

# **MBA (Travel & Tourism Management)**

ACHARYA NAGARJUNA UNIVERSITY

## **401: MARKETING OF TOURISM**

### **Unit - I**

*Definition of Marketing Concepts:* Need and Importance – Marketing for Tourism – the tourism product – Special features of Tourism Marketing – Marketing Functions – Market Research – Market Segmentation – Tourism Marketing Mix.

### **Unit - II**

*Understanding the Market and the consumer:* Marketing Environment – Consumer Behaviour in tourism – Buyer Decision Process – Demand forecasting - Market Segmentation – Targeting – market Positioning.

### **Unit - III**

*The P's of Marketing Product:* Designing – Branding and Packaging – new Product Development – *Product Life Cycle:* Price - Strategies and Approaches ; Place - Channels of Distribution , Promotion - Advertising – Sales Promotion – Publicity – Personal Selling ; Other P's.

### **Unit - IV**

*Marketing of Tourism – Related Activities:* Trends in Tourism Marketing – Marketing of Airlines, Hotels, Resorts, Travel Agencies and Other Tourism Sub – Sectors and Products.

### **Unit - V**

*Developing Marketing Skills for Tourism:* Creativity – Self Motivation – Team Building – Personality Development. Marketing Communication: Advertising, Planning the Advertising process, Advertising Agency Selection, Sales Support - Sales Support Techniques, Tourist Publicity.

### **REFERENCE BOOKS:**

1. Stanton William. J, 'Fundamentals of Marketing, McGraw Hill, New York, 1999
2. Kotler, P , 'Marketing Management', PHI, Delhi, 2006
3. Neelamegham, S, 'Marketing in India: Cases & Readings', Vikas, New Delhi, 1998
4. Ramasamy VS & Namakumar.S, 'Marketing Management: Planning & Control', Macmillan, New Delhi, 1990.
5. Loway I C and Plant R V (1992): Marketing for Tourism: Pitman.
6. Witt S and Moutinho L (1994) Tourism Marketing and Management Handbook, Prentice Hall New Jersey.
7. Tourism Business and Marketing – Pran Nath Sen.
8. Marketing for Hospitality and Tourism, Philip Kotler, Pearson Education.

# **MBA (Travel & Tourism Management)**

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## **402: E-TOURISM**

### **UNIT – I**

Introduction to E-Tourism, Historical Development – Electronic Technology for data processing and communication – Strategic, Tactical and operational use of IT in Tourism. Social Networking: Meaning, Importance and its impacts on tourism business.

### **UNIT - II**

E-Commerce – Stating an E-Business in Tourism – Typologies of E-Tourism: Business models – Business to Business (B2B) – Business to Consumer (B2C) – Consumer to Business (C2B) – Consumer to Consumer (C2C) – Business to Employees (B2E) - & Business to Government (B2G).

### **UNIT – III**

Payment System in E-Tourism – Payment Gateway – Billing and Settlement Plan (BSP) – Security Issues and Certification – Feature of E-Tourism – Travel Blogs – E-Marketing and promotion of Tourism Products – Challenges for conventional business models & Competitive strategies.

### **UNIT – IV**

Global Distribution System (GDS): Origin and Concept – Advantages and Adaption in Modern Transactions – Features: Tickets – Hotels – Car Rentals – Identifying 5 Major Service Providers with Unique Features – Latest trends of GDS.

### **UNIT – V**

MIS: Organizational Theory and systems approach to MIS, Conceptual Design phase of MIS, Detail design of MIS, Implementation phase, Quality Assurance and Control, Management Knowledge System.

A special case study: The Future of The Travel Agency – Competitive Advantage / Necessity: The Travel and Hospitality Industry in the 21<sup>st</sup> Century.

### **TEXT BOOKS:**

1. Sheldon P. (2002), Tourism Information Technology, CABI.
2. Inkpen G. (2000), Information Technology for Travel and Tourism, Addison Wesley.

### **REFERENCE BOOKS :**

1. Ecommerce & Information Technology in Hospitality, Zongqing Zhou, Thomson Publishers 2004.
2. Web Commerce Technology Handbook – Daniel Minoli and Emma Minoli.
3. E-Commerce: Strategy, Technologies and Applications by David Whitley.
4. Internet for everyone – Author: Alexis Leon and Mathews Leon.
5. Starting an Ecommerce Business for Dummies – George Holden.
6. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall, India.
7. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
8. Rayport J.F. & Jaworski B.J. (2002), Introduction to E-commerce, McGraw-Hill.
9. Malvino A.P (1995), Electronic Principles, McGraw-Hill.

