

KARNATAKA FOLKLORE UNIVERSITY, GOTAGODI, SHIGGAON



**Regulations and Syllabus for
MBA-TOURISM & TRAVEL MANAGEMENT
(I to IV Semesters)**

Master Degree Programme under the Choice Based Credit System

(Framed under section 43(1)(i) of KFU Act.2011)



**(Draft copy approved by the Finance Committee, Academic Council and
Syndicate of the University, in their meetings held on 3rd and 5th November
2012, respectively)**

Regulations

Regulations Governing Post-Graduate Programme M.B.A. in Tourism & Travel Management in the Faculty of Social Sciences under Choice Based Credit System

(Framed under Section 43(1)(i) of the K.F.U Act. 2011)

1.0 Title

The Regulations shall be called “Regulations Governing the Post-Graduate **Programme M.B.A in Tourism & Travel** Management in the Faculty of Social Sciences under the Choice Based Credit System” in **Karnataka Folklore University, Gotagodi.**

2.0 Commencement

These Regulations shall come into force from the date assented to by His Excellency the Chancellor.

3.0 Definitions

- a** In these Regulations, unless otherwise provided:
“Academic Council” means Academic Council of the University constituted according to the Karnataka Folklore University Act. 2011.
- b** “Board of Studies” means P.G. Board of Studies of the University, Adhoc/Combined and Steering Committees of Diploma Programmes in the discipline/subjects concerned.
- c** “Compulsory Course” means fundamental paper, which the student admitted to a particular Post-Graduate Programme, should successfully complete to receive the Post Graduate Degree in the concerned subject.
- d** “Course Weightage” means number of credits assigned to a particular course.
- e** “Credit” means the unit by which the course work is measured. One Credit means one hour of teaching work or two hours of practical work per week. As regards the marks for the course, 1 Credit is equal to 25 marks, 2 Credits are equal to 50 marks, 3 Credits are equal to 75 marks and 4 Credits are equal to 100 marks.
- f** “Cumulative Grade Point Average (CGPA)” refers to the cumulative Grade Point Averages weighted across all the semesters and is carried forward from first semester to subsequent semesters.

- g** “Degree” means Post-Graduate Degree.
- h** “Grade” is an index to indicate the performance of a student in the selected course. These Grades are arrived at by converting marks scored in each course by the candidate in both Internal Assessment and Semester-end Examinations.
- i** “Grade Point Average (GPA)” refers to an indication of the performance of the student in a given semester. GPA is the weighted average of all Grades a student gets in a given semester.
- j** “Open Elective Course” means a paper offered by a Department to the students of other Departments.
- k** “Post Graduate Programme” means semesterised Master’s Degree Programme excluding P.G. Diploma, under CBCS.
- l** “Specialization course” means advanced paper offered by a Department that a student of that Department can opt as a special course.
- m** “Student” means the student admitted to programmes under (k)n
- “University” means Karnataka Folklore University, Gotagodi.

4.0 Minimum Eligibility for Admission

A candidate, who has successfully completed Bachelor’s Degree programme or any other Degree programme of this University or of any other University recognized as equivalent thereto by this University, shall be eligible for admission to the post Graduates Programmes provided the candidate also satisfies the conditions like the minimum percentage of marks and other eligibility conditions as prescribed by the University from time to time.

Admission shall be as per Government of Karnataka reservation policy and the directions issued in this regard from time to time.

5.0 Duration of the Programme

Unless otherwise provided, the duration of study for the Post-Graduate Degree Programme shall extend over a period of two consecutive academic years, each academic year comprising two semesters, and each semester comprising sixteen weeks with a minimum of ninety working days.

However, the students, who discontinue the programme after one or more semesters due to extraordinary circumstances, are allowed to continue and complete the programme with due approval from the Registrar. Candidates shall not register for any other regular course other than Diploma and Certificate courses being offered on the campus during the duration of P.G. Programme.

6.0 Medium of Instruction and Evolution

The medium of instruction for all programmes except languages shall be English. However, the students may write the examinations in Kannada if so provided by the concerned Board of Studies.

7.0 Programme Structure

7.1 The students of Post-Graduate Programme shall study the courses as may be approved by the concerned Board of Studies, Faculty and the Academic Council of the University from time to time subject to minimum and maximum credits as outlined in these regulations.

7.2 No minimum mark is prescribed for internal assessment.

7.3 Internal assessment marks once awarded will hold good even if a candidate reappears for the examination.

8.0 Miscellaneous:

8.1 Students are required to take active part in the research / survey programmes arranged by the department.

8.2 Students are required to learn Typing, shorthand and Computer applications.

8.3 A student shall be considered to have satisfied the required attendance for each course if he / she has attended not less than 75% of the total number of instructional hours during the semester.

- 8.4 There is no provision for condoning shortage of attendance.
- 8.5 The students who do not satisfy the prescribed requirement of attendance shall not be eligible for the ensuing examination. Such candidates may seek admission afresh to the given semester.

Such of the candidates who have participated in State / National level Sports, NSS, NCC, Cultural activities and other related activities as stipulated under the existing regulations shall be considered for giving attendance for actual number of days utilized in such activities

(including travel days) subject to the production of certificates from the relevant authorities within two weeks after the event.

9.0 Examination

- 9.1 There shall be an examination at the end of each semester conducted by the University.
- 9.1.1 Unless otherwise provided, there shall be semester-end examination of 2/3 hours duration for 50/75/80 marks;
- 9.1.2 Every student shall register for each semester-end examination as per the University Notification by submitting duly completed application form through the proper channel and shall also pay the fees prescribed.
- 9.1.3 The Office of the Registrar (Evaluation) shall allot the Register Number to the candidate at the 1st semester-end examination. That will be the Register Number of the candidate for all subsequent appearances and semester-end examinations.
- 9.1.4 The Answer scripts shall be in the safe custody of the University for a maximum period of six months from the date of announcement of results. These shall be disposed off after six months.
- 9.1.5 The programme under CBCS is a fully carry-over system. A candidate reappearing for either the odd or even semester examinations shall be permitted to take examinations as and when they are conducted (even semester examination in even semester and odd semester examination in odd semester).
- 9.1.6 Candidates who have failed, remained absent or opted for improvement in any course / courses shall appear for such course / courses in the two immediate successive examinations that are conducted. However, in the case of the candidate appearing for improvement of their marks, the marks secured in the previous examination shall be retained, if the same is higher.

- 9.1.7 Candidates who desire to challenge the marks awarded to them, in the even semester-end examination, may do so by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 15 days from the announcement of results.

9.2 Semester-end Examination

- 9.2.1 There shall be a Board of Examiners to set, scrutinize and approve question papers.
- 9.2.2 The BOE shall scrutinize the question papers submitted in two sets by the papers setters and submit the same to the office to the Registrar (Evaluation).
- 9.2.3 The office of the Registrar Evaluation shall dispatch the question papers to the Departments/ P.G Centers/ Collages who shall conduct the Examinations according to the Schedule announced by the University.
- 9.2.4 The Chairperson of the Department/ Administrator of the P.G Center /Principal of the Collage shall appoint one of their full time course teachers as Post Graduate Programme (PGP) Coordinator who shall conduct the examinations.
- 9.2.5 Each answer script of the semester-end examination (theory and project report) shall be assessed by two examiners (one internal and another external). The marks awarded to that answer script shall be the average of these two evaluation. If the difference in marks between two evaluation exceeds 20% of the maximum marks, such a script shall be assessed by third examiner. The marks allotted by the third examiner shall be averaged with nearer awarded of the evaluations.

