

**EXAMINATION SCHEME  
FOR  
M.B.A. (TOURISM ADMINISTRATION)  
(FOUR SEMESTER PROGRAM)  
(w.e.f. July 2006)**

**SEMESTER I**

Paper Code	Course	Marks		Max. Marks
		External	Internal	
MBA(TA)-101	Conceptual Framework of Domestic & International Tourism	70	30	100
MBA(TA)-102	Developing Tourism Products	70	30	100
MBA(TA)-103	Managerial Process and Organisational Behavior	70	30	100
MBA(TA)-104	Eco-Tourism: Trends & Prospects	70	30	100
MBA(TA)-105	Computer Application	-50	70	100
	Computer Practical	- 20		
MBA(TA)-106	Financial Management	70	30	100
MBA(TA)-107	Communication Skills & Public Relations	70	30	100
(Non-credit Paper, but passing marks are compulsory)				
			<b>TOTAL</b>	<b>600</b>

**SEMESTER II**

Paper Code	Course	Marks		Max. Marks
		External	Internal	
MBA(TA)-201	Indian Society and Culture	70	30	100
	A Tourism Perspectives			
MBA(TA)-202	Marketing Management-I	70	30	100
MBA(TA)-203	Tourism Marketing and Consumer Behaviour-II	70	30	100
MBA(TA)-204	Foreign Language (French)	70	30	100
MBA(TA)-205	Computing & Information System in Tourism	70	30	100
	Computer Practical	- 50		
		- 20		
MBA(TA)-206	Travel Agency and Tour Operations	70	30	100
			<b>TOTAL</b>	<b>600</b>

NOTE-I There will be a compulsory tour for students of 2<sup>nd</sup> Semester during the study period followed by a comprehensive tour report to be submitted to Coordinator within 30 days of tour completion.

II All the Students of MBA (TA) 2<sup>nd</sup> semester shall be attached for on-job training after the completion of second semester examination at least for 45 days duration.

### **SEMESTER III**

<b>Paper Code</b>	<b>Course</b>	<b>Marks</b>		<b>Max. Marks</b>
		External	Internal	
MBA(TA)-301	Management of Human Resources	70	30	100
MBA(TA)-302	Business Research and Quantitative Techniques	70	30	100
MBA(TA)-303	Tourism Policy and Planning	70	30	100
MBA(TA)-304	Madhya Pradesh Tourism	70	30	100
MBA(TA)-305	Foreign Language (French)	70	30	100
MBA(TA)-306	Viva-Voce on Industrial Training	30	--	--
	Tour Report	30	--	--
	Presentation	40	--	100
<b>TOTAL</b>				<b>600</b>

### **SEMESTER: IV**

<b>Paper Code</b>	<b>Course</b>	<b>Marks</b>		<b>Max. Marks</b>
		External	Internal	
MBA(TA)-401	Adventure Tourism Operations	70	30	100
MBA(TA)-402	Business Policy	70	30	100
MBA(TA)-403	Tourism Impacts	70	30	100
MBA(TA)-404	Elective-I*	70	30	100
MBA(TA)-405	Elective-II*	70	30	100
MBA(TA)-406	Elective-III*	70	30	100
MBA(TA)-407	Comprehensive Viva-Voce	50	--	--
	Field Study Tour Report	30	--	--
	Report Presentation	20	--	100
<b>TOTAL</b>				<b>600</b>
<b>GRAND TOTAL</b>				<b>2400</b>

**NOTE:** All students of MBA (TA) 4<sup>th</sup> semester, are also required to go on field study tour followed by field study tour report to be submitted to the Coordinator for the Viva-Voce during the 4<sup>th</sup> examination evaluation.

**ELECTIVE I, II & III**

1. Conferences and Convention Management
2. Tourist and Visitor Interpretations.
3. Attraction Management.
4. Basic Cargo Rating & Documentation's.
5. Accommodation Management & Resorts.
6. Transportation Management.

**\*NOTE:** Any two elective papers will be allotted by the Co-ordinator.

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**MBA(TA)-101**

**CONCEPTUAL FRAMEWORK OF DOMESTIC & INTERNATIONAL  
TOURISM**

Maxi. Marks -100  
External - 70  
Internal - 30

- UNIT-I **INTRODUCTION:**  
Tourism concepts, definition, nature and scope, Relationship with other disciplines with reference to History, Archaeology, Economics, Sociology, Geography, Ecology and Environment.
- UNIT-II **HISTORY:**  
Brief History and Development of tourism in India and abroad, Significance of tourism. Domestic and International. Role of Government.
- UNIT-III **TYOLOGY AND FRONTIER FORMALITIES:**  
Types of International and domestic tourism. Frontier formalities. Tourism motivations. Travel Agents and Tour Operators.
- UNIT-IV **TOURISM INFRASTRUCTURE:**  
Tourism –Domestic, Advent, and Religious and Tourism Sectors: Economic and Operating characteristics of sectors, Current Trends and Developments in main sectors.
- UNIT-V **TOURISM ORGANISATION:**  
Tourism and Travel Organizations: National and International Department of Tourism, Government of India (G.O.I.), World Tourism Organization.

(WTO), International Air Transport Association (IATA), Pacific Asia Travel Association (PATA), Indian Association of Tour operator (IAT0), Organizational structure of Department of tourism in India.

