

**Program outcomes of MBA (TTM)**  
**Dept. of Tourism & Hospitality Management**  
**ANU**

- PO 1 Apply knowledge of management theories and practices to solve business problems
- PO 2 Foster Analytical and critical thinking abilities for data-based and situation based decision making
- PO 3 Ability to develop Value based Leadership in Tourism & Hospitality Industry
- PO 4 Ability to understand, analyze and communicate social, economic, legal ethical, Technological, and global aspects of business
- PO 5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the organization as well as society
- PO 6 Generate business ideas, develop business plans, understand regulatory requirements, and identify the sources of finance and other resources to start new Tourism related business ventures. (Entrepreneurship)

**DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT**  
**MBA (Travel & Tourism Management)**  
**COURSE CURRICULUM**  
 ACHARYA NAGARJUNA UNIVERSITY

**INTERNAL = 30; EXTERNAL = 70; MAXIMUM MARKS = (30 + 70) = 100**

SUBJECT CODE	PAPER TITLE	MAX. MARKS	Credits
<b>I - SEMESTER</b>			
MBA (TTM) - 101	Management Process (NR)	100	4
MBA (TTM) - 102	Tourism Management	100	4
MBA (TTM) - 103	Human Resource Management in Tourism	100	4
MBA (TTM) - 104	Tourism Geography	100	4
MBA (TTM) - 105	Accounting for Managers	100	4
MBA (TTM) - 106	Cultural Heritage of India	100	4
MBA (TTM) - 107	Communication Skills (NR)	100	4
<b>1<sup>st</sup> Semester Total Max. Marks =</b>		<b>700</b>	<b>28</b>
<b>II - SEMESTER</b>			
MBA (TTM) - 201	Organizational Behaviour in Tourism	100	4
MBA (TTM) - 202	Marketing of Tourism	100	4
MBA (TTM) - 203	Hospitality Management	100	4
MBA (TTM) - 204	Travel Agency & Forex Management	100	4
MBA (TTM) - 205	Economics for Tourism	100	4
MBA (TTM) - 206	Research Methodology for Tourism (NR)	100	4
MBA (TTM) - 207	Financial Management for Tourism	100	4
MBA (TTM) - 208	<b>Massive Open Online Courses (Moocs)</b>	-	-
MBA (TTM) - 209	Shot Tour Report	50	2
<b>2<sup>nd</sup> Semester Total Max. Marks = (700 + 50)</b>		<b>750</b>	<b>30</b>
<b>III - SEMESTER</b>			
MBA (TTM) - 301	Business Strategy & Entrepreneurship	100	4
MBA (TTM) - 302	Customer Relationship & Services Mgmt (NR)	100	4
MBA (TTM) - 303	Air Travel Ticketing & Fare Construction	100	4
MBA (TTM) - 304	Event Management (NR)	100	4
MBA (TTM) - 305	Tour Operations Management	100	4
MBA (TTM) - 306	House Keeping Management	100	4
MBA (TTM) - 307	Travel Media	100	4
MBA (TTM) - 308	<b>Massive Open Online Courses ( Moocs)</b>	-	-
MBA (TTM) - 309	<b>Study Tour Report</b>	50	2
<b>3<sup>rd</sup> Semester Total Max. Marks = (700 + 50)</b>		<b>750</b>	<b>30</b>
<b>IV - SEMESTER</b>			
MBA (TTM) - 401	Destination planning and Development (New)	100	4
MBA (TTM) - 402	E-Tourism	100	4
MBA (TTM) - 403	Eco- Tourism (NR)	100	4
MBA (TTM) - 404	Front office Management	100	4
MBA (TTM) - 405	Airlines & Cargo Management	100	4
MBA (TTM) - 406	International Tourism Management (NR)	100	4
MBA (TTM) - 407	Tourism Laws (NR)	100	4
MBA (TTM) - 408	<b>Project Work (Summer Training, 6 Weeks)</b>	50	2
MBA (TTM) - 409	<b>Project Viva-Voce (External)</b>	50	2
<b>4<sup>th</sup> Semester Total Max. Marks = (700 + 50 + 100)</b>		<b>800</b>	<b>32</b>

Four Semesters' Total (Maximum Marks) = (700 + 750 + 750 + 800) = **3000**

Choice Based Credit System (CBCS) Total Credits (28+30+30+32) = **120**

**Note:** After Completion of II–Semester Exams, Students are required to undergo Apprenticeship/Project Work Training in identified Tourism related organizations for six weeks in May & June

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**102: Tourism Management**

**Objectives:-**

- a. To provide the fundamentals of Tourism
- b. To Introduce the various types of Traditional & Modern Tourism Concepts
- c. To familiarize with tourism destinations & Special Tourism Festivals in India
- d. To give seminar on this paper.

**Unit - I**

**Tourism Introduction:** - Basic concepts of Tourism – History of Indian Travelling – A Land of all reasons – Tourism destinations – Components of Tourism: Tourism Attractions, Travel, Accommodation, Food & Beverages– Travel Motivators – Tourism Resources of India – Problems and Prospects of tourism in India.

**Learning Outcome:**

- Provide with real-life experience in Tourism Management scenario

**Unit – II**

**Classification of Tourism Concepts:-** Based on Travel –Domestic, International (Inbound & Outbound Tourism), Based on Themes –Cultural, Heritage, Eco, Religious, Adventure, Rural, Agricultural, Beach, Education, MICE & Event, Film, Literary, Medical, Culinary Tourisms – Special Tourism Festivals in India.

**Learning Outcome:**

- Understand the clear concepts of tourism in segment-wise

**Unit - III**

**Tourism Planning:** -Significance and Concept of Tourism Planning – Types of Tourism Plans – Planning Levels –Tourism Planning Process – Impacts of Tourism – National Tourism Policy.

**Learning Outcome:**

- A clear understanding of tourism planning and progress

**Unit - IV**

**National Tourism Administrations and Organizations:** - Ministry of Tourism – History, Role & Functions, Schemes, India Tourism Development Corporation (ITDC) , Archaeological Survey of India (AAI) , Indian Railway Catering and Tourism Corporation (IRCTC) , Tourism Finance Corporation of India (TFCI) , India Convention Promotion Bureau (ICPB), Indian Association of Tour Operators (IATO) – State Tourism departments: APTDC, APTA, AP State Tourism Policy & Planning.

