

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

## **ACHARYA NAGARJUNA UNIVERSITY**

### **201: ORGANISATIONAL BEHAVIOUR IN TOURISM**

#### **UNIT - I**

*Introduction to Organisational Behaviour:* Meaning, nature and scope – Key elements in O.B. – Challenges and opportunities for O.B in tourism – Contributing disciplines to O.B. – O.B. Model - Foundations of Individual behaviour in Organisation– Values – Learning – Personality – Determinants of Personality – Perception - Implications of Perception.

#### **UNIT - II**

*Globalisation:* The impact of culture on Global Organisational behaviour. How do cultures vary in tourism – Diversity & Ethics – The Nature of Diversity – Reasons for the emergence of Diversity – Specific characteristics of Diversity – Managing Diversity - Individual & Organisational Approaches to Managing Diversity - Communication – Nature and Significance – Media and Technology in tourism – Non-verbal Communication – Downward & Upward Communication - Interactive & Interpersonal Communication in Organisation – Communication across Cultures - Barriers to effective Communication.

#### **UNIT - III**

*Concept of Motivation:* Theories of Motivation - Assumptions of human behaviour. Theory X and Theory Y. Theory of Motivation. Maslow's hierarchy of needs theory – Herzberg's two factor theory. McClelland's need theory – Vroom's and Porter and Lawler's expectancy theory of Motivation, motivation across the cultures in tourism industry.

#### **UNIT - IV**

*Interpersonal behaviour:* Transactional Analysis. Developing Interpersonal Skills in Tourism & Hospitality. Increasing Interpersonal Awareness. The Johari Window. Group Dynamics – Formation and Development of Groups. Group cohesiveness.

#### **UNIT - V**

*Management of Change:* Resistance to change – Measures to overcome change for organizational development – Behavioral intervention strategies in tourism. Organisational culture. Creating and maintaining an organisational culture.

#### **REFERENCE BOOKS:**

1. Robbins, Stephens P. : Organizational Behavior.
2. Luthans, Fred : Organization Behavior.
3. Kakabadse et al.: Working in Organizations, Penguin, 1987
4. Buchanan B & Huczynski A : Organizational Behavior, PHI, 1985.
5. Peter F. Drucker, 'Innovation and Entrepreneurship', Heinman, New York, 1983.
6. Virmani.B.R., 'The challenges of Indian Management', Response books, New Delhi, 2006
7. Important Business Magazines like : Business India, Business World and Fortune International

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

ACHARYA NAGARJUNA UNIVERSITY

## **202: MARKETING MANAGEMENT**

### **UNIT – I**

*Fundamentals of Marketing:* Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Marketing Mix – An overview - Services Marketing.

### **UNIT – II**

*Pricing Decisions:* Introduction – Importance – Factors affecting pricing decisions – Pricing Policies and Strategies – Discounts and Rebates.

### **UNIT - III**

*Promotion Decisions:* Marketing Communication Process – Promotion Mix – Advertising – Media Selection, Personal Selling, Sales Promotion, Publicity and Public Relations.

### **UNIT – IV**

*Marketing Research:* Meaning and Scope of Marketing Research - Marketing Research Process & Techniques.

### **UNIT – V**

*Organising & Control of Marketing:* Role & Scope of Marketing Controls – Tools & Techniques of Marketing Control – Marketing Audit – Market Share Analysis – Organising of Marketing operations.

### **REFERENCE BOOKS :**

1. Kotler, Philip and Gray Armstrong: Principles of Marketing, PrenticeHall, New Delhi.
2. Ramaswamy V.S, Namakumari. S; Marketing Management, Macmillan India, New Delhi.
3. Stanton, William J., and Charles Futrell: Fundamentals of Marketing: McGraw Hill Publishing Co., New York.
4. Boyd, Walker and others: Marketing Management, McGraw Hill, 4<sup>th</sup> ed., Majumdar, Ramraj; Product Management in India, Prentice Hall, New Delhi.
5. Stanton William,J, 'Fundamentals of Marketing, McGraw Hill, New York, 1999
6. Kotler, P , 'Marketing Management', PHI, Delhi, 2006
7. Neelamegham, S, 'Marketing in India: Cases & Readings', Vikas, New Delhi, 1998

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

ACHARYA NAGARJUNA UNIVERSITY

## **203: HOSPITALITY MANAGEMENT**

### **UNIT - I**

*Introduction to Hospitality Industry:* Classification of Hotels – Star Rating of Hotels – Classification on the basis of size, Location, Clientele, Duration of stay, level of Service – Classification on the basis of ownership – Alternative Accommodations – Hotel Tariff Plans – Types of Guest Rooms. Organisation Structure of a Hotel – Departments – Facilities & Services – Different Forms of Organisation Structure.

### **UNIT- II**

*Accommodation Department:* International Symbols – Room Revenue – Front of the House – Reception – The Lobby – Housekeeping. Food & Beverage Department – Beverages – Sales & Service – Production of Food – Restaurant Organisation.

