

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

ACHARYA NAGARJUNA UNIVERSITY

## **301: BUSINESS STRATEGY & ENTREPRENEURSHIP**

### **UNIT - I**

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

### **UNIT - II**

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

### **UNIT - III**

Marketing – 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.

### **UNIT - IV**

Financing of Enterprises – Sources of Finance – Venture capital & Term loans – Institutional Finance to Entrepreneurs.

### **UNIT - V**

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

### **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.
7. Entrepreneurial Development: S.S. Khanka, S.Chanda & Co., 1999.
8. Essentials of Entrepreneurship : Thomas W. Zimmerer & Normass M.Scarborough, P.H.1, 2005.

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

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## **302: CUSTOMER REALTIONSHIP AND SERVICES MANAGEMENT**

### **UNIT - I**

Customer Relationship Management in Tourism – Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement Customer Feedback and Service Recovery.

### **UNIT - II**

Managing and Sharing Customer data - Customer information databases – Ethics and legalities of data use – Data warehousing and data mining – Data analysis – market Basket analysis (MBA) – click stream analysis - Personalization and collaborative Filtering.

### **UNIT - III**

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service aspirations - Consumer Behavior in Service encounters.

### **UNIT - IV**

Marketing Mix in Services – The SEVEN Ps - Product – Price – Place – Promotion -People – Process – Physical Evidence – Balancing Demand and Capacity – Popular Strategies.

### **UNIT - V**

Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

### **REFERENCES BOOKS**

1. Christopher Lovelock & Jochen Wirtz - Services Marketing, Pearson Education, Delhi, 2004.
2. Zeithmal, Parasuraman & Berry – Delivering Quality Service, The Free press, New York
3. Andry silmore, Services Marketing & Management, Response Books, Sage Publications, Delhi.2001
4. Jagdish Seethi, Etal, Customer Relationship Management.
5. Stancles A.Brown, ‘Customer Relationship Management’, John wiley & Sons, 2000
6. Lovelock, ‘Services Marketing – People, Technology & Strategy’, Pearson Edn, Singapore, 2003
7. Gilmore, ‘Services Marketing and Management, Response Books, New Delhi, 2004.

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

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## **303: AIR TRAVEL TICKETING AND FARE CONSTRUCTION**

### **UNIT - I**

*AIR TRAVEL AND WORLD AIRLINES:* Air Travel – International Carriers – Domestic Carriers – Role of State in Air Transport – Air Transport Regulations – Five Freedoms of Air Passenger Aircrafts and Aero planes Flight Distance – Passenger Capacity and Seating – Aircraft Seating Plans – Food and Beverage Service

### **UNIT - II**

*AIRLINES POLICIES AND PRACTICES:* Reservation Policy – Policy Regarding Children and Infants – Policy Regarding Restricted and Disabled Passengers – Changes, Alterations in Schedules – Stand by Travel – Passenger Check in – Cancellation and Delays – Baggage Transportation – Checked Baggage – Checked Baggage: The Weight System – Checked Baggage: The Piece System – Excess Baggage Charge – Special Charges – Pet Transport Policy – Special Meals

### **UNIT - III**

*BASIC ELEMENTS OF AIR FARES:* Class of Service – Fare Basis – Air Transportation Taxes – Airport Taxes – Customs User Fees – Miscellaneous Charges – Fare Rules – Fare Calculation – More than One Segment – Special Air Fares – Ticket Issuance

### **UNIT - IV**

*AIR FARE CONSTRUCTION:* Airline Regulations – Guidelines for Finding and Reading International Air Tariff Rules – Guidelines for Fare Construction – Lowest Combination of Fare Method – Mileage System – Tariff Terminology – Lowest Combination of Fares Method – Mileage System – More Distant Point Principle – Airways Competition – Fare Calculation on a Hand Ticket – Sector Mileages – Basic Principles of International Air Fares and Ticketing – Currency Conversions – World Airways Guide – Currency System (Fare Construction Unit) – Guide to Fare Construction – How to Use Neutral Unit of Constructions (NUCs) to Calculate Fares? – The Mileage System – Fare – City to City Fares – Flight Routings – Ticket Designator – Alterations, Reissuance and Refunds – Agency Commission