**Learning Outcome:**

- Understanding of the tourism Administrative organizations

**Unit - V**

**Mode of Transportations:** Road, Rail, Air & Water ways. Luxury Tourist Trains – Palace on wheels, Maharaja Express, Rajasthan Royals, Deccan Odyssey, Golden chariots – UNESCO World Heritage Trains in India – Role of Computers in Tourism – Internet, Mobile Apps, Travel websites, and Social Media.

**Learning Outcome:**

- Accessibility to tourism destination by using various modes of transportation in India.

**Reference Books:**

1. Introduction to Tourism: M.A.Khan: Anmol Publications, New Delhi, 2005.
2. S.Husain Ashraf, and Asif Iqbal Fazili, Tourism in India: Planning and Development, Sarup and Sons, New Delhi, 2006.
3. David Edgall, Maria Del Mashro Allen, and Ginger Smith, Tourism Planning and Policy, Elsevier, Netherland, 2007.
4. Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.
5. Manish Ratti, Tourism Planning and Development, New Delhi, Rajat Pub, 2007.

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**103: Human Resource Management in Tourism**

**Objectives**

1. To have clear understanding of basic elements of HR Practices
2. To learn in detail and methods of HR utilization in Tourism Sector.
3. To learn in detail and appreciate the contribution of HR practices for the progress in Tourism Business.

**UNIT – I**

**Introduction:** Human Resource Management in Tourism– Concepts: Functions and Policies – Human Resources management in a Changing Environment – Advantages of Human Recourse – Deference between Human Resources & Personal Management.

**Leaning Outcome:**

- Comprehensive understanding of human resource management in tourism sector to serve the needs of customers

**UNIT – II**

**HR Planning:** Process and Responsibilities of HRP – Recruitment and Selection in Tourism – Sources and Methods of Recruitment, Process of selection– Placement, Induction/ Orientation – Job analysis and role description.

**Leaning Outcome:**

- Thorough application of human resource planning and feeling the responsibility as per assigned job.

**UNIT – III**

**Training & Development:** Need, Training Vs Development, Different types of training, methods of training – Concept of Development – Need & Significance of training & Development, Techniques of development – Career Planning and Succession Planning in Tourism.

**Leaning Outcome:**

- Realizing the responsibility of proper training and development in different ways and means in tourism sector.

**UNIT – IV**

**Performance Appraisal:** Process, methods of Performance appraisal in Tourism–Wage Administration - Objectives and principles, pay structure in service sectors, factors influencing the wage and salary administration in Tourism and Hospitality Industry.

**Leaning Outcome:**

- Acknowledge the truth that appraisal is a confirmation for the best performance in tourism and hospitality industry

**UNIT – V**

**Industrial Relations & Employee Welfare:** Introduction – Types of Welfare facilities in service sector – Employee Empowerment – Role of Trade Unions in service sector - Quality of Work life and quality circles, Industrial Relations – employee grievances, grievance redressal mechanism in Tourism.

**Leaning Outcome:**

- Confirmation of “Employee welfare” in tourism industry as per trade union efforts to make employees happy in a well secured manner.

**Reference Books:**

1. Mirza & Saiyaddin, Human Resource Management, Tata Mcgraw Hill, 2002.
2. Aswathappa, K.Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 2 nd ed., 2001.
3. De Cenzo, D.A. & Robbins S.P.Human Resource Management, 5 th ed., New York, JohnWiley, 1994.
4. Guy, Madhava & Mattock J. The New International Manager, London, Kogan Page, 1993.
5. Aswathappa, Human Resource Management, TMH, 2006

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**104: TOURISM GEOGRAPHY**

**Objectives**

1. To acquaint with the interdependence between geography and tourism;
2. To familiarize on the locales, attractions, and accessibility to major tourist destinations across the continents.
3. To be able to plan tour itineraries of various countries across time zones.

**Unit-I**

**Geography:** Importance of Geography in Tourism Prospective. Physical Geography of India. Distribution of Rivers, Mountains, Plateaus, & Plains, Climate and Vegetation. Physical Geography of World-Political of Continents and Oceans.

**Learning Outcome:**

- Acquiring thorough understanding of physical geography of India

**Unit-II**

**Map Reading:** Elements of Map Reading, Latitude, Longitude, International Date Line, Day Light Saving Time, Scale Representation, GIS & remote Sensing, Time Zones, Calculation of Times, GMT Variations, Concept of Elapsed Time & Flying Time, Google maps.

**Learning Outcome:**

- Practical understanding for implementation of map reading.

**Unit III**

**Tourism Transportation System of the World:** Air Transportation-IATA Areas, Sub Areas-global indicators. Major Airports in the World and India. Rail Transportation Network-Major Railway Systems of the World-Brit rail, Amtrak, euro rail. Special Packages offered by Indian Railways. Water Transportation System in India-Inland Water Highways.

**Learning Outcome:**

- Utilization of various modes of transportation existing in the world.

**Unit IV**

**Tourism Resources in India:** UNESCO Sites-Cultural & Heritage Tourism Destinations -Wild Life Tourism Resources-Land Based Destinations - Water Based Destinations

**Learning Outcome:**

- A clean understanding of tourism resources in India

**Unit V**

**Tourism Resources in A.P:** Cultural & Heritage Tourism Destinations -Eco tourism Destinations – Religious Tourism Destinations -Special Interest Tourism Destinations.

**Learning Outcome:**

- Acquiring Tourism Destination knowledge of Andhra Pradesh

**REFERENCE BOOKS:**

1. Geography of Travel, Tourism and Adventure Tourism – P.C.Sinha.
2. Tourism Impact Assessment – P.C.Sinha.
3. International Travel and Tourism Training Programme – Foundation Jan.2002 – IATA Aviation Training and Development Institute.
4. World Geography – NCERT.
5. *National Geographic Atlas*, National Geography Washington, DC, 8<sup>th</sup> edition, 2004 Stephen Williams, *Tourism Geography*, Routledge, New York, 2005

## **105: ACCOUNTING FOR MANAGERS**

### **Objectives-**

1. To acquaint oneself with the fundamental principles of accounting.
2. To be able to apply accounting techniques in the field of Tourism and Hospitality.
3. To enable oneself to analyze and interpret the financial statements.

### **Unit – 1**

**Financial Accounting:** Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts : Trading, Profit and Loss Account and Balance Sheet – Users and uses of Accounting information. (Theory and Problems).

