

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

## **Acharya Nagarjuna University**

### **101: MANAGEMENT PROCESS**

**1. PLANNING :** Significance and process of Planning – types of Plans – Premising: Decision Making - Types of decisions, steps in Decision Making process, Rationality in Decision Making – Management by Objectives: Process, Preconditions for successful MBO Programme.

**2. ORGANIZING :** Purpose and Process of organizing - Organization structure – significance, Formal and Informal Organizations, distinction, principles of Organization – Departmentation; Objectives, Methods of Departmentation - Span of Control: Factors determining Span of Control – Delegation: Process, Advantages and Principles of Effective Delegation – Decentralization: When to decentralize and how to decentralize – Line and Staff, conflicts: View Points of Line and Staff, Measures to improve Line and Staff relationship – Committees; Reasons for using Committees, Limitations, Conditions for successful operation of Committees.

**3. STAFFING :** Importance of Staffing – Recruitment, Selection, Placement, Induction, Training, Compensation - Essential Skills and Personal Characteristics of the Managers.

**4. DIRECTING :** Assumption of Human Behavior Theory X and Theory Y-significance of Human factor in managing Leadership: Ingredients of Leadership, Functions of a Leader, Trait approach to Leadership, Leadership Behavior and Styles based on use of Authority, Likert's Four systems of Management and Managerial Grid, Path goal approach to Leadership Effectiveness.

**5. CONTROLLING:** Concept of controlling, basic control process, Prerequisites, Requirements of Adequate Control.

#### **REFERENCE BOOKS :**

1. Heinz Weirich & Harold Koontz : Management 10<sup>th</sup> ed.,TMH 2001.
2. Peter F. Drucker, 'Practice of Management', Pan Books, London, 1987 Reprint
3. Allen Loius, A. : Organisation and Management, McGraw Hill.
4. James A Stoner & Chandes Walker : Management, PHI.
5. Koontz & Weirich, 'Management', McGraw – Hill, Tokyo, 2004 (Text Book)
6. Richard .M Hodgets, 'Management", Academic Press, New Jersey, 1993
7. Hampton, 'Management', McGraw – Hill, International Edition, Tokyo, 1992
8. Stoner & Wankel, 'Management', Prentice Hall India, New Delhi, 1999
9. Peter F. Drucker, 'Innovation and Entrepreneurship', Heinman, New York, 1983.
10. Virmani.B.R., 'The challenges of Indian Management', Response books, New Delhi,2006
11. Important Business Magazines like : Business India, Business World and Fortune International.

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### **102: TOURISM MANAGEMENT**

#### **UNIT - I**

Indian Tourism – Ancient Civilization – History of Indian Travelling – A Land of all reasons – Leisure, Recreation and Tourism – Tourist attractions – Products of Tourism – Tourism destinations – Inbound and Outbound Tourism – Components of Tourism: Travel, Accommodation, Food & Beverages.

#### **UNIT - II**

Tourism Products: Tourism Resources of India – Natural and Man-made – Diversities in Land form & Landscape – Outstanding geographical features – Beach Tourism, Adventure Tourism – Wild Tourism, Event Tourism, Pilgrimage, Health Tourism, Tourist Festivals, Cultural Tourism, Natural Tourism, Rural Tourism, MICE (Meetings, Incentives, Conferences & Exhibitions) Tourism, Social Tourism, Eco Tourism and Education Tourism.

#### **UNIT - III**

Concept, Definition & Importance of Tourism Policy – Objectives and Goals – Tourism Planning – Role of Government. National Tourism Administration – Indian Tourism Development Council (ITDC) – State Tourism: AP State Tourism Policy & Planning - APTDC.

#### **UNIT - IV**

Organisation & Administration of Tourism – Ministry of Tourism, Development of Tourism (DOT), Activities, Organisation and Functions – National Tourism Board – ITDC, State TDC's – Tourist Development Council – Tourism Promotion Committee.

#### **UNIT - V**

Mode of Transport: Rail, Road, Air & Water Tourism by Rail – Palace on wheels, Deccan Odyssey & Golden chariot. Tourism Circuits of India – Inter-State and Intra-state circuits – Religious circuits – Heritage circuits – World Life circuits.

#### **REFERENCE BOOKS:**

1. Introduction to Tourism : M.A.Khan, : Anmol Publications, New Delhi, 2005.
2. Mill & Morrison: The Tourism System: An Introductory Text (1992) Prentice Hall,
3. S.Husain Ashraf, and Asif Iqbal Fazili, *Tourism in India: Planning and Development*, Sarup and Sons, New Delhi, 2006.
4. David Edgall, Maria Del Mashro Alllen and Ginger Smith, *Tourism Planning and Policy*, Elsevier, Netherland, 2007.
5. Clare A. Gunn, Turgut Var, *Tourism Planning: Basics, Concept, Cases*, Routledge, London, 2002.
6. Manish Ratti.,*Tourism Planning and Development*, New Delhi, Rajat Pub, 2007
7. Stephen Ball (2007), Encyclopedea of Tourism Resources in India, B/H.
8. Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow.
9. Sarina Singh (2008), Lonely Planet India.
10. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.

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### **103: HUMAN RESOURCE MANAGEMENT IN TOURISM**

#### **UNIT – I**

*Introduction:* Human Resource management in Tourism – Concepts – Functions and Policies – Human Resources management in a Changing Environment.