**SUGGESTED READINGS:**

1. Tourism Development :Principles and Practices, By A.K. Bhatia
2. International Tourism :Fundamentals and Practices, By A.K. Bhatia
3. Tour and Travel :Concepts and Principles, By Dr.Jagmohan Negi
4. Successful Tourism Management :By Pran Nath Seth

**MBA(TA)-102**

**DEVELOPING TOURISM PRODUCTS**

Maxi. Marks -100  
External - 70  
Internal - 30

**UNIT-I TOURISM PRODUCTS:**

Conceptual meaning of tourism products, Difference between Tourism and Consumer Products, Elements and characteristics of Tourism Products, Tourism Production systems, Typology of Tourism products.

**UNIT-II BACKGROUND OF TOURISM ELEMENTS:**

(a) Natural Attraction – Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary, Kanha National Park and Sundarban Biosphere Reserve , Sea beaches ( Goa and Kerala ).

(b) Man Made Attraction: Tourism Circuits, Buddhist circuit, Desert circuit, Golden Triangle, Taj Mahal, Red Fort of Delhi & Forts & Palace of Jaipur .

(c) Socio-Cultural Attraction – Kullu Dushara, Camel Festival of Jaisalmer, Nehru Boat Race of Kerala, Regional festivals including Durgapuja of West Beagal and Hemis Festival of Laddhak.

**UNIT-III ACCOMMODATION:**

Classification of hotels, types of hotels, food plans, National and International Hotel choice of India and emergence of Heritage Hotels.



## **MBA(TA)-103**

### **MANAGERIAL PROCESS AND ORGANISATIONAL BEHAVIOUR**

Maxi. Marks -100

External - 70

Internal - 30

- UNIT-I      **INTRODUCTION:**  
Nature, meaning, scope and functions of management , Principles of management Schools of management thought ,including contributions of E.W.Taylor , Henry Fayol .process of management.
- UNIT-II      **PLANNING ,ORGANIZING & DIRECTING:**  
Concept, Objectives and components of planning, nature & process of planning , process of scientific decision making. Concept, objectives and organization manuals. Concept, Nature, Scope, Principles and Techniques of Direction.
- UNIT-III      **COMMUNICATION AND CONTROLLING:**  
Concept of communication, Channel/ Media of communication, barriers of effective communication .Concept, Objectives, Nature and Process of Control, Various control techniques in detail.
- UNIT-IV      **INTRODUCTION TO ORGANIZATIONAL BEHAVIOR:**  
Concept and nature of organization, various approaches to organization theory , concept and nature of organizational behavior. Individual differences, Perception , Learning , Personality , Attitude and Values.
- UNIT-V      **DYNAMICS OF GROUP BEHAVIOR AND KEY ISSUES IN O.B:**  
Concept of Group Dynamics, formation of groups, Concept and theories of Motivation, Concept and styles of Leadership, Management of change.

#### **SUGGESTED READINGS:**

1. Stonier Freeman, Management,Prentice hall
2. Peter.F.Drucker, Principles of Management, Butterworth Heinemann.
3. V.S.Rao&S.Rao, Management Concepts.
4. L.M.Prasad,Organisational behavior.
5. Fred.Luthans,organizational behavior.

## **MBA(TA)-104**

### **ECO-TOURISM : TRENDS & PROSPECTS**

Maxi. Marks -100

External - 70

Internal - 30

- UNIT-I Concept and Origin – Emergence of Eco-tourism, Growth and development, Definitions, Types and Typology, Actors in Eco-tourism, Why people wish to go for Eco-destinations? How Eco-tourism is different form Sustainability tourism and attraction tourism. Theories and operational practices. of Eco-tourism Business.
- UNIT-II Eco Tourism Resources in Indian-National parks, Sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, coral reefs and desert Eco-system.
- UNIT-III Eco-Tourism Market – Identification of Eco-tourism market, Nature and canalization, Time of arrival , habits and preferences , group structure, Length of Stay, expenditure pattern with special case studies of developed countries : UK of USA.
- UNIT-IV Eco-Tourism Development Guidelines, construction of accommodation - Eco Lodge ,Hotel Types, Eco-tourism fee collection: entrance fee, event fee etc, destinations management : Local peoples participation, job opportunities, Handy Crafts & Souvenir selling. Running Eco-tourism training programme both at operational and promotional level.
- UNIT-V Eco-tourism Organizations – International Eco-tourism Society : USA, Australia , Inland Eco-tourism organization : Rajasthan, Sikkim, Kerala, Laksha Dweep, Andaman Nicobar.

#### **SUGGESTED READINGS:**

1. Khanna. D.P.S. : Glimpses of Indian Tribal life, Sarita Book House Delhi.
2. Negi Jagmohan : Tourism Development and Resource Conservation, Metropolitan Pvt. Ltd. N. Delhi .
3. Negi. S.S. : Handbook of National Parks, Sanctuaries and Biosphere Reserves in India, Indus Publishing Company, New Delhi.
4. Sinha. P.C. : Tourism Impact Assessment , Anmol Publications, New Delhi.
5. Singh, Tajvir & Kaur.J. : Studies in Tourism Wild Life Parks Conservation Metropolitan Pvt. Ltd. New Delhi.