**Learning Outcome:**

- Learn the fundamental concepts of accounting and preparation of Final Accounts.

### **Unit – II**

**Accounts of Non-profit organizations:** Income and Expenditure account – Receipts and payments account: Travel Agency Accounting and Hotel Accounting. (Only problems).

**Learning Outcome:**

- Gain the knowledge upon non-profit organizations income and expenditure, receipt and payment account.

### **Unit – III**

**Financial Statement analysis and interpretation:** Meaning– Objectives – Importance –Types of Analysis– Tools of Analysis.

**Learning Outcome:**

- Aware of the importance of financial statements and their styles of analysis.

### **Unit – IV**

**Marginal Costing:** Concept – Cost Volume Profit Relationship – Break-Even Analysis – Application of Marginal Costing Techniques. (Theory and Problems).

**Learning Outcome:**

- Understand the marginal costing techniques and their use.

### **Unit – V**

**Cost Accounting:** Concept – Distinction between costing and cost accounting – Elements of Cost – Types of Costs – Preparation of Cost Sheet (Theory and Problems).

**Learning Outcome:**

- *Knows the types of costs and preparation of cost sheet.*

### **REFERENCE BOOKS**

1. Grewal T.S., 'Double Entry Book Keeping', Sultan Chand, Delhi.
2. Gupta R.L., 'Advanced Accounting', Sultan Chand, Delhi
3. Gupta S.P., 'Management Accounting'
4. Hampton .J, 'Financial Decision Making', Prentice Hall India, Delhi
5. Prasanna Chandra, 'Financial Management'
6. S.P. Jain: Financial Accounting (Kalyani)
7. R.K.Sharma and Shashi k Gupta: Management Accounting (Kalyani)

## ACHARYA NAGARJUNA UNIVERSITY

### 106: CULTURAL HERITAGE OF INDIA

#### Objectives

1. To inculcate an idea about the Vedic Period phase wise based on literature, socio-political and cultural conditions. Impact of western philosophy on Indian society.
2. To bring a clear awareness on New Religious philosophy literature, Introduce to India with basic tents.
3. To Familiarize Indian Classical dance forms, Music, Arts, Paintings & Sculpture.
4. To learn the about the unique features of Indian Architectural heritage.
5. To Gain Practical experience due to visits to museums and art Galleries.

#### Unit – I

**Introduction** - Glimpses of Indian cultural history – Pre and Post Vedic periods – Ancient Indian Literatures – Sacred Literature – Secular Literature – Ancient Society & Culture – Ashramas – Varna System – Purushartha – Indian vs. Western Culture.

##### **Leaning Outcome:**

- A Clear understanding of Indian culture from the earliest to the present times with the influence of Western culture.

#### Unit – II

**Religions of India** – Religious Shrines & Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others – Basic Tenets – Indian Vs Western Philosophy.

##### **Leaning Outcome:**

- The Clear understanding of the concept of world-famous religions including western philosophy.

#### Unit – III

**Cultural Heritage of India** – Auyurveda, Yoga and meditation – Performing Arts: Dance Forms – Music – Vocal & Instruments – Folk Arts – Indian Paintings and Sculpture.

##### **Leaning Outcome:**

- Learn the essence of Indian cultural heritage

#### Unit – IV

**Architectural Heritage of India** – Rock cut Architecture – Buddhist Architecture – Gandhara & Mathura Schools of Art – Hindu Temple Architecture – Indo-Islamic Architecture – Modern Architecture – Forts, Places and Havelies.

##### **Leaning Outcome:**

- Recognizing the importance of Indian Architectural heritage of different periods

#### Unit – V

**Museums and Art Galleries of India** – Fairs and Festivals – Indian Cuisine – Traditional Arts and Crafts – World Heritage sites in India – Problems and Prospects of Cultural Tourism in India – Cultural Tourism, Heritage and Experience of Identities – National Cooperation to “Tell the Story” Integrated heritage more effective in Tourism and add value to the visitor experience in India.

##### **Leaning Outcome:**

- Identifying the importance of art galleries and museums of India from a tourism perspective.

#### Text Book

1. Basham.A.L (1988), The Wonder that was India, Rupa and Com, Delhi

#### References

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Eeneral talented India 108 facts, Vivekananda Institute of Human Excellence, Ramakrishna Math.
3. Benoy K Behl, The Art of India – Sculpture and mural paintings in Ancient and modern period , Published by Frontline; The Hindu Vol-1 & 2.
4. Hussain. A.K (1987), The National Culture of India, National Book Trust, New Delhi.
5. Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.

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**201: ORGANISATIONAL BEHAVIOUR IN TOURISM**

**Objectives**

1. To Familiarize the students with the concepts of organizational behavior
2. To understand the students about the dynamics of O.B.
3. To enable the students to acquire managerial competencies and capabilities

**UNIT - I**

**Introduction to Organizational Behavior:** 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 behavior in Organization- Values - Learning - Personality - Determinants of Personality - Perception - Implications of Perception.

**Learning outcome:**

- Understand the basic concepts of OB and personality Development

**UNIT - II**

**Globalization:** The impact of culture on Global Organizational behavior. Cultural variations in tourism - Diversity - The Nature of Diversity - Reasons for the emergence of Diversity - Managing Diversity - Approaches to Managing Diversity – Role of Media and Technology in tourism Diversity – Creating and maintaining an organizational culture.

**Learning outcome:**

- Aware of culture and dynamics of global culture, it's impact on an organization.

**UNIT - III**

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

**Learning outcome:**

- Get the theoretical knowledge on staff motivation.

**UNIT - IV**

**Interpersonal behavior:** Transactional Analysis. Developing Interpersonal Skills in Tourism & Hospitality. Interactive & Interpersonal skills -The Johari Window. Group Dynamics - Formation and Development of Groups - Group cohesiveness.

**Learning outcome:**

- Understand the transactional analysis in case of interpersonal and group dynamics.

**UNIT - V**

**Management of Change:** Nature of change – types of change- forces for change in organization- the change process- strategies to cope with the change- change management in Tourism & Hospitality Industry.

**Learning outcome:**

- Know the nature of change, dynamics of change and change management in an organization.