Provided that in case the number of answer scripts to be referred to the third examiner in a course exceeds minimum of 5% or 20% of the total number of scripts, at the even semester-end examinations, such answer scripts shall be valued by the Board of Examiners on the date to be notified by the Chairperson of the Board of Examiners and the marks awarded by the Board shall be final.

- 9.2.6 Wherever dissertation/project work is prescribed in the even semesters of a programme, the same shall be evaluated by both internal and external examiners. The evaluation shall be as prescribed by the concerned Board of Studies.
- 9.2.7 In case of programmes with practical examination details of maximum marks, credits or duration may vary from Department to Department as

specified by the concerned Board of Studies.

9.2.8 The Office of the Registrar Evaluation shall process and announce the results.

9.3 Evaluation

9.3.1 Each Course shall have two evaluation components - Internal Assessment (IA) and the Semester End Exams.

9.3.2 **The IA component in a course shall carry 20% /25% / 50% and the Semester End Examination shall carry 80% /75% / 50% respectively. Courses having 20% /25% / 50% marks as internal assessment shall have 3/5 marks allotted to attendance. However, in case of project work, the distribution of marks for Internal Assessment and Examination shall be left to the discretion of the concerned BOS.**

9.3.3 Marks for attendance shall be awarded to the students according to the following table. For courses carrying 50% of marks for IA, the attendance marks shall be:

Attendance (in percentage)	Mark
Above 90	3
Above 80 and up to 90	2
Above 75 and up to 80	1
75	No marks

9.3.4 Internal Assessment (IA) shall be based on written tests / assignments / seminars and / or any other instructional activity as specified by the concerned Board of Studies from time to time. However, the number of IA components per course per semester shall not be less than two.

9.3.5 The IA marks list shall be notified on the Department Notice Board as and when the individual IA components are completed and the consolidated list shall be submitted to the Office of the Registrar Evaluation before the commencement of semester-end examination, or as directed by the University.

9.3.6 The tests shall be written in a separately designated book supplied by the University which shall be open for inspection by the students after evaluation.

9.3.7 There is no provision for seeking improvement of Internal Assessment marks.

9.3.8 The IA records, pertaining to Semester Examination, shall be preserved

by the department / Centers / Colleges for a period of one year from the date of semester examination. These records may be called by the University or a body constituted by the University as and when deemed necessary.

- 9.3.9 The dissertation / project work viva-voce shall be conducted by an internal and external examiner, combining it with that of evaluation of theory papers as far as possible.

10.0 Maximum duration for completion of the Programme

- 10.1 A candidate admitted to a post graduate programme shall complete it within a period, which is double the duration of the programme from the date of admission.

- 10.2 Whenever the syllabus is revised, the candidate reappearing shall be allowed for the examinations only according to the new syllabus.

11.0 Declaration of Results

- 11.1 The minimum for a pass in each course shall be 40% of the total marks including both the IA and the semester-end examinations. Further, the candidate shall obtain at least 40% of the marks in the semester-end examination. There is no minimum for the IA marks.

- 11.2 Candidates shall secure a minimum of 50% in aggregate in all course of a programme in each semester to successfully complete the programme.

- 11.3 Candidates shall earn the prescribed number of credits for the programme to qualify for the PG Degree.

- 11.4 For the purpose of announcing the results, the aggregate of the marks secured by a candidate in all the semester examinations shall be taken into account. However, Ranks shall not be awarded in case the candidate has not successfully completed each of the semesters in first attempt or has not completed the programme in the stipulated time (vide Regulation 5) or had applied for improvement of results.

12.0 Marks, Credit Points, Grade Points, Grades and Grade Point Average

12.1 The grade points and the grade letters to candidates in each course shall awarded as follows:

Percentage of Marks	Grade Points	Grade Letter
75 and above, up to 100.00%	7.50 to 10.00	A
60 and above but less than 75%	6.00 and above but less than 07.5%	B
50 and above but less than 60%	5.00 and above but less than 6.0	C
40 and above but less than 50%	4.00 and above but less than 05.00	D
Less than 40.00%	Less than 4.00	F

12.2 Credit Point (CP): The Credit Point for each course shall be calculated by multiplying the grade point obtained by the credit of course.

12.3 The award of Grade Point Average (GPA) for any student is based on the performance in the whole semester. The student is awarded Grade Point Average for each semester based on the Total Credit Points obtained and the total number of credits opted for. The GPA is calculated by dividing the total credit points earned by the student in all the courses by the total number of credits of those courses of the semester.

12.4 The Cumulative Grade Point Average (CGPA) shall be calculated by dividing the total number of credit points in all the semesters by the total number of credits in all the semesters. The CGPA to date shall be calculated by dividing the total number of credit points in all semesters to date by the total number of credits in all the semesters to date.

CGPA for the I Semester=

Sum of the CP of the I Semester , Sum of the credits of the I Semester

CGPA for the II Semester =

Sum of the CP of the I Sem. , Sum of the CP of II Sem. , Sum of the credits of the I Semester , II Semester

CGPA for the III and IV Semesters shall be computed accordingly.

12.5 The Grade Card at each semester examination shall indicate the course opted by the student, the credit for the course chosen by the student, the credit points obtained in each course, the grade letter and the grade point average. No class shall be awarded for each semester and the same would only be awarded at the end of all the semesters based on Cumulative Grade Point Average.

12.6 Class shall be awarded to the successful candidates based on the Cumulative Grade Point Average (CGPA) as specified below:

Cumulative Grade Point Average (CGPA)	Class to be awarded
7.5 to 10.0	First class with Distinction
6.0 and above but below 7.5	First Class
5.0 and above but below 6.0	Second Class

13.0 Miscellaneous

- a** Notwithstanding anything contained in these regulations, the semester system at post-Graduate level is hereby repealed.
- b** The provisions of any order, Rules or Regulations in force shall be inapplicable to the extent of its inconsistency with these Regulation.
- c** The University shall issue such orders, instructions, procedures and prescribe such format as it may deem fit to implement the provisions of this Regulations.
- d** The procedural details may be given by the University from time to time.
- e** Any unforeseen problems / difficulties may be resolved by the Vice Chancellor, whose decision in the matter shall be final.