## MBA(TA)-105

### COMPUTER APPLICATION

Max Marks -	100
External -	50
Practical -	20
Internal -	30

- UNIT-I COMPUTER FUNDAMENTALS:  
History of computers, Components of computer system, Computer Software, number systems, block diagram, operating systems, Compiler, Assembler, Interpreter.
- UNIT-II DISK OPERATING SYSTEM:  
Introduction to DOS, directory and file, displaying the list of file with DIR, making and changing directory, copying files, Internal and External DOS commands, date and time, format, type, del /erase, remove directory, hidden files, path, rename, disk-copy, print, x-copy, check-disk, mode, tree, backup and restore.
- UNIT-III FOX-PRO:  
What is database and fox-pro, loading fox-pro, creating database file, types of fields, using options with List, Close, Append, Create, Display, Locate, Edit/Change, Browse, Replace, Delete, Recall, Pack, Modifying, Memo field, Field Utilities, Sorting and Indexing database file.
- UNIT-IV REPORT GENERATION & PROGRAMMING IN FOX-PRO:  
Creating a Report format, feature, generating a report, Labels.  
Creating a program file, MODIFY COMMAND, DO WHILE - ENDDO, TRIM functions, SKIP, SCAN, FOR, TEXT, DO CASE.
- UNIT-V MS-WORD & MS-EXCEL:  
MS-Word: Creating document, mouse and keyboard operations, important keys, formatting opening and editing, designing a document, mail merge.  
MS-Excel: Introduction, Creating new worksheet, formatting opening and editing, Functions - ROUND (), SQRT (), AVERAGE (), MAX (), MIN (), COUNT(), SUM(), IF(), SUMIF(), ABS (), ROMAN (), UPPER (), LOWER (), CELL (), TODAY (), NOW ().

#### SUGGESTED READING:

1. R.K.Taxali : PC Software make Simple.
2. R.K.Taxali : Fox-Pro  
Ed. Bott : Microsoft Office 97'  
Jim Boyce  
Faith Wempen
3. Peter Norton's : DOS Guide, special Edition (6.2 Version)
4. Computer Concepts and Applications.
5. Suresh K. basandra: Galgotia's Computer Today
6. Sanjay Saxena : A First course in Computer.

## **MBA(TA)-106**

### **FINANCIAL MANAGEMENT**

Maxi. Marks -100

External - 70

Internal - 30

- UNIT-I **INTRODUCTION:**  
Concept of Finance and Accounting function. Types of financial decisions, importance ,objectives, organization and responsibilities of finance function. Role and status of financial executive in organization structure.
- UNIT-II **PATTERNS OF FUNDS REQUIREMENTS:**  
Short-term, medium-term, and long-term financial planning , Capitalization , Types of securities and their evaluation from income, Risk and Control point of view.
- UNIT-III **CAPITAL STRUCTURE PLANNING:**  
Approaches to capital structure objectives and determinants of optimum capital structure, Cost of capital, operating and financial leverage analysis.
- UNIT-IV **CAPITAL BUDGETING:**  
Process and methods of ranking, investment proposal management of corporate debt capacity, Dividend, decisions and dividend policy.
- UNIT-V **WORKING CAPITAL MANAGEMENT:**  
Concepts of working capital, Management of inventory and Accounts Receivables , Tools for analysis of working capital.

#### **SUGGESTED READINGS:**

1. I.M.Pandey : Financial Management, Vikas Publication
2. Khan & Jain : Financial Management
3. Prasanna Chandra : Financial Management.

## **MBA(TA)-107**

### **COMMUNICATION SKILLS & PUBLICATION RELATIONS**

( Non Credit Paper but Passing Marks are Compulsory )

- UNIT-I **COMPREHENSION:**  
Reading-One Act-Play, Pronunciation, Vocabulary.
- UNIT-II **VERBAL COMMUNICATION SKILL:**  
Formal & Informal Conversation-greetings, Dealing, Dealing with guests, Colleagues , workers, Presentations, Meetings, Seminars, Readings of Reports etc. Telephonic Conversation.

- UNIT-III      COMPOSITION:  
Business Letters , Application, Notices, Advertisement, Reports.
- UNIT-IV      Consulting Dictionaries, Encyclopedias, Maps-Good Reading Habits, General awareness, Group Discussion, Personal Grooming-Dress, Etiquette.
- UNIT-V      PUBLIC RELATION AND PUBLICITY:  
Definition, Public Relation in Tourism Marketing.

## **MBA(TA)-201**

### **INDIAN SOCIETY AND CULTURE: A TOURISM PERSPECTIVE**

Maxi. Marks -100  
External      - 70  
Internal      - 30

- UNIT-I      Brief understanding of Indian History, Cultural heritage of India. Structure of Indian Society , Caste system of India , Ashram Vyavastha.
- UNIT-II      Elementary Knowledge of the chief Indian Communities and religions-Hindu, Buddhist, Jain, Muslim, Sikh, Christian, Tribes.
- UNIT-III      Elements of Indian Philosophy: Orthodox (astika) or six chief Philosophical systems (popularly known as sad- Darshana), namely, Mimansa , Vedanta , Sankhya , Yoga Nyaya and Vaishesika. Heterodox ( nastika )- The Charakavas , The Buddhists and the Jains.
- UNIT-IV      Elementary knowledge of Indian Art – Sculptures (with special reference- To the Indian Valley , Mauryan , Sunga , Mathura and Gandhare school of Art , Satavahana gupta , Sculptures of the other dynasties of north and south India- with special reference to the Chandellas Kalachuris , Pallavas Rashtrakutasitas , Cholas and Chalukyasa). Painting- Ajanta paintings ,Mughal paintings and Rajput paintings.
- UNIT-V      Indian rituals, Spirit of Indian culture - multiplicity, Unity of diversity.

#### **SUGGESTED READINGS:**

1. Acharya Chatursen      : Bhartiya Sanskriti ka Itihas.
2. Chatterjee and Dutta      : An Introduction to Indian Philosophy
3. Cravern R.C.      : A Concise History of Indian Arts, Vikas Publication
4. Ghosh G.K.      : Tribal and their Culture, Vol. I,II,& III Ashish Publication.
5. Majumdar D.N.      : Races and Cultures of India, Asia Publications

## MBA(TA)-202

### MARKETING MANAGEMENT -I

Maxi. Marks -100

External - 70

Internal - 30

#### UNIT-I INTRODUCTION:

Marketing - Definition, Concept, Company's orientation towards marketplace, Process, Marketing Mix.