**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

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**202: MARKETING OF TOURISM**

## Objectives

1. To familiarize with the basic concepts, and techniques of marketing management
2. To create awareness of Tourism marketing mix elements, and
3. To analyze and solve marketing problems in the complex and fast changing business environment

### Unit - I

**Basic Marketing Concepts:** Nature, Scope, Functions and Importance - product, production – selling, marketing - Marketing for Tourism - features of Tourism Marketing - Market Segmentation - Tourism Marketing Mix – Market Research and its significance in Tourism.

**Learning outcome:**

- Thorough understanding of basics of tourism marketing concepts and research significance.

### Unit - II

**Understanding the Market and the consumer:** Marketing Environment - Consumer Behavior in tourism - Buyer Decision Process - Demand forecasting - Targeting market positioning.

Improves the ability of understanding the market and customer relations.

**Learning outcome:**

- Improves the ability of understanding the market and customer relations.

### Unit - III

**The P's of Marketing Product:** Designing - Branding & Packaging - new Product Development - Product Life Cycle: Price - Strategies & Approaches; Place - Channels of Distribution, Promotion - Advertising - Sales Promotion, sales promotion techniques - Publicity - Personal Selling

**Learning outcome:**

- Possess conceptual knowledge of 7 P's marketing the product for Tourism prosperity.

### Unit - IV

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

**Learning outcome:**

- Clear understanding upon interrelated marketing activities for the development of tourism

### Unit - V

**Developing Marketing Skills for Tourism:** Concept of Creativity – Creativity and its significance in Tourism - Self Motivation – Team building – Personality Development – Role of Tourism agents – Role of AP Tourism in Promoting the Industry.

**Learning outcome:**

- Knows optimum utilization of marketing skills for the promotion of tourism

### 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',
5. Macmillan, New Delhi, 1990.
6. Loway I C and Plant R V (1992): Marketing for Tourism: Pitman.

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### 203: Hospitality Management

#### Objectives:-

- a. To give the basic knowledge about the hospitality industry
- b. To introduce the various Hotels & Resorts and its importance
- c. To gain thorough knowledge & Skills into various operations in Hotel Industry.

### **Unit-1**

**Hospitality Industry:** Introduction, Symbol of Hospitality, its origin, and growth. Hotel Definition and Core areas of Hotel – Hotel Organization structure – Types of Guest Rooms – Role of Computers in Hospitality Sector.

**Learning outcome:**

- Provide the knowledge on the evolution of the Hospitality sector to serve the needs of the guests

### **Unit-2**

**Classification of Hotels:** Significance of Hotel in the Tourism Industry – Classification of Hotels on the basis of - Star Rating, Size, Location, Clientele, Duration of stay, Level of Service, Ownership, Theme – Alternative Accommodations – International Hotel Symbols.

**Learning outcome:**

- A clear understanding of the hotel in the tourism industry in a classified manner

### **Unit-3**

**Room Reservation system & Tariff structure:** Importance of Reservation systems – Types of Reservations, Registrations – Hotel Tariff: Tariff Plans, Tariff fixation, Room Tariff card (Group Rate, Volume Rate, Business service Rate, Wholesale Rate, Govt. Rates, Discounted Rates, Seasonal Rates, Weekend / Weekday Rates) – Room Revenue – Hubbart Formula.

**Learning outcome:**

- Get clarity of Room reservation systems and also tariff structure

### **Unit-4**

**Evaluation of hotel Performance:** Methods of Measuring Hotel performance - Occupancy Ratio, Average Daily Rate, Average Room Rate per Guest, Rev PAR, Market share Index and by Guest – Hotel Check-in and Check-out Procedure – Yield Management: Elements of it, Measuring yield, benefits, Problems of yield management in Hotel.

**Learning outcome:**

- Assess the hotel performance for better services to the guests

### **Unit-5**

**Miscellaneous Departments in Hotel Industry:** Security – Engineering and Maintenance Department – Human Resource Department – Sales and Marketing Departments – Medical Emergency – Tourism Information Desk – Safe Deposit Locker in Hotel – Environmental Management in the Hospitality Industry.

**Learning outcome:**

- Understand the various departmental services in the hotel industry for guest satisfaction.

### **Reference Books**

1. Introduction to Hospitality Management – Walker, Pearson Education India Publications; 2 editions (2008)
2. Introduction to Hospitality Industry - S. Bagri, Aman Publications (2009)
3. Introduction to Tourism and Hospitality Industry - Sudhir Andrews, McGraw Hill Education
4. Hotel Front Office: Operations and Management -Jatashankar Tewari, Oxford University Press; Second edition (2016)
5. Hotel Housekeeping: Operations and Management- G. Raghubalan, Oxford University Press India; 3 editions (2017).

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### **204: TRAVEL AGENCY & FOREIGN EXCHANGE MANAGEMENT**

#### **Objectives –**

1. To enable students with clear understanding of the travel agency and tour operations Functions.
2. To understand the current trends and practices in the tourism and travel trade sector
3. To enrich sufficient knowledge and update the skills related to the travel industry.
4. To familiarize with foreign currency exchange rules and regulations.

## 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 - Inbound and Outbound Tours - The Changing Environment.

**Learning outcome:**

- Provides the knowledge on the evolution of Travel agency & Tour operations business.

## UNIT - II

**Organizational Structure:** How to start a Travel Business - Choice of Travel Agency Business Organization 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.

**Learning outcome:**

- A Clear understanding of travel agency organizational structure with functions

## UNIT - III

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

**Learning outcome:**

- Aware of different tour packages for different segments of tourists.

## UNIT -IV

**Foreign Exchange:** Forex Market – Meaning – Participants in the Market – Determinants of Exchange rates – Rates conventions – Trading: Purchases – Sales – Currencies and codes – Exchange controls – RBI in currency intervention – FEMA, 1999 – Significance of Forex in Tourism.

**Learning outcome:**

- Understand existing rules & regulations under RBI

## UNIT - V

**Travel Procedures:** Formalities: Passport, Types – Visa, Types – E-Visa – Ticket – Medical Taxes – Customs – Currency – Principles: Suitability, Appropriateness, Availability, Speed, Cost, Dependability – Record Keeping – Coordination – Back office functions. (Travel Accounts etc.)