#### **UNIT – II**

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

#### **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.

#### **UNIT – IV**

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

#### **UNIT – V**

*Employee Welfare:* Introduction – Types of Welfare facilities in service sector – Employee Empowerment – Role of Trade Unions.

#### **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<sup>nd</sup> ed.,2001.
3. De Cenzo, D.A. & Robbins S.P.Human Resource Management, 5<sup>th</sup> ed., New York, John Wiley, 1994.
4. Guy, Madhava & Mattock J. The New International Manager, London, Kogan Page, 1993.
5. Aswathappa, Human Resource Managemenet, TMH, 2006
6. Desimone, Human Resource Development, Thomson, 2007.
7. Lufthans, Fred, *Organizational Behavior*, Mc Graw Hill, New Delhi, 9<sup>th</sup> Edition, 2001
8. Robbins, P.Stephen, *Organizational Behavior*, New Delhi, 10<sup>th</sup>, Pearson, Edu, 2005
9. Greenberg and Baron: *Behavior in Organizations*, Pearson, New Delhi, 2005

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### **104: TOURISM GEOGRAPHY**

#### **UNIT - I**

The perspectives of Geography of tourism, the goals and significance in tourism industry – *Tourism resources*: Natural, Historical and cultural resources – Basic elements in destination geography, physical and cultural geography – Physical geography of world – Physiography, drainage and climate – Physical geography of India – Physiography, Drainage and climate.

#### **UNIT - II**

Natural regions of the world and human settlement – Elements of map and map reading – Tools of Geo-informatics and study – remote sensing, GIS, net and internet – Concept of Time zones, GMT variations and significance of elapsed travel time.

#### **UNIT - III**

*Tourism Transportation system in the World*: Air transport, IATA areas and sub areas – Global indicators – Major airports and routes – Railway systems and networks – Water transport: International inland and ocean transport networks – Road transportation: Major trans – Continental, International and National Highways – Transportation system in India.

#### **UNIT - IV**

*Tourist Destination of world*: Western and Eastern Europe, North and South America, Africa, Asia and Australia – *Trends in Tourism*: Mega trends in New Millennium, Challenges and opportunities.

#### **UNIT - V**

*Tourism Resources in India*: Natural, Historical and Cultural – Elements of Ecotourism and adventure tourism – Tourism resources and development in 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. Travel destinations by region.
6. Hall, CM and Page, SJ, *The Geography of Tourism and Recreation*, Routledge, London, 2002
7. Sinha, P.C. *Tourism Geography*, Anmol Publication, New Delhi, 2001
8. Brain G, Boniface, and Cooper C, *World Wide Destinations: The Geography of Travel & Tourism*, Bulterworth, Heinemann, 2001.
9. *National Geographic Atlas*, National Geography Washington, DC, 8<sup>th</sup> edition, 2004  
Stephen Williams, *Tourism Geography*, Routledge, New York, 2005

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### **105: ACCOUNTING FOR MANAGERS**

#### **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).

#### **Unit – II**

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

#### **Unit – III**

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

#### **Unit – IV**

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

#### **Unit – V**

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

#### **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)
8. Pandey LM: Management Accounting, A Planning and control approach (Vikas)
9. Ozi D’Cunha and Glenson Ozi d’Cunha: Hotel Accounting and Financial Control (Dickys)

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### **106: CULTURAL HERITAGE OF INDIA**

#### **Unit – I**

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.

#### **Unit – II**

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

#### **Unit – III**

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

#### **Unit – IV**

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

#### **Unit – V**

Museums and Art Galleries – Fairs and Festivals – Indian Cuisine – Traditional Arts and Crafts – World Heritage sites in India – Problems and Prospects of Cultural Tourism in India.

#### **Text Books**

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. Hussain. A.K (1987), The National Culture of India, National Book Trust, New Delhi.
3. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications.
4. Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
5. The Gazette of India: History and Culture, Vol.2, Publication division, Ministry of Information and Broadcasting, Government of India, 1988.
6. A.L. Basham, The Wonder that was India (Rupa)
7. Lonely Planet, India
8. Manoj Dikshit: Charu Sheela, Tourism Products (New Royal Book Co.,)

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### **107: COMMUNICATION SKILLS**

#### **UNIT - I**

*Oral communication skills:* Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming – Designing and delivering presentations.

#### **UNIT - II**

*Written communication skills:* Preparing letters, reports and other executive communications. Methods of achieving effective communication, measurement of impact of communication – Mass media – Media relations.

#### **UNIT - III**

*Introduction to contemporary public relations:* Organizational context of public relations – social context of public relations – Communication and Public opinion – principles of persuasion – adjustment and adaptation – PR in Tourism.

#### **UNIT - IV**

*Business Communication:* Understanding the foundations of business communication – Characteristics of effective business messages – Writing business proposals – Communication across cultures – Communication challenges in today's work place.

#### **UNIT - V**

*Language Laboratory :* Practical exercise & Discussions – Body language, Postures, Eye contact, Etiquettes, Voice culture, Scientific temper – Team building – Interpersonal effectiveness.

#### **TEXT BOOKS**

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.

#### **REFERENCE BOOKS:**

1. Manadal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
2. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
3. Jenkins IR & Jif JJ 'Planning the Advertising Campaign', Macmillan, 1973
4. Chunawalla SA 'Advertising sales and Promotion Management', Himalaya, 2001.