Illustrative Model:

Grade Card

Programme: (Faculty of Social Sciences)

Name of the candidate:

Semester: I

Seat No:

Month & Year:

Course	Course code no	Credits	Max Marks	Mark Obtained	Semester Grade Point	Credit Points
Compulsory Courses						
• Course-I		04	100	60	6.00	24.00
• Course-II		04	100	74	7.40	29.60
• Course-III		04	100	43	4.30	17.20
• Course-IV		04	100	52	5.20	20.80
Specialisation Course						
Course-I		04	100	52	5.20	20.80
Open Elective Course						
Course-I		04	100	60	6.00	24.00
Total		24	600	341		136.40

GPA for I Semester = Total no. of CP / Total no. of Credits = 136.40/24.00 = 5.68
 CGPA for I Semester = GPA = 5.68

Calculation of CGPA for II, III and the Final Semester

$$\text{CGPA for II Sem} = \frac{\text{CP (ISem)} + \text{CP (II Sem)}}{\text{Credits (I Sem)} + \text{Credits (II Sem)}}$$

$$\text{CGPA for III Sem} = \frac{\text{CP (ISem)} + \text{CP (II Sem)} + \text{CP (III Sem)}}{\text{Credits (I Sem)} + \text{Credits (II Sem)} + \text{Credits (III Sem)}}$$

$$\text{CGPA for the programme} = \frac{\text{CP (ISem)} + \text{CP (II Sem)} + \text{CP (III Sem)} + \text{CP (IV Sem)}}{\text{Credits (I Sem)} + \text{Credits (II Sem)} + \text{Credits (III Sem)} + \text{Credits (IV Sem)}}$$

(*CP: Credit Points)

SYLLABUS FOR DEPT. OF MBA-TOURISM & TRAVEL MANAGEMENT

Paper No	Title of The Paper	Credit Hour	Teaching Hrs./week	Marks		Scheme of Examination	
				Written Exam	Internal Assessment	Total	Examination Duration
MBA (TTM) Ist SEMESTER							
HC101	Fundamentals of Tourism	4	4	80	20	100	3Hours
HC102	Travel Agency and Tour operations	4	4	80	20	100	3Hours
HC103	Introduction to Folklore	4	4	80	20	100	3Hours
HC104	Principles and Practices of Management	4	4	80	20	100	3Hours
HC105	Hospitality Management	4	4	80	20	100	3Hours
SC102	Tourism Entrepreneurship	4	4	80	20	100	3Hours
SC103	Business Communication	4	4	80	20	100	3Hours
Semester Total		24	24	480	120	600	18 Hours
MBA (TTM) IInd SEMESTER							
HC201	Tourism Product and Resources of India	4	4	80	20	100	3Hours
HC202	Geography of Global Tourism Destinations	4	4	80	20	100	3Hours
HC203	Airport and Airline Management	4	4	80	20	100	3Hours
HC204	Computer Application	4	4	80	20	100	3Hours
SC201	Accounting For Tourism	4	4	80	20	100	3Hours
SC202	Foreign Exchange Management	4	4	80	20	100	3Hours
Open Elective	Tourism and Hospitality Management	4	4	80	20	100	3Hours
	Food & Beverage Management	4	4	80	20	100	3Hours
Semester Total		24	24	480	120	600	18 Hour

MBA (TTM) IIIrd SEMESTER							
HC301	Tourism Marketing and Promotions	4	4	80	20	100	3Hours
HC302	Research Methodology for Tourism	4	4	80	20	100	3Hours
HC303	Organizational Behavior and Human Resource Management	4	4	80	20	100	3Hours
HC304	Study tour Report & Viva voce, Dissertation on Tourism & Folk Aspects	4	4	80	20	100	3Hours
SC301	International Perspectives of Folklore Tourism	4	4	80	20	100	3Hours
SC302	Personality Development & Soft Skills	4	4	80	20	100	3Hours
Open Elective	Medical & Wellness Tourism	4	4	80	20	100	3Hours
	Airline and Travel Management	4	4	80	20	100	3Hours
Semester Total		24	24	480	120	600	18 Hour
MBA (TTM) IVth SEMESTER							
HC401	Tourism Planning And Development	4	4	80	20	100	3Hours
HC402	Eco, Folk and Tribal Tourism Sustainable Development	4	4	80	20	100	3Hours
HC403	Tourism Law	4	4	80	20	100	3Hours
HC404	Event Management	4	4	80	20	100	3Hours
HC405	One Month In-plant Training and Submission Report and Viva-voce	4	4	80	20	100	3Hours
SC401	Karnataka Tourism	4	4	80	20	100	3Hours
SC402	Travel Media & Journalism	4	4	80	20	100	3Hours
Semester Total		24	24	480	120	600	18 Hour
Grand Total		96	96	1920	480	2400	72 Hour

MBA-TTM FIRST SEMESTER

MBA-TTM-HC101: FUNDAMENTALS OF TOURISM

Objectives:

Credits: 04

- To realize the potential of tourism industry in India;
- To understand the various elements of Tourism Management; and
- To familiarize with the Tourism policies in the national and international context.

* Course Inputs *

Module -I Tourism; an overview: Tourism meaning, Definition, Concept, Scope, Evolution Structure and Components of Tourism, Elements of Tourism, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major Travel motivations and deterrents.

Module -II Tourism Industry; Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism.

Module -III Tourism Impacts:- Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

Module -IV Tourism Organizations:- Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA) , World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Karnataka, FHRAI, IHA, IATA, TAAI, IATO.

Module -V Overview of Five Year Plans:- with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

TEXT BOOKS:

1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
2. Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.

REFERENCES:

1. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.
2. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
3. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.
4. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
5. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
6. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press.
7. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.

MBA-TTM- HC102: TRAVEL AGENCY AND TOUR OPERATIONS

Objectives:

Credits: 04

- To provide an all-round idea about the importance of travel consultants in today's world scenario.
- To make the students aware of the history, functions and types of travel agents and tour operators. Pedagogy: Lectures, seminars, group discussion, presentations, implant training

*** Course Inputs ***

Module-I History and growth of travel agency businesses -Emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition- The travel Market: Business Travel- Corporate Travel- Types of travel agency and tour operations- Inter-relationship between Travel agency and tour operation. Indian travel agents and tour operators- an overview. Differentiation, inter-relationship of travel agents and tour operators and principles of present business trends and future prospects, problems and issues.

Module-II Travel agency/Tour operations- Functions- Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator- IATA & DOT Approval- Approval from various government bodies-Organization structure of a travel agency or tour operation and staffing. Travel Documentation: Passports-various types and requirements- Procedure to apply for passport. VISA- various types and requirements-Documents required for foreigners to visit India

Module-III The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sight-seeing tours - Group, Incentive and convention tour –Mass Market Package holidays – Types of Tour Operators: Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations.

Module-IV Components of Package Tour – Basic Principles on packaging – factors affecting tour design and selection–Planning and producing a tour- Process. Domestic ticketing and reservations- Major domestic airline and airport codes.

Module-V Itinerary Preparation and Costing -Tips and steps for itinerary planning, Do's and do not of itinerary preparation, limitation and constrains. Itinerary preparation for inbound, outbound, domestic and common interest tours. Factors affecting in tour costs- Components of tour costs- Tour cost sheet- Confidential tariff- Pricing of tour- Different pricing strategies.

REFERENCES:

1. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
2. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
3. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
4. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.

5. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
6. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
7. Babu, A Satish, Tourism development in India, APH- New Delhi.
8. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
9. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.
10. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.

MBA-TTM-HC103: INTRODUCTION TO FOLKLORE

Objectives:

Credits: 04

- To understand the basic concept of Folklore and to know the indigenous knowledge of Folklore

Pedagogy: Lectures, Seminars, Assignments

*** Course Inputs ***

Module-1: 'Popular Antiquities' the word 'Folklore'- Definition

Different terms Shift from lore to folk, folklore in context (Malinowski to Den Ben Amos), change in the definition of Folk rural/peasant/ later shifted to non-urban/Pre industrial- Dorson to Dundes.