**Learning outcome:**

- Better understanding of all the travel procedure

## REFERENCE BOOKS:

1. Travel Agency Management: Mohinder Chand: Anmol Publications: 2006.
2. Travel agency & Tour Operations - by Jagmohan Negi.
3. Chawla Romila, Tourism Services and Operations, Arise Publishers and Distributors, New Delhi, 2006.
4. Travel and Tourism Management/edited by Prakash Talwar. Delhi, Isha Books, 2006, 4 vols.,
5. Shasi K. Gupta & Praneet Rangi, Foreign Exchange Management, Kalyani Publishers

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### **205: Economics for Tourism**

#### **Objectives:**

1. To expose the students to the basics of various economic concepts
2. To help students to acquire & Update latest skills to apply economic tools in managerial decision making
3. To focus on the topics like costs, demand, pricing, market and structure economic impacts on Tourism, LPG etc.

## UNIT-I

**Introduction** –Basic concepts of economics: Definition and scope of Economics – Micro and Macro Economics, Indian Economy- an Overview, Basic Infrastructure of Indian Economy.

**Learning outcome:**

- Thorough understanding of basic concepts of economics pertaining to tourism

#### **UNIT-II**

**Tourism demand** – Theoretical background- types of tourism demand- indicators of effective demand- determinants of tourism demand - measurement of tourism demand – Tourism demand forecasting- methods of forecasting- Growth of Tourism Demand in India - public and private sectors in Tourism- Government's role in tourism.

**Learning outcome:**

- Clear understanding of tourism demand, its effects and also forecasting both in public and private sector.

#### **UNIT-III**

**Cost concepts-** Market structure and Competition- Pricing in tourism- determinants of price- Pricing tourism products- Approaches to pricing – Break Even point and its analysis.

**Learning outcome:**

- Provide real experience in pricing and tourism structure which determinants its success and also break even analysis.

#### **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.

**Learning outcome:**

- Provide good experience on the impact of tourism both in community and environmental aspects.

#### **UNIT-V**

**Macroeconomic environment** - Economic transition in India – Inflation Analysis, Concept of Liberalization, Privatization and Globalization -Impact of LPG on Tourism & Hospitality Industry – Trade cycles.

**Learning outcome:**

- Crystal clear understanding of economic transition, inflation due to LPG in tourism and hospitality sector.

#### **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, NewDelhi, 2004

## **MBA (Travel & Tourism Management) ACHARYA NAGARJUNA UNIVERSITY**

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

#### **Objectives**

1. To acquaint oneself with the fundamental principles of Financial management
2. To enable oneself to analyze and interpret the investment decisions
3. To be familiar with CVP analysis

#### **UNIT-I**

**Introduction to Financial Management:** Nature & Scope of Financial Management - Role of Financial Manager - Finance Functions. Financial Implications in service organizations like Theme parks, Transport and Hotels.

**Learning outcome:**

- Acquire knowledge on the basic concepts of Financial Management.

#### **UNIT-II**

**Financial Management in Govt. Tourism Organizations:** Scope & organization of Finance Functions in govt. tourism organizations - planning & budgeting - Finance controls - MOU in Tourism & Hospitality Industry.

**Learning outcome:**

- Know the role of MOU's in terms of FM in Govt. Tourism Organizations.

### **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.

**Learning outcome:**

- Understand the CVP analysis in service organizations.

### **UNIT-IV**

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

**Learning outcome:**

- Aware of the capital structure and capital budgeting techniques in Tourism industry.

### **UNIT-V**

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

**Learning outcome:**

- Get the knowledge on sources of short term and long term capital in tourism sector.

### **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

**MBA (Travel & Tourism Management)**  
**ACHARYA NAGARJUNA UNIVERSITY**

**301: BUSINESS STRATEGY & ENTREPRENEURSHIP**

**Objectives**

1. To understand the dynamics of strategic management.
2. To appreciate the scope for entrepreneurship in Tourism and Hospitality.
3. To help them become job creators rather than job seekers.

**UNIT - I**

Strategic Management Process – Environmental Scanning and Analysis – Strategy Formulation – Michael Porter on Strategy – BCG Matrix – Types of Strategies: Generic strategic – Integration Strategies – Outsourcing Strategies – Offensive and Defensive strategies – Strategic Alliances – Mergers and Acquisitions – Diversification – Strategic Intent and Fit.

**Learning outcome:**

- Understand the process of strategy formulation, implementation and also integrating technique of strategies.

**UNIT - II**

Concept of Entrepreneurship – Characteristics of an entrepreneur – Distinction between entrepreneur and manager – Functions of an Entrepreneur- Types of Entrepreneur Factors affecting Entrepreneurial growth – Entrepreneur Competencies.

**Learning outcome:**

- Aware of entrepreneur competencies and his functions.

**UNIT - III**

Marketing & Project management – Marketing Research for the new venture – characteristics of marketing plan – steps in preparing marketing plan – why some plans fail. Project Identification and selection – Project Formulation – Project appraisal.

**Learning outcome:**

- Get knowledge on marketing research, its usage and an overview upon the project management.

**UNIT - IV**

Financing of Enterprises – Sources of Finance – Venture capital & Term loans – Institutional Finance to Entrepreneurs – Role of Govt. in financing & Promoting enterprises in Tourism & Hospitality sector.

**Learning outcome:**

- Knows the role of Govt. in financing and promoting tourism related enterprises.

**UNIT - V**

Ending the Venture – Bankruptcy – Causes and remedies – Re-organization – Steps in Re -organization – Transfer of business – Different methods of transfer.

**Learning outcome:**

- Understand the Bankruptcy of venture and the re-organization process.

**TEXT BOOKS**

1. Srinivasan. R (2006), Strategic Management: The Indian Concept, 2<sup>nd</sup> Ed., Prentice Hall India, New Delhi.

**REFERENCE BOOKS:**

1. Thomson A. A., Stick Land. A.J & Cambel. J.E., (2005), *Crafting and Executing Strategy – The Quest for Competitive Advantage*, Tata McGraw Hill, New Delhi.
2. Peter F. Drucker (1985), *Innovation & Entrepreneurship*, Harper & Row, New York.
3. John A. Pearce & Richard B. Robinson Jr. (1991) *Strategic Management*, 3<sup>rd</sup> Ed., AITBS, New Delhi.
4. Michael E. Porter (1985), *Competitive Advantage*, Free Press, New York.
5. Miller. A & Dess. G.G (1996), *Strategic Management*, 2<sup>nd</sup> Ed., McGraw Hill, New York.
6. *Entrepreneurship*: Robert D.Hisrich & Michael P.Peters, TMH, 2002.