#### UNIT-II ANALYZING MARKETING OPPORTUNITIES:

Marketing Research : Definition, Significance, Procedure and Scope.  
Marketing Environment : Introduction to Micro and Macro environment, Scanning the major macro environment.

#### UNIT-III FORECASTING MARKET DEMAND AND MARKET SEGMENTATION:

Forecasting Market Demand: Estimating current and future demands.  
Market Segmentation: Patterns of market segmentation, Procedure, Bases for segmenting consumer markets.  
Product Differentiation and Product Positioning.

#### UNIT-IV PRODUCT, PRICING AND DISTRIBUTION STRATEGIES:

Product: Concept, Classification, Product Life Cycle (PLC), Branding and Packaging.  
Pricing: Objective, Selecting a Pricing Method, Promotional Pricing, Price Discounts and Allowances.  
Distribution: Channel management, Retailing, Wholesaling and Physical distribution.

#### UNIT-V COMMUNICATION AND PROMOTION STRATEGIES:

Communication: Process, Barriers in effective communication, Channels of communication.  
Promotion: Advertising, Sales promotion, Personal selling, Direct marketing.

#### SUGGESTED READING:

1. Kotler.P., Marketing Management, Prentice Hall
2. McCarthy/Perreault, Basic Marketing.
3. Grashof, Brogowics, McCarthy, Reading in Basic Marketing.

## MBA(TA)-203

### TOURISM MARKETING AND CONSUMER BEHAVIOUR-II

Maxi. Marks -100

External - 70

Internal - 30

- UNIT-I INTRODUCTION:  
Hospitality marketing, Tourism marketing, Service marketing, Management strategies for service industry.
- UNIT-II MARKETING INFORMATION SYSTEM AND RESEARCH:  
Computer application in tourism MIS, Importance of marketing research in tourism industry, Scanning the different micro and macro tourism environment.
- UNIT-III PRACTICAL IMPLEMENTATION OF TOURISM MARKETING:  
Market Sementation & Targeting - Case study.  
Product Levels & Product Life Cycle - Related strategies, Pricing strategies, Tourism marketing intermediaries, Effective ways for working with tourism marketing intermediaries, Promotional activities in tourism marketing.
- UNIT-IV DESTINATION MARKETING:  
Globalization of tourism industry, Management of tourist destination, Segmenting and monitoring the tourist market, Organising and managing tourism marketing.
- UNIT-V CONSUMER BEHAVIOUR:  
Concept, Models, Individual determinants of consumer behaviour, Environmental influences on consumer behaviour, Consumer involvement in the buying decision.

#### SUGGESTED READINGS:

3. Holloway I.C. & Plant R.V., Marketing for Tourism Pitman.
4. Lumsdom Les, Marketing for Tourism, Macmillan.
5. Kotler P., Marketing for Hospitality & Tourism, Prentice Hall.

## **MBA(TA)-204**

### **FOREIGN LANGUAGE (FRENCH)**

Maxi. Marks -100

External - 70

Internal - 30

- UNIT-I Translation of simple sentences from French into English.
- UNIT-II Translation of simple sentences from English into French.
- UNIT-III Questions based on grammar of unit 1, unit 2 and unit 3 of the prescribed book.
- UNIT-IV Questions on the lessons of unit 1, unit 2 and unit 3 of the prescribed book.
- UNIT-V Dialogue writing on a topic taken from the first 3 units of the prescribed book.

#### **BOOK PRESCRIBED :**

1. Panorama (Part - I) - Unit 1, Unit 2 and Unit 3 - Jacky Girardet, Jean-Marie Cridlig.

#### **BOOKS RECOMMENDED :**

1. Initial - Part-I
2. Bonne Route
3. Sans Frontiere - Part I  
Dictionary : Larousse, Cassels, Oxford, Collins.

## **MBA(TA)-205**

### **COMPUTING & INFORMATION SYSTEMS IN TOURISM**

Max Marks : 100

External : 50

Practical : 20

Internal : 30

- UNIT-I MANAGEMENT INFORMATION SYSTEM:  
Concept of MIS, Structure, Basic Information Systems: Marketing Information system and Personal Marketing System, Concepts of Decision Making and its Models.



## **MBA(TA)-206**

### **TRAVEL AGENCY AND TOUR OPERATIONS**

Max Marks :100

External : 70

Internal : 30

#### **UNIT-I INTRODUCTION:**

Definition of Travel Agent and Tour Operators and distinction between The two. History of travel agency system in India since the institution of Pandas to the present age . Changing status of travel agents and tour Operations. Rights , duties and nature of their activities. Role of Travel Agents and Tour Operators in the 21<sup>st</sup> century.

#### **UNIT-II FUNCTIONS AND SERVICES:**

Functions of Travel Agents and Tour Operators. Detailed study of the following services:

- (i) Planning of sight-seeing and shopping.
- (ii) Preparation of Itineraries.
- (iii) Ticketing- Rail reservations and Airline reservations.
- (iv) Marketing of Tourism packages.
- (v) Transportation, Accommodation and other auxiliary services.
- (vi) Providing professional knowledge and experience ,foreign currency exchange, train schedules , airline tariff , Hotel rates and documentary requirements.

Economies of Travel agency, Business and need for professional guidance. How to “sell” travel.