# **MBA (Travel & Tourism Management)**

## **ACHARYA NAGARJUNA UNIVERSITY**

### **403: ECO-TOURISM**

#### **UNIT – I**

Environmental Studies: Definition, Scope and Importance; Nucleus of Environment – Evolution of life and Environment: Man and Environment – “Environment does not belong to man, man belongs to the Environment” – Futurology - Sustainable Tourism and the Environment – Sustainable Tourism Illusion or Realistic Alternative – The Biggest Industry the World has Ever Seen: The Future of World Tourism - Tourism and the Environment — Sustainable Tourism Development.

#### **UNIT – II**

Emergences of Eco-Tourism – Growth and Development – Definitions – Principles of Eco-Tourism – An overview of Eco-Tourists.

Eco-Tourism Resources in India: Caves, National Parks, Wild Life Sanctuaries, Tiger Reserve, Biosphere Reserve, Wet Lands, Mangroves, Coral Reefs, and Desert Eco System - Heating up Environmental Education and Communication – Pro Poor Tourism – Economics and Environment – Fresh Water and the Environment *Eco-Tourism as a business*: Eco-Tourism Industry – stake holders in Eco-Tourism Business planning – Business sectors – Product interpretation and quality control.

#### **UNIT – III**

Eco-Tourism Development – Sustainable Eco-Tourism – Resource Management – Socio-Economic Development – Eco-Tourism polices – Planning and implementation – Eco-Friendly Facilities and Amenities to the Tourists and the general public – Carrying capacity – Alternative Tourism – Responsible Eco-Tourism – Urbanization and the Environment – Children’s Health and Economy and public Health – Population and the Environment – Saving our planet Earth – Forests – The Earth’s Lungs. Ecosystem.

#### **UNIT - IV**

Population growth and Forests – Population and Biodiversity – Genetic Diversity and Food Security – Global Warning: Worrisome Sign – An Agenda for Change – Using Economics to Advantage.

Environmental Pollution: Land, Air, Water and Noise pollution with special reference to tourism activities – Green House Effect – Depletion of ozone layer treats the Global Warming.

#### **UNIT –V**

Economics and Sustainable Development – Employment and Promoting Ecology – Eco-Tourism strategies with special reference to Environmental protection – Eco-Tourism Development – Agencies – Role of the International Eco-Tourism Society – The UNWTO – UNDP – WWF – Minister of Tourism Department of Forest and Environment Government of India.

Green Climate: always the best choice for Tourists to spend their leisure with family and friends.

#### **REFERENCE BOOKS:**

1. Madhav Gadgil & Ramchandra Guha : The Fissured land; An ecological history of India OUP, Delhi 1992.
2. Wernes Wolfgang (ed.): Aspects of Ecological Problems and environmental awareness in South Asia, New Delhi, 1993.
3. Tourism & Environment: Dr.M.Lakshmi Narasaiah : Discovery Pub. House, New Delhi, 2003.
4. Glimes of Environment by Dr. K.V.S.G Murali Krishna, VGS Book Links Published.
5. Environmental Science Education Revised Edition by A. Pannearsevam & Mohan Rama Krishnan.
6. Challenges of Sustainability Tourism by D. Kumar, Published by Intellectual Book Bureau.
7. Vidyanicos Misro (ed.) : Creativity and environment, Sahitya Acadami, New Delhi, 1992.
8. Sahita Chapra : Tourism Development in India, New Delhi, 1993.
9. Praveen Seetri : Tourism the next generation, Anmol Publications, New Delhi.
10. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication.
11. Sukanta K. Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi.
12. Ramesh Chawla (2006), Ecology and Tourism Development, Sumit International, New Delhi.
13. Traveller – National Geography, Monthly Magazine.14. Traveller – Out Look, Monthly Magazine.

# **MBA (Travel & Tourism Management)**

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## **404: FRONT OFFICE MANAGEMENT**

### **UNIT - I**

Classification of Hotels: Based on Size, Location, and Length of Stay – Levels of Service, Ownerships and Affiliations – Referral Hotels, Franchise and management contracts – Chain Hotels – Target Markets – Alternate Lodging facilities - Objectives, Goals and Strategies with relation to Hotel – Management of Human Resources of Front Office - Role of Front Office Manager – Role of Human Resource Department.