### **UNIT - III**

*Sales & Marketing Department:* Advertising – Press Conference – Sales Promotion. HR Department Communication – Training Programme – Employee's relations Negotiations - Engineering & Maintenance Department Organisation. Safety & Security Department Organisation.

### **UNIT – IV**

*Evaluation hotel Performance:* Methods of Measuring Hotel performance – Occupancy ratio – Average Daily rate, Average Room rate per guest – Rev PAR – Market share Index – Evaluation of hotel by Guest.

### **UNIT - V**

*Miscellaneous Departments:* Laundry & Linen – Telephone & Telex – Garage & Parking – Gift Shops – Hair – Dressing Saloon – Florist & Horticulture – Entertainment & Recreation Facilities Banquets, Functions & Conferences – Outdoor Catering. *Yield Management:* Elements of yield management, Measuring yield in the Hotel industry, benefits of yield management, Challenges or problems in yield management.

### **REFERENCE BOOKS :**

1. Professional Hotel Management ; Jagmohan Negi; S.Chand Co., New Delhi, 2002.
2. Gray and Ligouri : Hotel and Motel Management & Operations(Delhi: PHI).
3. Andrews: Hotel Front Office Training Manual (Bombay: Tata McGraw Hill).
4. Negi: Hostels for Tourism Development (Delhi: Metropolitan India).
5. Arthur & Gladwell: Hotel Assistant Manager (London Communical, Barril, Jenkins).
6. Negi: Professional Hotel Management (Delhi : S.Chand).
7. Text Book of Hotel Maintenance : N.C.Goyal & K.C. Arora : Standard Publishers.
8. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996

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

ACHARYA NAGARJUNA UNIVERSITY

## **204: TRAVEL AGENCY MANAGEMENT**

### **UNIT - I**

*Introduction to Travel & Tourism:* Concept of Travel & Tourism – Travel Trade : Travel Agency and Tour Operations Business – Types of Travel Agency & Tour Operations Business – Role and Contribution of Travel Companies in the growth and Development of Tourism Travel Trade – The Changing Environment.

### **UNIT - II**

*Organisational Structure :* How to start a Travel Business – Choice of Travel Agency Business – Organisation Structure and Working of Travel Agency & Tour Operators – Procedure for approval of Government of India and IATA of Travel Agency & Tour Operators – Functions of Travel Companies.

### **UNIT - III**

*Tour Packaging Management:* Types of Tour Packages – Components of a Standard Package Tour – Tour Design Process – Significance of Package Tours – Review of Package Tours offered by Public/Private Sector Tourism Enterprises in India – Tour Package Pre Information.

### **UNIT - IV**

*Travel Agency Marketing:* Unique features for Travel Marketing – Constraints & Significance of Travel Agency Marketing – Tour Marketing Plan – Tour Marketing Segmentation – Developing Marketing Strategies – In bound and Out bound Tours.

### **UNIT - V**

*Travel Trade Organisations:* Associations – Need & Significance – WTO; IATA; ASTA; PATA; IATO; TAAI; WATA; UFTAA.

### **REFERENCE BOOKS :**

1. Travel Agency Management : Mohinder Chand: Anmol Publications : 2006.
2. Travel agency & Tour Operations – by Jagmohan Negi.
3. Tourist Business by Donald.
4. Foster, Dennis L : The Business of Travel Agency Operations and Administration (1993) Macmillan/McGraw Hill, Singapore.
5. Mill R C and A M Morrison : The Tourism System – An Introductory Text (1992) Prentice Hall, London.
6. Holloway J C : The Business of tourism (1983) MacDonald and Evans, Plymouth.
7. Syrratt Gwenda, Mauual of Travel Practice, Buttuworth, London, 1995.
8. David Weaver, and Laura Lanton, *Tourism management (3<sup>rd</sup> Edn.)*, John Weily and Sons, Singapore, 2006.
9. Negi Jagmohan, *Tourist Guide and Tour Operation: planning and organizing*, Kanishka Publishers, New Delhi, 2003.
10. Chawla Romila, *Tourism Services and Operations*, Arise Publishers and Distributors, New Delhi, 2006.
11. Travel and Tourism Management/edited by Prakash Talwar. Delhi, Isha Books, 2006, 4 vols.,
12. Mari Mancini, *Conducting Tours*, Delmar, Thomson learning, USA 2004

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

ACHARYA NAGARJUNA UNIVERSITY

## **205: ECONOMICS FOR TOURISM**

### **Unit-I**

Introduction- Tourism demand- theoretical background- types of tourism demand- indicators of effective demand- determinants of tourism demand – life cycle factors- the global view – measurement of tourism demand- national and international tourism demand.

### **Unit-II**

Tourism demand forecasting- methods of forecasting – public and private sectors in Tourism- Government's role in tourism- the need for public and private sector cooperation in tourism.

### **Unit-III**

Cost concepts- Market structure and Competition- Pricing in tourism- determinants of price- Pricing tourism products- Approaches to pricing.