#### **UNIT-III ORGANISATIONAL STRUCTURE AND LINKAGES:**

Organizational structure of travel Agents and Tour operators . How to form a Travel Agency & Linkages of the Travel Agents and Tour Operators with---( I ) transporters (II) Accommodation providers (III ) Rail and Airlines (IV) National and International Travel Associations . Job training for Guides etc.

#### **UNIT-IV LEGAL RESPONSIBILITIES AND INCENTIVES :**

Legal responsibilities of Travel Agents. Difficulties of Travel Agents. Incentives—Remuneration and Earning . Familiarization Trips . Important Guidelines and literature for Travel Agency business .State and Travel agency.

#### **UNIT-V GOVERNMENT AND TOURISM:**

Important activities of the Central and State Government for building. The infrastructure of Tourism Industry with special reference to the Objectives , management working and future prospects of : ( I ) ITDC (II ) STDC.

#### **SUGGESTED READING:**

1. The Indian Travel Agent : Chatterjee
2. Travel Agent & Tour Operation : Jagmohan Negi

## **MBA(TA)-301**

### **MANAGEMENT OF HUMAN RESOURCES**

Max.Marks:100

External : 70

Internal : 30

- UNIT-I **INTRODUCTION TO HRM:**  
Definition, scope, origin, philosophy. Challenges of Modern Human Resource Management: technological, economic , demographic , cultural and governmental.
- UNIT-II **EMPLOYEE SELECTION AND PLACEMENT:**  
Strategic Human Resource Planning process, analyzing present employees ,forecasting employment needs ,implementing human resource plan. Job Analysis and Recruitment: sources of recruitment, Alternatives to recruitment, Job Description and Job Specification, Staffing and Selection process: Application blanks, Employment interviews, Tests, Assessment centers, Making selection decision.
- UNIT-III **EVALUATING PERFORMANCE AND PRINCIPLES OF TRAINING AND DEVELOPMENT:**  
Principles of Learning, Levels of Learning, Need for training, Training and Development Techniques, Career development programmes and management development programmes.
- UNIT-IV **COMPENSATION AND BENEFITS:**  
Wage and Salary Administration, Wage structure decision, Pricing the job, Financial incentives: Money and motivation, Incentive compensation, need for rational Wage policy, Employees benefit: Fringe benefits etc.
- UNIT-V **INDUSTRIAL RELATION:**  
Labour relation, Trade Union, Union structure and leadership, Collective Bargaining, Its process, Grievances and Disciplinary Procedures, Employees safety program, health program, Product Design, Eco-Market and Child Labour, Gender Sensitivity.

#### **SUGGESTED READINGS:**

1. V.P Micheal, Human Resource Management & human Relations.
2. R.S.Dwivedi, Management of Human Resource
3. Dale Yoder, Personnel Management and Industrial Relations.

## **MBA(TA)-302**

### **BUSINESS RESEARCH AND QUANTITATIVE TECHNIQUES**

Maxi. Marks -100

External - 70

Internal - 30

- UNIT-I      CONCEPT OF RESEARCH & RESEARCH DESIGN:  
Nature and objective of Research , Significance of Research , Types of Research , Steps in Research process. Concept , Types and Stages in Research Design , concept of a research problem , selection and formulation of a research problem.
- UNIT-II      HYPOTHESIS: A TEST OF SIGNIFICANCE AND DATA COLLECTION:  
(a) Hypothesis concept and source of hypothesis, procedure for formulation of hypothesis , types of hypothesis.  
(b) Test of significance in large sample, standard error, Difference of mean test of significance in small T-test, F-test, & Z-test.  
(c) Collection of Primary Data: direct personal investigation, indirect oral investigation, local reports, schedules and questionnaires, drafting and presentation.  
(d) Collection of secondary data: source of secondary data, editing and scrutinizing of secondary data.  
(e) Census, Sample and Universe: Concept, method of census sample and types of sample and universe.
- UNIT-III      PROBABILITY:  
Meaning and importance of the concept of probability, Basic terminology, Calculation of probability, addition theorem , multiplication theorem. Association of attribution, Chi- square test, meaning and uses of Chi-square measure.
- UNIT-IV      CONCEPT OF OPERATION RESEARCH AND LINEAR PROGRAMMING:  
Definition, characteristics, Scope of OR, Limitations of OR, Uses of OR in managerial decisions. Meaning of Linear Programming, Advantages and limitations of linear program, application areas of linear program, formation and graphic methods of solution of simple linear programming problem.
- UNIT-V      TRANSPORTATION'S PROBLEMS AND DECISION THEORY:  
Introduction, balanced or unbalanced transportation problems. Applications of transport problem, Financial and initial feasible solution by north west corner method, test of optimality by stepping stone method. Introduction and structure of decision making problems, types of decision making criteria, decision making under certainty, decision making under risk, decision making under uncertainty.

SUGGESTED READINGS:

1. S.P.Gupta&Kapoor, Statistical Methods,Sultan Chand
2. N.K.Sharma, Statistical Tecchniques,Mangal Deep,Pub,Jaipur
3. Curisine & Slater, Quantitative Methods for Business Decision
4. Richard, Lewin, Statistics for Management,Prentice hall.

**MBA(TA)-303**

**TOURISM POLICY AND PLANNING**

Max.Marks:100

External : 70

Internal : 30

- UNIT-I Planning for Tourism, H.R.D., Planning Tourism resorts, planning at Regional head, National level and International level.
- UNIT-II National and International Tourist Organization planning for Tour components and problems of standards.
- UNIT-III International Tourism - Growth, characteristics Issues, Problems, Processes and factors effecting International Business.
- UNIT-IV Planning for Ecology and Environment protection, planning for youth and sports tourism.
- UNIT-V International co-operation in Aviation International safety, health and hygiene, standardization of immigration procedures.