**MBA (Travel & Tourism Management)**  
**Acharya Nagarjuna University**  
**303: Air Travel Ticketing and Fare Construction**

**Objectives:-**

- a. To Give the basic knowledge and new trends in Aviation Industry
- b. To provide the detailed information about the travel documentation
- c. To familiarize with airport operations
- d. To do practical work on Air Ticketing and Fare Construction

**Unit - I**

**Basics of Air Travel:** Air Travel – International Carriers – Domestic Carriers – Role of State in Air Transport – Air Transport Regulations – Five Freedoms of Air – Flight Distance – Passenger Capacity and Seating – Aircraft Seating Plans – Food and Beverage Service – International Airports and Domestic Airports & Airlines in India.

**Learning outcome:**

- A clear cut understanding of air transportation and its regulations in India

**Unit - II**

**Airlines Policies and Basic Elements Of Air Fares:** Reservation Policy – Policy Regarding Children and Infants – Policy Regarding Restricted and Disabled Passengers – Changes, Alterations in Schedules – Stand by Travel – Special Charges – Pet Transport Policy – Special Meals. Class of Service – Fare Basis – Air Transportation Taxes – Airport Taxes – Customs User Fees – Miscellaneous Charges – Fare Rules – Fare Calculation – Special Air Fares

**Learning outcome:**

- Gain a practical understanding of the Airline ticket reservation policies and classes of services in Airlines

**Unit - III**

**Airport Management:** Airport Facilities –Travel Documentation – Passport, Passport Act, Types of Passports, Passport Security Features, Role of Ministry of External Affairs – Visa, Types of Visas, E-Visa, Visa on Arrival – Customs Act – Emigration Act – Passenger Check-in – Cancellation and Delays – Baggage Transportation –Checked Baggage: The Weight System –The Piece System – Excess Baggage Charges.

**Learning outcome:**

- A clear understanding of the baggage system in Indian Aviation for safe handover to the Tourists at the destination airport.

**Unit - IV**

**Air Fare Construction:** Airline Regulations – Guidelines for Finding and Reading International Air Tariff Rules – Guidelines for Fare Construction– Lowest Combination of Fares Method – Mileage System –Airways Competition – Fare Calculation on a Hand Ticket – Sector Mileages – Basic Principles of International Air Fares and Ticketing – Currency System – Neutral unit of currency (NUC) – World Airways Guide – Fare – City to City Fares – Flight Routings – Ticket Designator – Alterations, Reissuance and Refunds – Agency Commission–Tariff Terminology

**Learning outcome:**

- Aware of the utilization of airport facilities existing in India both to the domestic and foreign tourists.
- Know the existing rules & regulations of air tariff as per IATA regulations

**Unit - V**

**Air Ticketing Techniques:** Reservation Sheets/Cards – Airline Reservations – Domestic Airline Ticketing – International Airline Ticket Analysis –Ticket Coupons – Air Ticket Information. Air Ticket related traffic Documents – Universal Credit Card Charge Form – Prepaid Ticket Advice (PTA) – Refund/Exchange Notice (REN) – Ticket Exchanges – Ticket Exchange Notice – Cash Refund Notice – Credit Card Refund Notice – Miscellaneous Charges Order – Booking a Tour — Tour Order – Ticket Revalidation – Chartered and Group Travel.

**Learning outcome:**

- Awareness on the Airline reservation process in GDS & CRS systems in India.

**Practicals**

1. Airline Ticket Booking Procedure (CRS) – Domestic & International – One Way, Round Trip, Circle Trip, Open Jaw Trips.
2. Air ticket Cancellation Procedure (CRS)
3. How to Order the Food Items while in Airline Tickets
4. E-Check-in procedure
5. How to book for airline tickets for a special category of passengers.
6. Baggage handling procedure at Airport.

**Reference Books:**

1. Air Travel Ticketing and Fare Construction, Jagmohan Negi, Kanishka Publishers, Distributors, New Delhi.
2. World Wide Airways Guide (Red & Blue).
3. Air Tariff Book 1, Worldwide Fares.
4. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
5. Air Tariff Book 1, Worldwide Maximum Permitted Mileage.

**MBA (Travel & Tourism Management)**

**Acharya Nagarjuna University**

**305: TOUR OPERATIONS MANAGEMENT**

**Objectives**

1. To Understand the significance of travel agency and tour operation business;
2. To Know the current trends and practices in the tourism and travel trade sector; and
3. To develop adequate knowledge and skills applicable to travel industry.

**UNIT-I**

**Travel Trade** - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.

**Learning outcome:**

- Clear understanding of the evolution of Tour Operations worldwide both retail & wholesale agency services and their linkages in changing scenario.

**UNIT-II**

**Travel Agency and Tour Operation Business** - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

**Learning outcome:**

- Provides a clear picture of functions of Tour Operations business in all aspects with IATA Accreditation.

**UNIT-III**

**Itinerary Planning & Development** - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Dont's of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

**Learning outcome:**

- Application of itinerary planning includes FIT & Group Tour Planning for the success of entire tour.

**UNIT-IV**

**Tour Packaging & Costing** - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

**Learning outcome:**

- Proper understanding on the implementing of Tour Packages & Costing both for the purpose Organizational Profits and Tourist Satisfaction.

**UNIT-V**

**Role and Responsibility of Travel Trade Associations:** Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI.

**Learning outcome:**

- Learn clear picture of worldwide travel trade associations, their Objectives and functions.

**TEXT BOOKS**

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.

**REFERENCES**

1. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
2. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.

**MBA (Travel & Tourism Management), ANU  
306: House Keeping Management**

**Objectives**

1. To familiarize with the students the importance of housekeeping Departments
2. To understand the functions of Executive House Keeper
3. To provide an understanding of the bed making, cleaning science and other housekeeping activities.

**UNIT - I**

**Introduction:** Meaning, Definition & Importance of Housekeeping Departments - Role of House Keeping in hospitality industry -House Keeping Functions – Types of accommodation and Rooms categorization – House Keeping Department Layout – Organization – House Keeping Personnel – Competencies.

**Learning outcome:**

- Thorough understanding of housekeeping in hospitality industry with organizational functioning system.

**UNIT - II**

**House Keeping Personnel:** Role, Duties and Responsibilities of House Keeping Personnel: Executive, Public Area Supervisor, Laundry Supervisor, Linen Supervisor, Horticulturist – Control desk - Liaison with other departments – types of Registers and files – House Keeping Stores.