### **UNIT - II**

Front office organization – Basic Layout and Design – Departmental organizational structure - Hotel Lobby – Different types of Reception Counters – Hospitality Desk and the furniture – Front office and its functions – Job description of Front Office Manager, Assistant Front Office Manager, Assistant Manager, Reservation Manager and Other People – Receptionist, Qualities, Qualifications and Duties – Attitude and Attributes and salesmanship - Tariff – Tariff Structure – Room Tariff Cards.

### **UNIT - III**

Importance of effective Communication in Hostel Industry – Internal Communication – Body Language – Front Office and Guest handling – Pre Arrival Formalities – Room Reservations – Guest History – Maintenance and Importance - Receiving Guests and Assignment of Room – Registration Procedures – Rooming of a Guest – Handling Groups and Group Arrivals – Complaint Handling.

### **UNIT - IV**

Guest Accounting – Basics of Keeping Accounts – Front Office Cash: Front Desk Cashier – role & responsibilities – Front Office Cash – Importance – Takeover & Handover – Check out and bill settlement (Individual and groups) – Credit Arrangements - Guest Accounting Process – Night Auditing – Operating models – Night audit process – Reports - Departure Procedure – Occupancy Ratio – Computing Room Availability.

Foreign Exchange: Countries & Currencies – Procedure for obtaining Forex – Foreign exchange counters – Customs formalities – Exchange of currency during immigration – Guest Complaint handling.

### **UNIT - V**

Guest Security – Types of Security – Hotel Fires & Precautions – Guest Service – Service Standards – International Guests – Management's Role in Guest Services – Guest Service Training – Six Sigma and Customer Loyalty.

### **REFERENCE BOOKS:**

1. Front Office Management, S.K. Bhatnagar, Frank Bros & Co., New Delhi, 2004.
2. Front Office, Operations and Management, Ahmed Ismail, Thomson, Delmar.
3. Hotel Front Office Management – James A. Badri, John Wiley & Sons.
4. Bardy. J: Hotel Front Office Management, (CBI-VNR).
5. Kesavana: Effective Front Office Operations (CBI – VNR).
6. Baker & Huyton: Principles of Hotel Front Office operations.
7. Schneider: The Professional Housekeeper (Wiley).
8. Hayter Roy – Careers and training in hotels, catering and tourism – Butter worth and Geinermann.
9. Wrenner, Petter – Basic Hotel Front Office procedures – Van Nostrand and Reinhold.
10. Dix, Colin and Cris and Bairel, Chirs –Front office operations – Pitman publications.

# **MBA (Travel & Tourism Management)**

ACHARYA NAGARJUNA UNIVERSITY

## **405: AIRLINES AND CARGO MANAGEMENT**

### **UNIT - I**

Aviation History – Open sky policy – Freedoms of Air – International Conventions – Warsaw Convention – Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India – Types of Airlines – Types of Aircrafts – Study of aircraft parts.

### **UNIT - II**

Airport Management: Travel Documentation – Airport Facilities – Check-in formalities – In-flight services – Classes of service and comfort – Special passengers – Baggage handling – Procedures and Practices.

### **UNIT - III**

Three letter city and airport code – Airline designated code – Currency regulation – NUC conversion factors – Sale Indicators – Types of Journeys – Introduction to fare construction – Mileage principles – Special fares – Passenger ticket – Miscellaneous Charges order (MCO) – Multiple Purpose Document (MPD) – Billing and Settlement Plan – Case Studies of Selected Airlines.

### **UNIT - IV**

Air Cargo: Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges – Cargo capacity of airlines and ships – Cargo with special attention – Introduction to dangerous goods – Live Animal Regulation.

### **UNIT - V**

Cargo Documentation: Air way bill – Charges collection advice – Irregularity Report – Cargo Manifesto – Cargo transfer Manifesto – Declaration for dangerous goods – Cargo companies.

### **TEXT BOOKS**

1. Jagmohan Negi (2005) Air Travel Ticketing and Fare Construction, Kanishka, New Delhi.

### **REFERENCE BOOKS:**

1. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. IATA Training Manual.
3. Air Cargo Tariff Manual.
4. IATA live Animal Regulation Manual.
5. Kathleen Sweet: Aviation & Airport Security (Pearson)
6. Alexander: Airport Planning & Management (Tata McGraw Hill)
7. Ashford: Airport Operation (Tata McGraw Hill)

# **MBA (Travel & Tourism Management)**

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## **406: INTERNATIONAL TOURISM MANAGEMENT**

### **UNIT: I**

Globalisation & Tourism sector – Globalisation & The Business World – The Tourism Industry – Challenges – Factors affecting Global & Regional Tourist Movements – Demand and Origin factors – Destination & Resource factors – Contemporary trends in international tourist movements.