SUGGESTED READINGS:

1. Travel Agency & Tour Operation : Dr.Jagmohan Negi
2. Tourism & Travel Concepts and Principles : Dr.Jagmohan Negi
3. Tourism Development & Resource Conservation : Dr.Jagmohan Negi

## **MBA(TA)-304**

### **MADHYA PRADESH TOURISM**

Max.Marks:100

External : 70

Internal : 30

- UNIT-I **Madhya Pradesh** - Its Geography, Geology, Climate, Flora, Fauna, River, Mountain.
- UNIT-II **Brief history of Madhya Pradesh** - Ancient, Medieval and Modern with special reference to tourism perspective.
- UNIT-III Heritage, Pilgrimage, Sanctuaries, National Park and Fair and Festivals of Madhya Pradesh.
- UNIT-IV Transport, Accomodation, Other Facilities and Amenities available in M.P.
- UNIT-V Tourist flow in M.P. and their social and economic impact, role of government, private and public sector in the promotion of tourism in M.P.

#### **Suggested Readings :**

1. Ancient Geography of M.P. - Bhattacharya D.K.
2. M.P. Ek Bhugolik Adhyan - Thakur Promila
3. Regional Geography of India (Relevant Chapter) - Singh R.L.
4. All Districts Gazettes of M.P.
5. All the Publications of Archaeological Survey of India.
6. M.P. Ka Puratatvya Sangrah Granth - Sharma R.K.
7. M.P. Tourism Policy Reports.
8. M.P.T.D.C. Publications.

## **MBA(TA)-305**

### **FOREIGN LANGUAGE (FRENCH)**

Maxi. Marks -100

External - 70

Internal - 30

- UNIT-I Translation of a simple passage or sentences from French into English.
- UNIT-II Translation of a simple passage or sentences from English into French.
- UNIT-III Questions based on the grammar of unit 4, unit 5 and unit 6 of the prescribed book.
- UNIT-IV Questions on the lessons of unit 4, unit 5 and unit 6 of the prescribed book.
- UNIT-V Letter writing formal/informal.

#### **BOOK PRESCRIBED :**

1. Panorama (Part - I) - Unit 4, Unit 5 and Unit 6 - Jacky Girardet, Jean-Marie Cridlig.

#### **BOOKS RECOMMENDED :**

1. Initial - Part-I
2. Bonne Route
3. Sans Frontiere - Part I  
Dictionary : Larousse, Cassels, Oxford, Collins.

## **MBA(TA)-306**

### **INDUSTRIAL TRAINING**

I. Viva-Voce - 30

II. Tour Report - 30

III. Presentation - 40

Total Marks - 100

**Note:** Candidates are to be examined by an external and an internal examiner.

## **MBA(TA)-401**

### **ADVENTURE TOURISM OPERATIONS**

Maxi. Marks -100

External - 70

Internal - 30

- UNIT-I Definition, Scope, trends and Opportunities in Adventure Tourism. Beginning of Adventure tourism in India.
- UNIT-II Wild life Tourism, National Parks, Sanctuaries Biosphere Reserves Marine Parks, Safaris.
- UNIT-III Mountaineering Tracking, Sea Beach, and Island Tourism, Concept of carrying capacity and impart Assessment.
- UNIT-IV Winter-sports, water-sports, Zero- sports , Youth Tourism , Sport Tourism and other avenues of Adventure Tourism and Wild – life Tourism.
- UNIT-V Existing Infrastructure for Adventure and wild life tourism, future prospects of Adventure tourism in India. Importance of Human Resource In Adventure Tourism, Equipment's and Training centers.

#### **SUGGESTED READINGS:**

1. Adventure Tourism : Satyendra Singh Malik

## **MBA(TA)-402**

### **BUSINESS POLICY**

Max.Marks-100

External - 70

Internal - 30

- UNIT-I **BUSINESS POLICY-AN INTRODUCTION:**  
Nature , importance , purpose and objective of business policy. Various terms in business policy , Levels of strategy.
- UNIT-II **AN OVERVIEW OF STRATEGIC MANAGEMENT:**  
Nature of strategic decision making, Patterns of strategic behavior, Process of strategic management.
- UNIT-III **STRATEGY FORMULATION:**  
Environmental Appraisal-components, environmental scanning, environmental appraisal .Organizational appraisal –Organizational capability factor, organizational appraisal. Strategic alternatives-modernization strategies, diversification strategies, integration, merger and joint venture .Strategic Choice-corporate portfolio analysis, SWOT analysis, factors in strategic choice.

UNIT-IV      STRATEGY IMPLEMENTATION:  
Project and procedural implementation, Structural Implementation-structural considerations, structures, organization. Design and change .Functional Implementation-financial/marketing/operations/personnel plans & Policy. Behavioral Implementation – leadership, corporate culture, personal values and business ethics.

UNIT-V      STRATEGY EVALUATION:  
Strategic Control-basic types of control. Operational control-process of evaluation and control. Role of organization system.

**SUGGESTED READINGS:**

1. Azhar Kazmi, Business Policy
2. P.K.Ghosh, Business Policy

**MBA(TA)-403**

**TOURISM IMPACTS**

Max.Marks-100

External - 70

Internal - 30

UNIT-I      Introduction: concepts, definitions and historical development of tourism, Types of tourists: tourist, traveler, excursionists, form of tourism: inbound, outbound, domestic, international, Manila Declaration.

UNIT-II      Tourism system & environment, Introduction to demand for tourism patterns. Patterns and characteristics of the supply of tourism.