Module-2: Nature and Scope of Folklore

Tradition-Orality-Anonymity-version and Variations- Multiple existence- Folklore-Folkloreism- Applied Folklore- Public Folklore.

Module-3: Classification of Folklore

Classification of R.S. Boggs, Richard Dorson, and Alan Dundes.

Module-4: History of Folklore Studies

Global, Indian and Regional

Module-5: Tribal lore-Rural lore-Urban lore.

References:

1. ಜವರೇಗೌಡ ದೇ, 1996,'ಜಾನಪದ ಅಧ್ಯಯನ,ಡಿ.ವಿ.ಕೆ ಮೂರ್ತಿ
2. ಹಾ.ಮಾ.ನಾ,1971; 'ಜಾನಪದ ಸ್ವರೂಪ;ತ.ವೆಂ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ
3. ಬಸವರಾಜ ನೆಲ್ಲಿಸರ್, 1991ಜಾನಪದ ಪೂರಕ ಕ್ಷೇತ್ರಗಳು; ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾಲಯ, ಶಂಕರಘಟ್ಟ.
4. ಪರಮಶಿವಯ್ಯ ಜಿ. ಶಂ. (ಸಂ) 1979, ಕರ್ನಾಟಕ ಜಾನಪದ ಮತ್ತು ಯಕ್ಷಗಾನ ಅಕಾಡೆಮಿ.
5. ಲಕ್ಕಪ್ಪ ಗೌಡ ಎಚ್.ಜೆ. ಮತ್ತಿತರರು 1997, 'ಜಾನಪದ ಕೈಪಿಡಿ' ಕನ್ನಡ ಪುಸ್ತಕ ಪ್ರಾಧಿಕಾರ.
6. ರಾಜೇಂದ್ರ ಡಿ.ಕೆ (ಸಂ) 2006, 'ಜಾನಪದ ವಿಶ್ವಕೋಶ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ, ಮೈಸೂರು.
7. ಅಂಬಳಿಕೆ ಹಿರಿಯಣ್ಣ,1984'ಜಾನಪದ ಕೆಲವು ವಿಚಾರಗಳು' ಪ್ರಜ್ವಲ ಪ್ರಕಾಶನ, ಮೈಸೂರು.
8. ಚಂದ್ರಶೇಖರ್ ಕಂಬಾರ 1973, ಕನ್ನಡ ಜಾನಪದ ವಿಶ್ವಕೋಶ; ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು.

MBA-TTM-HC104: PRINCIPLES AND PRACTICES OF MANAGEMENT

Objectives:

Credits:04

- To understand the basic concept and various components of management

Pedagogy: Lectures, Seminars, Assignments and Role-play

*** Course Inputs ***

Module-I: MANAGEMENT THEORIES AND CONCEPTS- Meaning and definitions of management; Nature, Significance, objectives and functions of management; levels of management; principles of management (Henry Fayol and F.W. Taylor): Role, attributes and qualities of manager; approaches to management, Management v/s Administration.

Module-II: PLANNING AND DECISION MAKING- Nature and purpose of planning; types of plans, planning process, advantages and limitations of planning; Objectives: Nature and types of objectives; Importance of Objectives; Management by objective; decision-making: process of decision making; decision making techniques; importance and limitation of decision making;

Module-III: ORGANISING- Nature and purpose of organizing; formal and informal organization; organization level and span of management; organization structure; departmentalization: Line and staff relationship; delegation of Authority and responsibility; Decentralization, Methods of decentralization.

Module-IV: STAFFING - Nature and purpose of staffing; human resource planning; recruitment, selection, training, compensation and performance appraisal.

Module-V: DIRECTING - Nature and importance of direction; Motivation: meaning & importance; theories of motivation (Maslow's Need Hierarchy theory, Herzberg's motivation, Hygiene theory, Vroom's Expectancy theory); Leadership: Meaning, theories of leadership (Trait theory, Behavioural theories, Situation theories, The Path Goal Theory, Integrated Leadership Model). Communication: Meaning, process and barriers to communication. Co-ordinating, controlling- concept and process of control, control of overall performance, human aspect of control.

REFERENCES:

1. Koontz Herold & Weihrich Heinz (2006), Essentials of Management, 7th edition, Tata Mc. Graw Hill Publishers, New Delhi.
2. Agarwal R.D (2001), Organization and Management, Tata Mc. Graw Hill Publishers, New Delhi.
3. Terry R George & Franklin G Stephen (1997), Principles of Management, 8th edition, AITBS Publishers and Distributors, New Delhi.
4. Sherleker & Das Suresh (2011), Principles of Management, (2011), Himalaya Publishing House, New Delhi.
5. Herold Koontz, Heinz Weihrich (1994), Management: A Global Perspective, 10th edition, Tata Mc. Graw Hill Publishers, New Delhi.
6. Prasad L.M (2007), Principles and Practices of Management, 7th edition. SultanChand & Sons Publishers, New Delhi.
7. James, A.F. Stoner & R.Edward Freeman (1994), Management, 5th edition, Prentice Hall of India, New Delhi.

MBA-TTM – SC01: HOSPITALITY MANAGEMENT

Objectives:

Credits: 04

- To understand the essentials of hospitality industry;
- To familiarize with resort and event management; and
- To do project work in the above areas.

*** Course Inputs ***

Modul -I HOTEL INDUSTRY - Origin, Growth and diversification, Role of accommodation in tourism; categories and classifications of hotels accommodation - primary accommodation and supplementary accommodation. Hotel Tariff Plans - Types of Guest Rooms.

Module -II Hotel Organization: Need for Organizational - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc..

Module -III Room Reservations: Registration - Allotment of rooms - Stay, Departure - Handling FIT – GIT - Guest Services - Various Guest Services - Handling guest mail - Message Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints.

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

Module -V Yield Management: Elements of yield management, measuring yield in the Hotel industry, benefits of yield Management, Challenges or problems in yield management. Leading hotel and catering chains in the world.

Module -VI Hotel Procedure — Food and Beverages –Reservation of Tourist: Accommodation – Hotel Reservation –Types - Meal plans and Codes – Room Rate, information requirements.

REFERENCES:

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi.
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.
3. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
5. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
6. John Cousins David Foskett & Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
7. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)

MBA-TTM-PAPER-SC102 – TOURISM ENTREPRENEURSHIP

Objectives:

Credits: 04

- To understand the dynamics of strategy formulation and implementation; and
- To appreciate the scope for entrepreneurship in tourism.

*** Course Inputs ***

Module -I: Concept of Entrepreneurship - Characteristics of an Entrepreneur – Distinction between Entrepreneur and Manager - Functions of an Entrepreneur – Types of Entrepreneurs - Factors Affecting Entrepreneur Growth – Entrepreneur Competencies.

Module -II: Project Identification and Selection - Project Formulation - Project Appraisal, examples- Business Avenues for Entrepreneurs in untapped tourism destiny.