### **UNIT: II**

The Emergence of international hotels & tourism – Historical aspects – Development of Chains – Development abroad – Airline connection – Political aspects of the international travel – Tourism Barriers to travel – Tourism investment & Business – Regulations – International organizations dealing with barriers viz: WTO, IMF, IHA – Need for Government support of Tourism – National Advisories – Political risk – Crisis Management.

### **UNIT: III**

International Hotels – Balancing global & Local Perspectives – Operating in a multinational environment – International rules & regulations – a brief study Human Resources & Cultural diversity – Understanding cultural diversity – Cultural Perceptions – Business Protocol – Cultural Considerations in Negotiations.

### **UNIT: IV**

International Tourism sales & Marketing – Market Research - Developing an International Marketing Strategy – Understanding various travel distribution system viz GDS – Product Positioning.

### **UNIT: V**

Global Competition & The Future – Long – Term Tourism Growth Trends – Tourism Growth in Major Regions, Global Tourism Markets – Western Europe And north American Countries – Far east & Middle east countries – Africa- Australia - Renowned Tourism Attraction in the Market segment – Transportation developments, Technology & Automation, Development Issues, Tourism & The Environment.

Popular Tourist Places and Case Studies of Selected countries like China, Singapore, Malaysia, Thailand, France and USA. Important Tourist circuits of selected Indian States like Delhi and Agra, Rajasthan, Jammu Kashmir, Madhaya Pradesh, Goa, Orissa and north eastern regions.

### **REFERENCE BOOKS:**

1. International Tourism by H. L. Bhattia
2. Contemporary Tourism: An International Approach – Chris Cooper & C. Michael Hail
3. International Cases in Tourism Management-Susan Horner & John Susan Brooke.
4. The International Marketing of Travel and Tourism: A Strategic approach by Francois Vellas & Lionel Becherel.
5. Human Resource Management for Tourism & Hospitality and Leisure Industries: An International Perspective by Tom Baum.
6. Geography of Travel and Tourism – Boniface B. and Cooper C.

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## **407: TOURISM LAWS**

### **UNIT - I**

*Introduction to Hotel and Tourism Laws* – Regulations for Travel and Tourism Business – Regulation Governing Tourism Organisations – Laws Governing the Hotel Industry – Laws Requirements in Hotel Business – Laws Relating to Planning and Designing.

### **UNIT - II**

*The Guest and the Hotel* - Obligations of Hotelier – Liability of Hotelier – The rights of a Hotelier – Law of Contract – Contractual Relationship – Duties and Obligations of a Hotel – Breach of Contract.

### **UNIT - III**

*Laws relating to Registration and Approval of HOTEL* – Types of Licenses – Power of Licensing Authorities – Bar and Liquor License – Liquor Licensing Laws - Offences against Licensing Laws – Occasional License - Duties of License.

### **UNIT - IV**

*Food and Beverage Laws* – Prevention of Food Adulteration Act, 1954 – Duties of Persons Handling food and Beverage and Personal Hygiene – General guidelines for food & Beverage Establishment.

### **UNIT - V**

*LAWS RELATING TO EMPLOYMENT AND WELFARE* – Obligations of the Employer – Duties of the Employee – Termination of Employment – Hotel's Liability to others – Employee Welfare & Social Security: Equal Remuneration Act, 1976 – The Employee's Provident Fund Act, 1952 - The Minimum Wages Act, 1948 - The Workmen's Compensation Act, 1923 – New Pension Scheme, 2005.

### **REFERENCE BOOKS :**

1. Socio Environmental and Legal Issues in Tourism, @Reserved I Ed 1998.
2. Norman G Cournoyer, Anthony G Marshall Karen L Morris, Hotel, Restaurant and Travel Law : A Preventive Approach, 5 th Edition, Delmar Publishers, 1997 (1999).
3. Medlik S, Dictionary of Travel, Tourism & Hospitality (1993) Butterworth – Heinemann, Oxford (U.K.).
4. WTO, Sustainable Tourism Development Guide for Local Planners (1993) WTO, Madrid.
5. Total and Tourism Laws, Dr.Jagmohan Negi, Frank Bros. & Co.
6. N.D Kapoor, 'Mercantile Law', Sultan Chand, New Delhi
7. Avtar singh., 'Introduction to company Law', Eastern, Lucknow
8. Universal's Labour and industrial law manual.
9. M.C.Kuchhal, 'Company Law', Vikas, 1994