UNIT-III      Determents and motivations of tourism demand, Impacts of tourism at the destination, Factors affecting the future of tourism business.

UNIT-IV      Emergence of mass tourism in modern world economic and other factors.

UNIT-V      Tourism Impact Assessment: Organisation, Research issues, Impact studies, Relationships, Economic benefits, Environmental impacts, Social-cultural impacts etc.

## SUGGESTED READINGS:

1. Tourism Systems : Mill & Morisson
2. Successful Tourism Management : Prannath Seth
3. Tourism Development : R. Gartner
4. Tourism Planning And Management : J.K. Sharma
5. Tourism Principles And Practices : Mclontosh , R.W.
6. Economic Impact of Tourism Development (An Indian Experience) : Kunal Chattopadhyay
7. Tourism Management : P.C. Sinha

## **MBA(TA)-404**

(ELECTIVE No.1)

### **CONFERENCE AND CONVENTION MANAGEMENT**

Max. Marks-100

External - 70

Internal - 30

UNIT-I Introduction to Meetings, Incentives ,Conventions ,and Exhibitions (MICE). Definitions Conference and the components of the conference marker. Introduction to the convention Venues.

UNIT-II The nature of convention markets, demand for conference felicities .The growth and development of the industry. The economic and social significance of convention. The impact of conventions on local and national communities. International market perspectives

UNIT-III The association market: future trends of trade, social and government associations. Organizational structure of associations, Financial structure of associations. International associations market.

UNIT-IV New product development to serve the corporate market. Trade shows and exhibitions: Principle purposes, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention / Exhibition facilities, benefits of convention facilities , inter-related venues. Project planning and development ,meeting planers / convention manager , organization and planing events, major attributes of meeting planners , types of meeting planers , convention and visitors bureau , bureau structure and funding.

UNIT-V Contract Negotiations, the Law and meeting professionals ,meeting & convention check lists. Development of convention hotel sales and marketing plans. Hotel convention service management. Transportation: group fares, airline negotiations ,extra services ,cargo transportation. Food and beverage planning and operation management. Incentive tours: major incentive market in the world. Basic infrastructure requirements for organizing incentive tours.

**SUGGESTED READINGS:**

1. Albert and Zamke (1985) Service America! Warner
2. Coleman ,Lee Finkle(1991)Power house conferences, Educational institute of AH&MA.
3. Hoyle, Dorf and Jones(1995)Managing conventions and group business.Educational institute of AH&MA.

**MBA(TA)-404**  
(ELECTIVE No-2)

**TOURIST & VISITOR INTERPRETATIONS**

Maxi. Marks -100  
External - 70  
Internal - 30

UNIT-I The visitor Experience: The public in tourism and visitor services, Experiences of place and event, manipulation and packaging of other places and other times. Origin of interpretations: Topographical literature, promotional materials.

UNIT-II Population understanding of place , time , buildings and nature , the theories of signs , the desire for knowledge , guidance , information and Education practice difference , the state of public knowledge's , educational Legacies , television as standard for presentation , remnants from personal Experience.

UNIT-III Image and promoting: Perceptions and Reputations: Case study example of the role of Art galleries and Collection of creating place images, Examination of professional and public assessments and use of such facilities, Evaluation of gallery presentation and interpretation.

UNIT-IV Interpretive Design: Getting to the site or location assessment and design of Access, signs, way side promotion TICS, invitational literature etc. Getting round the site- assessment and design of in-site-navigation , house style , Sign for specialist groups. Interpreting Artifacts approaches and techniques available, briefing techniques assessment of product through user reaction.

UNIT-V Interpreting sites, potential of public and private agencies, interpretation of specific groups, especially the young. Professional Development: interpretative planning, training staff for interpretation, evaluation techniques, source of professional assistance Economic, evaluation of interpretation: the confused values of gallery and Museum management, interpretation as an immature art or a developed Management science.

SUGGESTED READING:

1. Goodey B& Parkin I, Urban Interpretation:Vol-I issues & setting ;Vol-II Techniques and opportunities ,working papers,school of planning,Oxford polytechnic,1991.
2. Pond.k.l.,The Professional Guide :Dynamics of tour guiding, Van Nostrand Reinhold NY,1993.

**MBA(TA)-405**  
(ELECTIVE No.-3)

**ATTRACTION MANAGEMENT**

Maxi. Marks -100  
External - 70  
Internal - 30

UNIT-I TYPES OF ATTRACTION:  
Natural or Man-made, Different categories of attraction -Historical buildings, gardens, museums and art galleries etc. with emphasis on India.

UNIT-II Attraction of wild life & other attractions, like National Parks, Zoos, Wild-Life sanctuaries, Country Parks, Leisure Parks, Visitor centers etc. Desert Safari, Hiking, or Skiing, River Rafting, Mountaineering etc.

UNIT-III RESORT MANAGEMENT:  
Planning and Development. Recreational activities and facilities, Personal Organizational & human relations. Front of the House management. House Keeping F&B laundry, Energy. Accounting and purchasing, Safety and Security. Resort marketing & Promotion.

UNIT-IV GUIDING SKILLS-I:  
Touristinerary preparation, town costing, tour co-ordination, Role and Responsibility of a tour guides. Main pre-requisites of a guide : courtesy Behavior, Dress art of conducting sightseeing tours in an informative And entertaining way.

UNIT-V GUIDING SKILLS-II:  
Escorting group movements, Escorting VIPs and special interest Groups. Handling Tourist complaints safety & security of tourists, First Aid.