### **UNIT - V**

*AIR TICKETING TECHNIQUES:* Reservation Sheets/Cards – Airline Reservations – Domestic Airline Ticketing – International Airline Ticket Analysis of an airline ticket Airline Tickets – Ticket Coupons – Air Ticket Information – Writing Airline Tickets – Inside Cover with Limitation of Liability – Important Reconfirmation Notices – Manual Ticketing – Air Ticket Related Traffic Documents – How to Make an Airline Ticket? – Airline Ticketing Procedures – 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 – How to Procure Traffic Documents? – Tour Order – Ticket Revalidation – Chartered and Group Travel.

### **REFERENCE BOOKS :**

1. Air Travel Ticketing and Fare Construction, Jagmohan Negi, Kanishka Publishers, New Delhi.
2. ABC 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.
6. Travel Information Manual (TIM).
7. IATA Ticketing Hand Book.

# MBA (Travel & Tourism Management)

ACHARYA NAGARJUNA UNIVERSITY

## 304: EVENT MANAGEMENT

### UNIT – I

*Introduction to Event Management:* Size of Events – Types of Events – The Event Team – Code of Ethics. *Concept and Design:* Developing the Concept – Analyzing the Concept – Designing the Event – Logistics of the Concept. *Feasibility:* Keys to Success – The SWOT Analysis.

### UNIT – II

*Marketing:* Nature of Event Marketing – Process of Event Marketing – The Marketing Mix – Sponsorship. *Promotion:* Image/Branding – Advertising – Publicity – Public Relations. *Financial Management:* The Budget – Break-Even Point – Cash-Flow Analysis – Profit and Loss Statement – Balance Sheet – Financial Control Systems – Panic Payments. *Risk Management:* Process of Risk Management – Incident Reporting – Emergency Response Plans – Standards for Risk Management.

### UNIT – III

*Planning:* Develop a Mission/Purpose Statement – Establish the Aims of the Event – Establish the Objectives – Prepare an Event Proposal – Make Use of Planning Tools. *Protocol:* Titles Dress for Formal Occasions – Protocol for Speakers – Religious and Cultural Protocol – Protocol for Sporting Ceremonies – Preparing for Dignitaries – Rules of Flag Flying. *Staging:* Choosing the Event Site – Developing the Theme – Conducting Rehearsals – Providing Services – Arranging Catering – Organizing Accommodations – Managing the Environment.

### UNIT – IV

*Staffing:* Developing Organization charts – Preparing Job Descriptions – Recruitment and Selection – Drawing Up Rosters – Training – Briefing Staff – Managing Legal Requirements – Developing Recognition Strategies – Managing Volunteers. *Leadership:* Developing Leadership Skills – Managing Temporary and Diverse Teams – Group Development – Improving Communication – Time management – Planning and Managing Meetings. *Operations and Logistics:* Logistics – Policies – Procedures – Performance Standards – Functional Areas – Leadership and Staff Motivation.

### UNIT – V

*Safety and Security:* Security – Occupational Safety and Health – Incident Reporting. *Crowd Management and Evacuation:* The Crowd management Plan – Major Risks – Crowd Management – Emergency Planning – Implementing Emergency Procedures. *Monitoring, Control and Evaluation:* Monitoring and Control Systems – Operational Monitoring and Control – Evaluation – The Broader Impact of Events.

### REFERENCE BOOKS:

1. Event Management: For Tourism, Cultural, Business and Sporting Events, Lynn Van Der Wagen, Pearson, 2005.
2. Event Marketing & Management – Sanjaya Singh Gaur & Sanjay V. Saggere, Vikas Publication House, 2003.
3. Successful Event Management; Anton Shone : Thomson, 2004.
4. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
5. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
6. Joe Gold Blatt (1997), Special Events – Best Practices in Modern Event Management, John Wiley and Sons, New York.
7. Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
8. Panwar J.S. (1998), Marketing in the New Era, Saga, New Delhi.