### **Unit-IV**

Impact of tourism- economic aspects- the multiplier effect- displacement effect and tourism-tourist spending- costs and benefits of tourism to community- environmental aspects – Contingency valuation method.

### **Unit-V**

Macro economic environment – Economic transition in India – Concept of Liberalization, Privatization and Globalization –Impact of LPG on Tourism & Hospitality Industry.

### **REFERENCE BOOKS**

1. Jhon Trive, 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995
2. Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New Delhi, 2004
3. M.T.Sinclair & Mike Stabler, 'Economics of Tourism & Devpt.', Routledge, New York, 1997
4. Peterson, H.C. & W.C.Lewis, 'Managerial Economics', Prentice Hall (India), New Delhi, 2004
5. Dholakia RH & Oza.A.L., 'Micro Economics for Mgt. students', Oxford Uni.Press, New Delhi, 2004
6. Varshney RL & Maheswari KL, 'Managerial Economics, Sultan Chand, New Delhi, 2004.
7. Dwivedi DN, 'Managerial Economics', Vikas, New Delhi, 2001
8. Maddala, 'Microeconomics', TMH, New Delhi, 2004.

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

## **ACHARYA NAGARJUNA UNIVERSITY**

### **206: RESEARCH METHODOLOGY FOR TOURISM**

#### **UNIT – I**

*Introduction:* Significance – Nature and Scope of Research in Tourism – Research Process and Organization – Criteria of Good Research.

#### **UNIT – II**

Research Problem & Research Proposal in Tourism – Selecting the problem – Definition – Need for Research Proposal – Different Proposals: Exploratory, Descriptive and Conclusive Research.

#### **UNIT – III**

*Data Resources:* Primary, Secondary and Online Data – Data collection – Methods – Questioning – Techniques – Questionnaire preparation – observation method – Online Surveys.

#### **UNIT – IV**

*Sampling Design:* Need for Sampling, Sampling Frame – Types – Steps in Sample Design – Sampling Techniques – Processing operations – Elements and types of Analysis in Tourism.

#### **UNIT – V**

*Interpretation and Reporting:* Techniques of Interpretation – Significance of Report writing – Layout of Report writing – Types of Reports – Precautions for writing Reports – Research and Computer Applications in Tourism.

#### **REFERENCE BOOKS :**

1. Kothari, C.R. Research Methodology, New Age International Publishers, New Delhi, 2005.
2. Donald R. Cooper & Pamela S. Schindler, Marketing Research, Tata McGraw Hills, New Delhi, 2006.
3. Rao. K.V, Research Methodology in Commerce & Management, New Delhi, Sterling Publishers, 1993.
4. Debashis Pati, marketing Research, Universities Press, Hyderabad, 2003.
5. Naresh. K. Malahotra, Marketing Research, Pearson Education, Inc. Delhi, 2005.
6. M.N. Borse, *Hand Book of Research Methodologies*, Shree Niwas Publications, Jaipur, 2005
7. Bill Faulkner, *Progressing Tourism Research*, Viva, Hyderabad, 2006
8. B.W. Ritchie, P. Burns, C. Palmer, *Tourism Research Methods*, CABI, 2005
9. Romila Chawla, *Research Methods for Travel and Tourism Industry*, Sonali Publishers, New Delhi, 2004.
10. Rajendra Nangdekar, *Marketing Research*, Tata Mc Grew-Hill, New Delhi, 2006.

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

ACHARYA NAGARJUNA UNIVERSITY

## **207: FINANCIAL MANAGEMENT FOR TOURISM**

### **UNIT – I**

*Introduction to Financial Management:* Nature of Financial Management – Role of Financial Manager – Goal of Financial Manager – Finance Functions. Financial Implications in service facilities like Theme parks, Transport and Accommodation.

### **UNIT – II**

*Financial Management in Govt. Tourism Organizations:* Scope & organization of Finance Function in govt. tourism organizations – planning & Capitalisation – Finance controls – MOU in Tourism & Hospitality Industry.

### **UNIT – III**

*Cost – Volume – Profit Analysis:* Cost Behaviors; Contribution concept; Break Even Analysis, Application of CVP analysis in service organizations like transport, holiday's resorts, hotels and package tours.

### **UNIT – IV**

*Investment Decisions:* Nature & Scope of capital Budgeting – Capital Budgeting Techniques – Factors determining the capital budgeting in tourism industry. Capital Structure decisions in Hospitality industry.

### **UNIT – V**

*Financing Decisions:* Capital markets in India – Long-term finance – Sources of Long-Term finance to tourism & Hospitality industry. Working capital Management – Sources of working capital – Working capital management in Tourism Services.

### **REFERENCE BOOKS :**

1. Eyster J.J. : Rhodes R.C. and Rosenblatt, R.L.; Managerial Accounting in the Hospitality Service Industries 2 nd Ed. W.C. Brown Co. 1976.
2. Shrivastava R.M. : Financial Management.
3. Prasanna Chandra, 'Financial Management'
4. Pandey I.M. : Financial Management.
5. Hampton .J , 'Financial Decision Making', Prentice Hall India, Delhi