SUGGESTED READINGS:

1. Anand M.M. : Tourism and Hotel Industry in India
2. Boordman R.D. : Hotel & Catering – Costing and Budgeting
3. Kohali M.S. : Mountaineering in India
4. Jagmohan Negi : Tourism and Travel – Concepts and Principles
5. Singh T.V. & Kaur J. : Studies in Tourism, Wild Life & Park Conservation.

**MBA(TA)-405**  
(ELECTIVE-No.4)

**BASIC CARGO RATINGS & DOCUMENTATIONS**

Maxi. Marks -100  
External - 70  
Internal - 30

UNIT-I Familiarization of Cargo Tariffs. Rules regarding cargo acceptance. Rounding of weights / dimensions / currencies. Chargeable weight And principles of cargo rates.

UNIT-II General Cargo Rates: Concept and rating , specific commodity rates. Valuation charges. Airway Bill . Disbursement(DB) and charges Collect (CC) fees . Government documents.

UNIT-III Shipping Bill & other Export/ Import formalities, including Customs formalities.

UNIT-IV Aircraft Cargo configuration and capacity Familiarization. Cargo needing special attention (special Loads). Live Animals Regulations . Introduction to dangerous regulations.

UNIT-V Cargo Agency Sales Reports, Cargo Agency Commissions. Basics of Customs Regulations & Acts with reference to Cargo.

**SUGGESTED READING:**

1. The Air Cargo Tariff (TACT) Rates Book (bi-annual) Rate Books world wide(Published every two months)Rate Books North America(Published every two Months)
2. AITA live Animals Regulations manual(Annual)
3. AITA special Loads Manual(annual)

**MBA(TA)-406**  
(ELECTIVE No.5)

**ACCOMMODATION MANAGEMENT & RESORTS**

Max.Marks:100  
External : 70  
Internal : 30

**UNIT-I**      **INTRODUCTION:**

Introduction to Hotel industry, historical background, present trends, future prospects. Hotel industry in India; F.H.R.A.I. and its role, governments participation in and contribution to hospitality industry. Classification of hotels; a) Indian standards b)International standards, hotel chains and groups; a)Indian b)International.

**UNIT-II**      **HOTELS: AN INSIDER'S VIEW:**

Hotel typology, Organization chart and hierarchy, Handling customers: a hotelier's orientation, Attribute of a good hotelier. Problems facing the hotel industry: a) human b) technological c) social d) political e) financial.

**UNIT-III**      **PRINCIPLES OF MANAGEMENT:**

Principles of hotel management, Components, Methods, tools & techniques, Rules and regulation applicable to a hotel guest, Duties & responsibilities of a hotel towards its guests, Hotel Law ( Indian & International ), Licenses & Permits necessary for opening & operating a hotel.

**UNIT-IV**      **FINANCIAL MANAGEMENT:**

Facility planning & Infra structure development , Principles and methods of pricing , Strategies for Revenue optimization, Controls department and its functions, Preventing frauds , Staying competitive : short term and long term perspective.

**UNIT-V**      **HUMAN RESOURCE MANAGEMENT:**

Manpower planning, Obstacle to effective manpower planning , Influence of unions: Indian scenario, Training institute in India and abroad.

**SUGGESTED READINGS:**

1. Tourism & Hotel Management : Pushpinder S. Gill
2. A Technical Guide to Hotel Operation : B. K. Chakrabarty
3. Principles of Classification of Hotels Tourism Resorts & Restaurants : Jagmohan Negi

4. Everyday Guide for Managing Staff  
in Hotel & Restaurants : H.L. Kumar
5. The Management of Hotel  
Management : Cassell
6. Professional Hotel Management : Jagmohan Negi
7. Service- Heart of Hospitality : R.P. Singh

**MBA(TA)-406**  
(ELECTIVE No.6)

**TRANSPORTATION MANAGEMENT**

Max. Marks: 100  
External: 70  
Internal :30

- UNIT-I History of Transport and its Chronological Development. Importance of Transport in Tourism.
- UNIT-II Patterns of Demand for Tourism and Transportation. Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India.
- UNIT-III Surface Transport System, Approved Transit Transport, Document connected with Road Transport, RTO, Transport and Insurance Documents, Road Taxies Fitness Certificates.
- UNIT-IV Rail Transport System, Major Railway System of world, Indian Railways. Past, Present, Future Tourist Trains, viz Palace on wheels, Royal Orient Facilities offered by Indian Railways like Rail Yatri Niwas.
- UNIT-V Water Transport System, Historical Past, Cruise ship, River Canal boats. Future prospectus of Water Transport in India.

**Suggested Readings:**

1. Travel Industry , Chunk Y. Gee
2. Transport for Torism ,Stephen Page
3. Successful Tourism Management , P.N.Seth
4. Tourism System ,Mill,R.C. And Morrison
5. Tourism & Travel Concepts and Principles , Jagmohan Negi

**MBA(TA)-407**

**COMPREHENSIVE VIVA**  
**FIELD STUDY AND TOUR REPORT**

- |      |  |      |
|------|--|------|
| I.   | Comprehensive Viva -Voce                       | - 50 |
| II.  | Field Study Tour Report (3 <sup>rd</sup> Sem.) | - 30 |
| III. | Report Presentation                            | - 20 |

Total Marks -100

**NOTE-** Candidates are to be examined by an external examiner and internal examiner.



**M.B.A. (TOURISM ADMINISTRATION)**  
*(TWO YEARS FULL TIME PROGRAMME)*

2009-2011

**SCHOOL OF STUDIES IN TOURISM  
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JIWAJI UNIVERSITY  
GWALIOR-474011**