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## **ACHARYA NAGARJUNA UNIVERSITY**

### **305: TOUR OPERATORS MANAGEMENT**

#### **UNIT – I**

Tour Operators: Meaning – Definition of Travel Agent and Tour Operators and the distinction between the two - Role and services of Tour Operators Types of Tour Operators – Rules for Recognition – Income For Tour Operators – Tour Wholesales – Retailers – Designing a Tour – Tour Order – Tour Operation – Input and Output of Tour Operation – Tour reservation by Mail – Computer Reservation System (CRS)

#### **UNIT – II**

Economics of Tour Operators - Choice of Travel Circuits – Up-linking Procurement of Services – Strategic alliances – Cost, Benefit, Return and Risk aspects.

Package Tours: Basic, Principles of Packaging – Group Incentive Tours – Manual for Travel Business – Reference tools & Resources.

#### **UNIT - III**

Tour Planning – Packaging price strategies – Pre Tour Preparation Function of Tour Operators – Detailed study of (a) Planning of sightseeing and shopping (b) Preparation of Itineraries (c) Ticking – Railways, Automobile, Airlines, Cruise Reservations. (d) Transportation, Accommodation and other auxiliary services (e) Providing professional Knowledge (f) Marketing Tourism Packages.

Tour Operations: Hotel procedures – Board the Bus/Coach – Emergency procedures – Tour Managers illness – Mail & Messages – Food & Beverages – Transportation Delays – Non Performance of a Supplier – Company Changes in route – Expulsion of Tour member – Handling company money.

#### **UNIT – IV**

Professional Tourist Guide – Duties and Responsibilities – Training – Categories of Tourist Guides – Earnings State and Travel Agency & Tour Operators.

#### **UNIT – V**

Prospects of Tour operator and Travel Agency Services – Potentials for development in the context of Free Trade Globalisation – New roles in the Contemporary Environment – Role and Responsibility of Travel Trade Associations: Objectives – Role & Functions of UF TAA, PATA, ASTA, TAAI, ATAOL, IAAI.

Importance activities of the central and State Government for building the infrastructure of Tourism Industry with Special reference to Objectives, Management, Working and feature prospective of Indian Tourism Development Corporation (ITDC) and State Development Corporation (STDC).

#### **REFERENCE BOOKS:**

1. Tourist Guide & Tour Operations: Jagmohan Negi: Kanishka Publishers, New Delhi, 2004.
2. Travel agency & Tour Operations – by Jagmohan Negi.
3. Tourist Business by Donald.
4. Foster, Dennis L: The Business of Travel Agency Operations an 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. Tourism Operations and management by Sunetra Roday, Archana Biwal, Vandana Joshi Published by Oxford University Press – 2009 Edition.
8. Incredible India, Annual Report, Ministry of Tourism.
9. Traveler Outlook, Monthly Magazine.

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## **ACHARYA NAGARJUNA UNIVERSITY**

### **306: HOUSE KEEPING MANAGEMENT**

#### **UNIT - I**

**Introduction:** Categorization, Types & Organization Structure of a Hotel - 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.

#### **UNIT - II**

**Functions of Executive House Keeper:** Role of House Keeping – Control desk-Liaison with other departments – types of Registers and files – House Keeping Stores.

#### **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

#### **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.

#### **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.

#### **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.
6. Hotel House Keeping Training Manual : Sudhir Andres : TMH : New Delhi.
7. Food and Beverage Service by Lillicrap and Cousins (Edward Arnold Publications, London)
8. Modern Restaurant service – John Fuller (Hutchinson, London)

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

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## **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.

### **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.

### **Unit – III**

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

### **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.

### **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.

### **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.