**Learning outcome:**

- Improves the quality of services in all the systems of house keeping as per professional standards.

**UNIT - III**

**Bed Making:** Types of services — Layout - The Linen – Types of Linen, Sizes, and Linen Exchange. Procedure – Storage Facilities and Conditions – Par Stock: Factors affecting Par Stock – Linen Inventory System – Uniform Designing and Classification - Required Equipment and accessories.

**Learning outcome:**

- Know the satisfactory services of customer during his stay in the hotel in all aspects

**UNIT - IV**

**Cleaning Science:** Characteristics of good cleaning agent – Application of cleaning agent –Types of cleaning agent – Cleaning products – Cleaning equipments – Classification and types of equipment with Diagram's with their care and uses – Pest Control Measures – Waste Disposal -Laundry Services – Process – Organization – Equipment.

**Learning outcome:**

- Understand the saying of “Cleanliness is next to Godliness” as per house keeping using all techniques and equipments

**UNIT - V**

**Other House Keeping activities:** Horticulture – Floral Art – Flower Arrangement –Concept/Importance – Types and Shapes – Principles – Tools, Equipments and Accessories –Interior Decoration – Importance, Definition and Types - Room Interiors: Ceramics, Plastics, Glass, Sanitary Fitments - Public area Management – Safety and Security in House Keeping.

**Learning outcome:**

- Aware of house keeping services for ambience of entire hotel premises including security measures.

**Practicals –**

1. Cleaning – Glass, Room, and other.
2. Chemical Mixings
3. Bed Making
4. Horticulture – Flower arrangement, Bookie Preparations

**REFERENCE BOOKS:**

1. Sudhir Andrews, Hotel House Keeping Management & Operations, Tata McGraw Hills, New Delhi, 2008.
2. Singh R.K, Organization of House Keeping Management, Aman Publications, New Delhi, 2005.
3. Sudhir Andrews, Tourism & Hospitality Industry, Tata McGraw Hills, New Delhi, 2007.
4. Manoj Madukar, Professional House Keeping, Rajat Publications, New Delhi, 2001.
5. Hotel, Hostel and Hospital House Keeping, Joan C. Banson & Margaret Lennox, ELST 2003.

**MBA (Travel & Tourism Management), ANU**

**307: TRAVEL MEDIA**

**Unit – I**

Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books – The Internet – Researching and Approaching Markets – Travel Books – Guide Books – Accommodation Guides – Business Travel – Coffee Table Books, Autobiographical Tales – Anthologies.

**Learning outcome:**

- Clear understand of travel media both electronic and print form the need of the hour

**Unit – II**

Electronic Media in documenting destinations, Travel and Transport, Hospitality and tourism resources – Nature of Media coverage: Webcast and telecast – Script writing for travel programs – Identifying points for visual support – Conducting interviews – Virtual tourism.

**Learning outcome:**

- How fast is electronic media is dominating the present society in all spheres and its observations

**Unit – III**

Research Topics: Sources of Information – Research on the Internet – Researching on the spot – Organizing research material.

**Learning outcome:**

- Quick information on the spot for good communication purpose

**Unit – IV**

Developing Ideas for Travel Articles – Journey Pieces – Activity Pieces – Special Interest Pieces – Side-trips – Reviews – Ideas from own travel experiences – Ideas from other sources.

**Learning outcome:**

- Special attention for new ideas from travel

**Unit – V**

How to portray the experiences: Practical tips – Choosing the right words – Verbs, Adjectives and clichés, Illustrations – The Practicality of taking photographs, Non-Photographic Illustrations.

**Learning outcome:**

- Experience very practical minded purposes to portrait information

**Text Books**

1. Janet Macdonald (2000), Travel Writing, Robert Hale, London.

**References**

1. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
2. Clark, Riley.M., Wood, R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
3. Nelison C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.
4. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.
5. Scot Ober, Contemporary Business Communication 3/e, Houghton Mifflin Company, 2000.

**MBA (Travel and Tourism)**  
**Acharya Nagarjuna University**  
**401 Destination planning and development**

**Objectives**

1. To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques;
2. To familiarize with the destination branding practices; and
3. To introduce advanced analysis and research in the field of destination development.

**Unit-I**

**Destination Development:** Types of destinations, Characteristics of destinations –Destinations and products – Destination Management Systems –Destination planning guidelines –Destination Selection Process-The Values of Tourism.

**Learning outcome:**

- Clear understanding of the characteristic features of Tourist destination process

**Unit-II**

**Destination Planning Process and Analysis** –National and Regional Tourism Planning and Development – Assessment of tourism potential – Planning for Sustainable Tourism Development – Contingency Planning - Economic, Social, Cultural and Environmental considerations – Demand and supply match-Design and innovations.

**Learning outcome:**

- Applying the national & Regional tourism planning for the development purpose area wise

**Unit-III**

**Destination Image Development** – Attributes of Destinations : Person's determined image , Destination determined image , measurement of destination image - Destination branding perspectives and challenges - Creating the Unique Destination Proposition-Place branding and destination image – Destination image formation process ; unstructured image –Product development and packaging – Destination branding and the web-Case Study of Capital Amaravathi as a brand.

**Learning outcome:**

- Develops the leadership skills as the destinations branding perspectives and challenges concerned in a unique manner

**Unit-IV**

**Destination Promotion and Publicity** – Six 'A's framework for Tourism destinations-The dynamic wheel of tourism stakeholders – Destination Marketing Mix –Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

**Learning outcome:**

- Thoroughness of 6A's framework of tourist destinations cum marketing mix to face competition

**Unit-V**

**Institutional Support:** Public Private Partnership (PPP) –National Planning Policies for Destination Development – WTO Guidelines for Planners –Role of urban civic bodies: Town planning - Characteristics of rural tourism planning- Environmental Management Systems –Destination Vision – The focus of Tourism Policy: the competitive sustainable destination-Destination mapping (practical assignment).

**Learning outcome:**

- Implementation of Public provide partnerships at local, national level to promote tourism as per the WTO guidelines

**TEXT BOOKS**

1. C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.

**REFERENCES**

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition ,Butterworth and Heinemann.
2. Richard W.Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
3. Claire,Haven Tang & Bieri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.

4. ShaliniSingh, DallenI. Timothy & Ross Kingston Dowling (2003), Tourismin Destination Communities, CABIPublishing.
5. Geoffrey Ian Crouch, J.R. Brent Ritchie &Horst-Herbert G. Kossatz (2003), theCt) mpetitive Destination: a Sustainable Tourism Perspective, CABJPublishing.