Module -III: Marketing - Marketing Research for the New Venture - Characteristics of Marketing Plan – Steps in Preparing Marketing Plan – Why Some Plans Fail.

Module -IV: Financing of Enterprises - Sources of Finance - Venture Capital & Term Loans - Institutional Finance to Entrepreneurs.

Module -V: Ending the Venture - Bankruptcy - Causes and Remedies - Re-organization - Steps in Re-organization - Transfer of Business - Different Methods of Transfer.

REFERENCES :

1. Entrepreneurship: Robert D. Hisrich & Michael P. Peters, TMH, 2002.
2. Entrepreneurial Development: S.S. Khanka, S. Chanda & Co., 1999.
3. Essentials of Entrepreneurship: Thomas W. Zimmerer & Normass M. Scarborough, P. H. 2005
4. You can win – By Shiv Khera

MBA-TTM-SC103:- -BUSINESS COMMUNICATION

Objectives:

Credits: 04

This paper is intended to emphasize on improving oral and written communication skills through experiential training and comprehensive understanding of the students.

Module- I Communication Skills: Nature, Process of Communication, Verbal and Non-Verbal Communication.

Module- II Report Writing: Characteristics, Importance, Types, Daily Reports.

Module- III Public Relations: Meaning and Content of Public Relations – Social Context of Public Relations – Communication and Public Opinion – Principles of Persuasion, Adjustment and Adaptation – PR in Tourism, Travel and Hospitality Sector

Module- IV Business Communication: Definition, Types, Characteristics of Communication. Memorandum, Notice, Agenda, Minutes.

Module- V Job Related Communication: Application Letter, Interviews, Group Discussion, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper - Team Building – Interpersonal Effectiveness.

SUGGESTED TEXTBOOKS

1. Kaul, A. (2005). Effective Business Communication, PHI, New Delhi.
2. Munter M. (2011). Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Mandal S.K. (2007). Effective Communication and Public Speaking, Jaico, Mumbai.
2. Bovee, T & Schatzman. (2003). Business Communication Today, Pearson, New Delhi.
3. Meenakshi Raman (2012) Business Communication 2nd Edition, Oxford University Press, New Delhi.
4. Pd Chaturvedi & Mahesh Chaturvedi (2009) Business Communication: Concepts, Cases, and Applications
2nd Edition, Pearson Education Singapore Ltd, Pearson, New Delhi.
5. Thomas Jane, Murphy Herta, Hildebrandt Herbert (2008). Specifications of Effective Business Communication 7th Edition, Tata McGraw - Hill Education, New Delhi

MBA-TTM, SECOND SEMESTER

M.B.A-TTM –HC201: TOURISM PRODUCTS AND RESOURCES OF INDIA

Objectives:

Credits: 04

- To understand the vast tourism resources of India;
- To know the competitiveness of India as a tourist destination;
- To identify and manage emerging tourist destinations and circuits.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

* Course Inputs *

Module -I Cultural Background of India: Types and features of tourism products- Ancient Indian Civilizations - Pre and Post Vedic Periods, Medical Science of Ancient India: Ayurveda, Yoga and Meditation, Major Religious Centers of India – Holy Places Connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and other Religious Sects.

Module –II Historical Monuments of India – Jain and Buddhist Caves, Pillars - Stupas, Monasteries, Ancient, Hindu Temple Art, Architecture, Islamic Art and Architecture, Colonial Art and Architecture, Major Fairs and Festivals, Classical Dances, Indian Music - Different Schools, , Indian Museums, Indian Cuisines, Handicrafts of India.

Module –III National Parks, Wildlife Sanctuaries and Biosphere Reserves of India: Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Similipal, Kanha, Bandhavagarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers- Hill Stations: Locations, Accessibility, Facilities, Amenities of Gulmarg, Kullu & Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of Himalayas.

Module –IV Adventure Tourism: Attractions of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Karnataka, Commercial Attractions-Islands, Beaches, Lakes, Rivers, Deserts of India.

Module -V Major Tourism Circuits of India: Inter-State and Intra-State Circuits, Theme-Based Circuits -World Heritage Sites of India –Tourism by Rail- Emerging Tourism Attractions in India.

REFERENCES:

1. Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments &Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Print world.
2. Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
3. Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
4. Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons.
5. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.
6. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.
7. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <https://epgp.inflibnet.ac.in/ahl.php?csrno=1827>.

MBATTM – HC 202: GEOGRAPHY OF GLOBAL TOURISM DESTINATIONS

Objectives:

Credits:04

- To Acquaint with the interdependent between geography and tourism
- To familiarize on the local, attractions, and accessibility to major tourist Destination across the continents; and
- To be able to plan tour itineraries of various countries across time zones

*** Course Inputs ***

Module -I : Physical Geography, Time Calculation and Transport System: North, South and Central America – Europe – Africa - Asia & Australasia, Map Reading: Latitude - Longitude - International Date Line - Altitude – Direction - Scale Representation, Time Zones, Calculation of Time: GMT Variation - GIS & Remote Sensing, Tourism Transport Systems: Major Airports and Routes - Major Railway Systems and Networks - Water Transport - Road Transport: Major International Highways, Transport Systems in India: Air, Water and Surface.

Module -II : Tourist Destinations in the Americas: Key Features- Special Interests- Activities- Travel Formalities, North American Destinations: Canada- the United States, Mexico, Central America: Bermuda-the Caribbean, South American Destinations: Brazil- Uruguay-Venezuela- Argentina, Chile- Peru.

Module -III : Tourist Destinations in Europe: Key Features- Special Interests- Activities- Travel Formalities, Countries: United Kingdom- France- Italy- Spain-Switzerland- Netherlands-Germany- Monaco.

Module –IV: Tourist Destinations in Africa: Key Features-Special Interests-Activities-Travel Formalities, Regions: Western Africa- Eastern Africa- South Central Africa- South Africa, Important Destinations: the Egypt- Mauritius-Seychelles.

Module –V : Tourist Destinations, Key Features, Special Interests & Activities, Travel Formalities in Asia, Australia, and Oceania: South Asian Tourist Destinations, South-East Asia Tourist Destinations, Far East Tourist Destinations, Tourist Destinations of the Middle East and West Asia, Australia, New Zealand, Fiji, Papua New Guinea, Cook Islands, French Polynesia.

REFERENCES

1. Boniface, B, Cooper, R. & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
2. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.
3. Hall, M. (1999). Geography of Travel and Tourism. London: Routledge.
4. Hall, M., & Page, S.J. (2006). The Geography of Tourism and Recreation - Environment, Place and Space. London: Routledge.
5. Hudman, L.E., & Jackson, R. H. (2003). Geography of Travel and Tourism. London: Thomson.
6. IATA. (2009). Travel Information Manual. Netherlands: IATA Publications.
8. World Atlas.

MBATTM-HC-203: AIRPORT AND AIRLINE MANAGEMENT

Objectives:

Credits: 04

- To understand the structure and dynamics of airlines and air cargo industry;
- To gain a thorough insight into various operations, management of airlines and cargo;
- To enable the students to acquire skills in managing airlines and cargo.

