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, Manuel 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., Tourism and Development, Cambridge University Press, London, 1978.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER-IV

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER-IV

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 denned - 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 m 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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MBA (TOURISM & HOSPITALITY MANAGEMENT)

SEMESTER-IV

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.