**MBA (Travel &Tourism Management)**  
**Acharya Nagarjuna University**

**402: E-TOURISM**

**Objectives**

1. To understand emerging GDS in tourism and travel industry
2. To study the impact of Information Technology on tourism and travel sector
3. To explore the scope of entrepreneurship in the emerging e-tourism business.

**Unit- I**

**Introduction to E-tourism:** Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.

**Learning outcome:**

- Provides the knowledge on basics, understanding of E-Tourism and its. technological processing in tourism

**Unit – II**

**Global Distribution System:** History & Evolution - GDS & CRS - Levels of CRS Participation - Hotel Distribution System - Cases of Amadeus - Galileo, World Span, Sabre, Abacus - Changing Business models of GDS.

**Learning outcome:**

- Provides thorough knowledge of global distribution system (GDS) in Hotel and Travel Agents sectors.

**Unit – III**

**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).

**Learning outcome:**

- Clear cut understanding of typologies of E-Tourism

**Unit- IV**

**Payment Systems in E-tourism:** Payment Gateway - Participants and Service Suppliers in a BSP- Billing and Settlement Plan (BSP) -Standard Traffic Documents (STDs)- Security Issues and Third-Party Certification.

**Learning outcome:**

- Grasp the Application of payment system in E-Tourism in detail

**Unit – V**

**Future of E-tourism:** Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies – Latest advancement in E-Tourism & Hospitality.

**Learning outcome:**

- Practical Knowledge on the prediction of future E-Tourism with latest advancement systems.

**TEXT BOOKS**

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

**REFERENCES**

1. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
2. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
3. Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.

**MBA (Travel & Tourism Management)  
ACHARYA NAGARJUNA UNIVERSITY**

**404: FRONT OFFICE MANAGEMENT**

**Objectives**

1. To familiarize the learner with hotel Front office organization functions to serve the needs of Guests.
2. To provide an overall view of the guest management of Human Resources In Front office
3. To apprise students with the issues of Customer satisfaction in a very professional manner.

**UNIT- I**

**Introduction** – Evolution & Growth of the hotel industry in India, importance of Front office and its functions – Front office Objectives, Goals and Strategies with relation to Hotel - Management of Human Resources of Front Office – Employee Qualities and Role of Front Office Manager.

**Learning outcome:**

- A comprehensive understanding of hotel industry in India as per as front office is concerned for the benefit of guests.

**UNIT - II**

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

**Learning outcome:**

- A clear understanding of front office organization structure with multiple goals.

**UNIT - III**

**Front office Communication** - 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.

**Learning outcome:**

- Learn the need of the communication skills in hotel industry to serve the customer requirement in a very effective manner without leaving scope for complaints.

**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.

**Learning outcome:**

- Understanding of maintaining exact accounts for each and every services offered by the staff to the customer.

## UNIT- V

**Safety & Security:-** 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.

**Learning outcome:**

- Understand the priority service of guests safety and security during his stay in the hotel with international standards.

**Practicals –**

1. Handling the Guest calls – Telephone etiquettes
2. How to book the room reservations , registrations and cancelations
3. How to fill different forms in front office department - (C-form, reservation form, registration from and cancelation from)

**REFERENCE BOOKS:**

1. Hotel front office operations and management – Jatashankar R. Tewari.
2. Front Office Management, S.K. Bhatnagar, Frank Bros & Co., New Delhi, 2004.
3. Front Office, Operations and Management, Ahmed Ismail, Thomson, Delmar.
4. Hotel Front Office Management - James A. Badri, John Wiley & Sons.
5. Bardy. J: Hotel Front Office Management, (CBI-VNR).

**MBA (Travel & Tourism Management)  
Acharya Nagarjuna University  
405: Airlines and Cargo Management**

**Objectives:-**

- a. To familiarize the students about the airline & Cargo industry of India
- b. To introduce the cargo documentation
- c. To explain how to handle different cargo items
- d. To do Practical work in the Air Cargo Management.

### Unit -I

**Aviation Sector:** Aviation History – Open sky policy– Functions and Role of ICAO, IATA, DGCA, Bureau of Civil Aviation Security, and Airport Authority of India – Types of Airlines – Types of Aircrafts – Study of aircraft parts.

**Learning outcome:**

- Provide the knowledge on the evolution of Aviation History with proper services of IATA & ICAO.

### Unit – II

**Airline Codes:** Airline designated codes– Airport codes (IATA & ICAO) – International Conventions – Billing and Settlement Plan – Sale Indicators –Types of Journeys in Airlines –Role of Computers in the Aviation sector.

**Learning outcome:**

- Clear Understanding of different types of journeys in Airlines.

### Unit - III

**Air Cargo:** Basics of Air Cargo – Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges – Airlines & Ships Cargo capacity– Cargo with special attention – Introduction of dangerous goods – Live Animal Regulation.

**Learning outcome:**

- Aware of various facilities offered at the air cargo terminals by the airport authority of India.

## **Unit –IV**

**Cargo Documentation:** Cargo Packaging, marking, labeling of consignment, acceptance of cargo, airway bill- Charges correction advice (CCA) - Irregularity Report - Cargo Manifesto - Cargo transfer Manifesto - Declaration for dangerous goods.

**Learning outcome:**

- Practical understanding of the cargo packing, marking, labeling in Air cargo as per the existing rules.

## **Unit - V**

**Cargo Export & Import:** Export Documentation – Cargo Export Procedure – Quality Control – Import Documentation – Cargo Import Procedure– Role of DGFT – Import-Export License – EXIM policy – Cargo companies in India.

**Learning outcome:**

- Understanding of both cargo export & import documentation procedures with quality control as per Directorate General of Foreign Trade (DGFT).

## **Practicals**

1. Cargo booking procedure through CRS
2. How to prepare the Airway Billing cargo bookings
3. Cargo cancelation procedure
4. Cargo booking procedure - Live animals & dangerous goods

## **Reference Books**

1. Air Cargo Tariff Manual.
2. IA T A live Animal Regulation Manual.
3. Export-Import Procedures: Documentation and Logistics, by C. Rama Gopal, 2006, New Age International
4. Export-Import Management, by Justin Paul (Author), Rajiv Aserkar (Author), 2013, Oxford Publications.