*** Course Inputs ***

Module –I : Introduction to Aviation Industry: Terms related to Aviation Industry- IATA areas and sub-areas- IATA 3 letter city and airport codes- IATA 2 letter airline codes- Freedoms of air- Open Sky Policy- Indian Civil Aviation Current policies-

Module –II: Aviation Management: Classes of service and the service differentiation -Aviation geography- Flying time- Types of Journeys and Global Indicators- Sales Indicators- Introduction to air fare construction, IATA- UFTAA fare construction formula- Airline strategies -Diversification and Privatization-Mergers & Acquisitions

Module –III: Airline Documents: Airline reference manuals- Airline tickets- MCO- PTA- MPD- Billing and Settlement Plan- Air passenger rights and duties- Conditions of carriage- CRS and GDS- Special fares (AI)-Travel Insurance

Module –IV: Airport Management: Ground handling operations-airport departure and arrival formalities- Baggage types and regulations-Excess baggage-Free Baggage-Pooling of Baggage-Passengers required special handling and facilities and facilities provided- check-in and check-out procedures- In-flight services- special fares in India-Airport- Introduction- DGCA & AAI-Ministry of Aviation- Structure of airports- Various sections and their functions.

REFERENCES:

1. Ratandeep Singh (2008), Hand book of Global Aviation and Hospitality services, Kanishka Publishers, New Delhi.
2. Jagmohan Negi (2005) Air travel Ticketing and fare construction, Kanishka New Delhi
3. IATA Training Manuals, Passenger Air Tariff.
4. KUONI –Airport and Customer Management
5. Travel Information Manual
6. Civil aviation websites

MBATTM-HC 204: COMPUTER APPLICATIONS

Objectives:

Credits: 04

- To familiarize the students with computers & E-technologies
- To gain a working knowledge of the desktop publishing process
- Use Photoshop's tools to create artwork and to retouch photographs
- Understand the basic history to the www
- Understand and apply the basic concepts to web development and hosting.

Pedagogy: A combination of Lecture, Seminars, Practical, Assignments and assigned readings.

Module I: Computerization in various Sectors Education, Banking, Tourism Transportation, Computer Languages. E-technologies:-Electronic payment system, Electronic Data Interchange (EDI) Concepts, Legal, Security and Privacy Issues, E-cash, E-business.

Module II: Software Packages Adobe PageMaker:-Navigating in PageMaker, Creating a Document, Multi-Page Documents, Working with Frames, Formatting Text, Working with Indents, Graphics. Adobe Photoshop :- Getting Started with Adobe Photoshop , Working with Layers, Making Selections, Incorporating Colour Techniques, Placing Type in an Image, Using Painting Tools, Working with Special Layer Functions, Creating Special Effects with Filters, Enhancing Specific Selections, Adjusting Colours, Using Clipping Masks, Paths and Shapes, Transforming Type, Liquefying an Image.

Module III: WORLD WIDE WEB (WWW) History, Web Browsers and their versions, Functions, URLs, Web Sites, Domain names, Portals, Search Engines, types, Searching the Web and Web Servers.

Module IV: HTML Basics Introduction to HTML elements, Basic tags, Attributes, Creating HTML page, Formatting, HTML links, List types and its Tags. Creating HTML Tables, Adding Pictures, Colours & Background, Use of Frames and Forms in web pages. Use of interlinks.

Module V: MS FrontPage Introduction, Designing web sites using MS FrontPage, Issues in Web Site Creations & Maintenance, Web Hosting and publishing Concepts, Hosting Considerations.

REFERENCES:

1. S. Jaiswal :Pc Software Bible(Galgotia Publications Pvt Ltd)
2. Adobe Creative Team : Adobe Photoshop 7.0 Classroom in a Book
3. Deke McClelland :Photoshop 7 Bible
4. Kevin G. Proot :Adobe PageMaker 7.0: Complete Edition
5. Jennifer Niederst Robbins :Learning Web Design, Third Edition A Beginner's Guide to (X)HTML, Style Sheets, and Web Graphic
6. Paul S. Wang and Sanda Katila: An Introduction to Web Design and Programming

MBATTM-SC 201 ACCOUNTING FOR TOURISM

Objectives:

Credits: 04

- To expose the accounting concepts and their applications in tourism and hospitality industry.

Pedagogy: Lectures, Discussion, Assignments and Accounting games.

*** Course Inputs ***

Module -I Financial accounting – Need, development and functions; generally accepted accounting Concepts and conventions; journalizing transactions – Rules of debit and credit; Ledger posting from Journal, proper & Subsidiary books.

Module-II Trial Balance – Preparation, features and objectives of Trial Balance; depreciation, provision and reserves; preparation of trading and profit and loss account profit and loss appropriation account; balance sheet.

Module-III Depreciation Accounting - Straight line method, diminishing balance method and Annuity Method, SYD;

Module-IV Cost Accounting: Definition, meaning, advantages and limitations of Cost accounting, classification of costs; factors limiting the installation of cost accounting system; methods of costing (Job, Process, Marginal, Standard costing, Costing in Hospitality Industries); Distinguish between cost and Financial accounting systems.

Module-V Management Accounting - Nature and scope of Management accounting – meaning definitions and importance, merits and limitations. Management Accounting And Its Application: Break-even point; break even chart; application of CVP Analysis; Analysis of Variance

REFERENCES:

1. R. Narayanaswamy, Financial Accounting: A Managerial Perspective.
2. T.S. Grewal, Financial Accounting.
3. Radhaswamy & R.L. Gupta, Financial Accounting
4. Maheshwari & Mittal, Cost Accounting
5. Nigam and Sharma, Cost Accounting
6. Jawaharlal, Cost Accounting
7. Shukla and Grewal, Advanced Financial Accounting, Sultan Chand & sons
8. Sashi K Gupta and R.K. Sharma, Financial Management Theory and Practice,-
9. Khan and Jain (2014), Financial Management, McGraw Hill Publications.
10. S.P Jain and K.L. Narang, Cost Accounting Principles and Practices.
11. M.N. Arora, Cost Accounting, Vikas Publishers.

MBA-TTM-SC202: FOREIGN EXCHANGE MANAGEMENT

Objective:

The course aims to provide an orientation on the basic aspects of Forex management and its applications in travel and tourism industry.

Credits: 04

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, projects and assigned readings

*** Course Inputs ***

Module -1: Foreign Exchange Market: meaning, nature and functions-participants in Forex market-foreign exchange transactions-spot rate-forward rate-cross rate-quotations-bid-ask spreads, FEMA.

Module –II: Exchange Rate Determinations: Measuring exchange rate movements-exchange rate equilibrium-factors that influence exchange rates-theories-BOP approach.

Module –III: Foreign Exchange Risk and Management: Transactions Exposure-Economic Exposure-Translation Exposure-Arbitrage-Hedging and Internal and external Techniques of Managing Foreign Exchange Exposure.

Module –IV: Financial Swaps: Introduction-Definition-Types-Interest Rate Swap-Currency Swap-Equity Swap-Some Aspects of Swap Management Swap Deals in India- Trading in Swaps.

Module –V: International Financial Markets- Internal Money Market- International Credit Market- International Bond Market- International Stock Market- SEBI Guidelines-How Financial Markets Facilitate MNC functions.

Module –VI: financing of foreign trade-Foreign Trade Documentation-Modes Of Payment In International Trade- Methods Of Trade Financing- Export-Import Bank Of India.

REFERENCES:

1. Francis Cherunilam-International Trade and Export Management, Himalaya Publishing House
2. Keith Pilbeam- Finance and Financial Markets,Palgrave Macmillan
3. Vyuptakesh Sharan-International Financial Management, Phl Learning
4. Jeff Madura-International Financial Management, Cengage Learning
5. Madhu Vij- International Financial Management, Anuraj Jain For Excel Books

Paper: Open Elective Course (OEC) TOURISM AND HOSPITALITY MANAGEMENT

Objectives:

Credits:04

1. To enable the students to learn the basics principles of Tourism and Hospitality Management.
2. To understand the Tourism Industry operations in India.
3. To provide and preparation of tour itinerary

Course Inputs

Module-I: Introduction to Tourism: Definition and Meaning of Tourism and Tourist- Forms, types and Nature of Tourism, Socio Economic Significances of Tourism-Tourism Components and Distribution-Positive and Negative Impacts of Tourism

Module-II: Tourism Products: Concept, Meaning and Classification- Characteristics of Tourism Products-Tourism Resources of India-Concept of Eco Tourism and Sustainable Tourism

Module-III: Destination Marketing: Identifying Target Market-Classification of Visitor Segments-Monitoring the Tourist Market-Competition of Visitors involves image Making-Developing Package of attraction and Amenities

Module-IV: Travel Procedure: Passport, Types of Passports; Visa, Types of Visa; Health Regulations; Customs Regulations; Currency Regulations; Special Permits to visit certain restricted Places of India; and Baggage Allowances

REFERENCES:

1. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
2. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
3. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
5. Jagmohan Negi, Tourism and Travel: Concepts and Principles
6. Bhatia, A.K. International Tourism Management
7. K Kamra, Basics of Tourism
8. Bryn Thomas- Lonely Planet India
9. I.C. Gupta and S. Kasbekar-Tourism Products of India
10. Manophar Sajnani-Encyclopedia of Tourism Resources of India
11. IATA., Travel Information Manual
12. Mohinder Chand., Travel Agency Management
13. Jagmohan Negi., Travel Agency and Tour Operations Management
14. Philip Kotler,JohnBowen-Marketing for Hospitality and Tourism

MBA-TTM THIRD SEMESTER
MBA-TTM-HC301: TOURISM MARKETING AND PROMOTIONS

Objectives:

Credits:04

- The main objective of the course is to give basic idea about the theories of hospitality marketing and its application in tourism and allied tourism industries. Students are given direction to formulate marketing plans and promotional approaches to tourism and other related organizations.

*** Course Inputs ***

Module-1: Marketing: Meaning, Definition, Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing philosophies-Characteristics of Tourism Marketing- Marketing Significance in Tourism and Process of Tourism Marketing.

Module-2: Analysis and Selection of Market-Measuring and forecasting tourism Demand- Forecasting Methods-Market Segmentation and Positioning-P's of marketing and marketing mix.

Module-3: Developing Marketing environment: Consumer Buying Behavior- Competitive Differentiation and Marketing Strategies-New Product Development- Customer Satisfaction and Related External Marketing- Incentive and Relationship Marketing-Issues Pertaining to Relationship Marketing-Strategies and Relevance for Current Trends in Market Place

Module-4: Planning Marketing Program: Product and product strategies-Product line-Product Mix-Branding and Packaging-Pricing Considerations-Approaches and Strategies-Distribution Channels and Strategies- Advertising and Sales Promotion

Module-5: Public Relation: Major activities of Public Relation. Destinations Marketing: Identifying target market-classification of visitor Segments- Monitoring the Tourist-Marketing- Competition of Visitor involves images Marketing- Developing Packages of attraction and Amenities.

REFERENCES:

01. Philip Kotler, John Bowen-Marketing for Hospitality and Tourism
02. S M Jha-Tourism Marketing
03. Cravens-Marketing Management
04. Ramswamy V S, Namakumari- Marketing Management
05. Philip Kotler-Marketing Management Analysis, Planning and Control
06. Sinha, P.C : Tourism marketing
07. Vearne, Morrisson Alison: Hospitality marketing
08. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
09. Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
10. Crough, Marketing Research for Managers.
11. Singh Raghubir, Marketing and Consumer Behaviour.
12. Patel, S.G., Modern Market Research, Himalaya Publishing.

MBA-TTM-HC302: RESEARCH METHODOLOGY FOR TOURISM

Objectives:

Credits: 04

- To impart the knowledge statistics and the use of statistical methods in research.
- To provide the methods of research and report writing in the field of tourism and travel industry.

*** Course Inputs ***

Module-I Introduction to research –Meaning, Definition, Objectives and Significance of research-Types of research-Research process.- Scientific Method: Basis – Requisites of a good scientific method – Research Design/Plan: Meaning – essentials.

Module -II Method of collection of data; Meaning and importance of data – sources of data - use of secondary data – methods of collecting primary data: observation, experimentation-Simulation– interviewing, panel method, mail survey, projective techniques. Tools for data Collection: type of tools – construction of schedules and questionnaires – measurement scales and indices – pilot studies and pre-tests. Processing of data: introduction –Report writing

Module-III Hypotheses - (Parametric and Non-Parametric Testing): Meaning – Definition, Types - Sources of hypotheses - functions/role of hypotheses – characteristics – hypothesis testing – tests of significance.Chi-Square Test, ANOVA, Factor Analysis.

Module-IV Sampling - Meaning – characteristics of a good sample – sampling techniques: **Probability Sampling techniques** (simple random, stratified random, systematic random, cluster, area, multi-stage, random sampling with probability proportional to size, multiphase and replicated sampling) V.s non-probability) and **Non-probability sampling techniques** (Convenience, Judgment, Quota and Snowball Sampling)

REFERENCES:

1. O.R.Krishnaswamy, Methodology of Research in Social Sciences, HimalayaPublishingHouse.
2. C.R. Kothari (2008),Methodology of Research - Vikas Publication House, New Delhi
3. Bhattacharya,Research Methodology, Excel Books, New Delhi.
4. K.R.Sharma, Research Methodology, National Publishers, Jaipur
5. Wilkinson and Bhandarkar, Methodology and Techniques of Social Research. Donald R Cooper and Pamela S Schindler, Business Research Methods.
6. Shenoy G.V, Srivastava U.K. and Sharma S.C., Quantitative TechniquesFor Managerial Decision Making.
7. David A Aaker, V.Kumar& George S Day, Marketing Research.
8. P.C. Sinha,Tourism Research Policy and Regulation, Anmol Publishers Pvt. Ltd. New Delhi.
9. S C Gupta, Fundamentals of Statistics, Himalaya Publishing House, New Delhi.

MBATTM-HC-303: ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

Objectives:

Credits:04

- This paper is intended to provide comprehensive understanding on concepts, functions and practices of management for human resources and organizational behavior.

*** Course Inputs ***

Module–I Concepts of Human Resource Management: Concept of Human Resource Management – Organization and Functions of HR – Structure and Strategy – HR Manager, Climate and Culture of HRD – Evolution of HR Practices in Indian Context - Global Trends in HR Practices.

Module –II Functions of HRM: Manpower Planning – Recruitment - Selection and Induction – Practices of Hiring in Tourism Industry – Training and Development – Methods, Design and Evaluation of T & D Programmes, Counseling Coaching and Mentoring – Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers – Personnel Empowerment - Competency Standards in Tourism.

Module –III Compensation Management: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWL). Legislative Aspects of HRM: Trade Unions Act-1926 – Industrial Disputes Act 1947 - Disciplinary Procedure – Payment of Wages Act-1936 – Employees Provident Fund Act-1952–Payment of Bonus Act-1965.

Module- IV Organizational Behaviour: Individual Behaviour and Differences - Personality – Attitudes and Beliefs– Values - Perception – Perceptual Selectivity – Transactional Analysis – JOEHARRY Window – Management of Stress

Module-V Group Dynamics: Group Behavior – Group Formation - Understanding Work Teams – Conflict, Negotiation, and Intergroup Behavior - Change Management – Resistance to Change – Organizational Development.

TEXTBOOKS

1. Verma, P. (2002). *Personnel Management in Indian Organisations*, OUP & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam, C.S. & Srivatsava, B.K. (2003). *Personnel Management and Human Resources*, Tata McGraw Hill, New Delhi

SUGGESTED REFERENCE BOOKS

- 1.Chakravarthy, S.K. (1987). *Managerial Effectiveness and Quality and Work Life*, Tata McGraw Hill, New Delhi.
- 2.Mirza, S. (2003). *Human Resource Management*. TATAMcGraw -Hill, New Delhi.
- 3.Dessler (2008), *Framework for HR Management*, Pearson Education, New Delhi.
- 4.Heery, E. (2001). *A Dictionary of Human Resource Management*. Oxford University Press.
- 5.Ivancevich, John (2012). *Organisational Behaviour & Management*. Tata McGraw-Hill Publishing Company. New Delhi

MBA-TTM-HC-304-STUDY TOUR REPORT & VIVA VOCE, DISSERTATION ON TOURISM & FOLK ASPECTS:

DISSERTATION REPORT (Credits:04) Students are required to undertake a major individual piece of research work-the Dissertation in the Third Semester. In contrast to the elements of the programme, where students are guided fairly & closely, the aim of the final Project is to provide them the opportunities to learn independently and develop confidence in identifying, defining, reflecting, and analyzing problems and issues pertaining to tourism destinations, products, and activities and integrate knowledge in the business context. It is an important part of the programme that tests students' abilities to understand and apply the theory, concepts and tools of analysis to a specific gap/problem/situation in tourism management. The Dissertation Work consists of 4 Credits. Students would present the intricacies and implications of the research during the viva-voce conducted at the end of the semester. The project is ideally intended to be a critical exposition, which affords the use of reasoning power and knowledge of the relevant literature in the fields of tourism and allied areas. The emphasis is on applied research and the investigation of some practical problem or issue related to the situation in which an organization destination, site or system operates.

The Dissertation provides the opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake a long, comprehensive, and in-depth study. Thus, the entire research process itself is of utmost significance. Students maintain regular contact with their supervisors and also provide drafts of their work for continuous verification and guidance. students shall commence the study and are required to define area of investigation, carve out research design, assemble relevant data, analyse the data, draw conclusions and make recommendations. They are expected to demonstrate organizational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

The Dissertation Report and Viva-Voce Examination will be evaluated by external examiner and internal examiner (respective faculty guide). The list of external examiners shall be approved by the registrar Evaluation from a panel of external examiners to be submitted by the Chairman of the Department. **Dissertation Report will be valued for a weightage of 80 marks followed by Viva-Voce Examination for 20 marks (Total 100 marks)**

MBATTM-SC-301 INTERNATIONAL PERSPECTIVE OF FOLKLORE TOURISM

Objectives:

Credits:04

- This paper is intended to provide comprehensive understanding on Global Folklore Tourism, International Folklore and Handicrafts, Crafts, Applied Folklore

*** Course Inputs ***

Module -1. International Folk Tourism: Definition, Meaning of Folk Tourism, Evolution, History, Significance and Types.

Module -2. Cultural Practices: Fairs and Festivals, Classical Dances, Folk Dances, Folk Music, Traditions, Customs and Rituals. Folk Cultural Practices of Karnataka, Mysore Dasara, Bangalore Karaga, Hampi Utsav, Chaluky Utsav, Banavasi Utsav, Onam Festival, Pongal Festival.

Module -4. Folk Cuisines: varieties of Food and Cuisines in India, North India, South India, South and North Karnataka, Tamil Nadu, Kerala, Rajasthan, Jammu and Kashmir and Punjab,

Module -3. Indigenous Knowledge System: Ayurvedic Tourism, Medical Tourism, Yoga, Folk Medicines, Methods of Folk Treatments-Panchakarma, Therapy. Naturopathy and Allopathy.

Module -5. Folklore Tourism Vis-à-vis Modern Cosmopolitan.

REFERENCES:

1. K.R Basavaraj, History and Culture of Karnataka, Dharwad,1984
2. H.S Krishnaswamy, Avalokan, A Compendium of Karnataka's Heritage Directory of Kannada and Culture, Bangalore, 1985.
3. Negi, Jagamohan, 'International Tourism and Travel'.
4. Dennis Lillicrop: Food and Beverages
5. Gagchi and Anita Shooke: Front Beverages Services
6. Sethi, Praveen, 'Handbook of Modern Tourism'.
7. Bhagvat Durga 1972, Dances and Charms of the tribes of Central India, Asian Folklore Studies, 31,11:41-70
8. Vastsayan, Kapila, 1976, Traditions of Indian Folk Dances New Delhi Indian Book.Co
9. Simon, R,L 1975,A Study of Indian Ritual and Belief , London: Methuen. Peprint, Seacacus N.J.: University Books, 1974.

MBATTM-SC-302 : PERSONALITY DEVELOPMENT & SOFT SKILLS

LEARNING OBJECTIVES

CREDITS: 3

- To acquaint students with the required soft skills for their carrier growth.
- To enable the students to handle job interviews with positive personality.
- To enhance the body language of students and development on their personality.

Module- I Soft Skills: Introduction to Soft Skills; Classification of Soft Skills: Time Management, Attitude, Responsibility, Ethics, Integrity, Values, Trust, Self Confidence and Courage, and Consistency, Team Work and Interpersonal Skills, Networking and Empathy.

Module- II Handling Guest Complaints: Introduction to guest complaints; Different types of complaints: mechanical, attitudinal, service-related, unusual; guest complaints in hotels, travel organizations, airlines, events; Reason for dissatisfaction; resolving guest complaints; case study on guest complaints.

Module- III Listening Skills : Introduction to Listening Skills; Listening Process; Types of Listening: Passive, Selective, Active; Barriers of Listening; Ten Commandments of Listening; Importance of Listening Skills in Business

Module –IV Self -esteem and your personality-Self -improvement-Developing positive attitudes-Fitting in and getting along-Working with co- workers-Getting along with supervisors-Self motivation-Work habits-Managing stress-Standards of conduct-Getting the job-keeping the job and moving ahead in your career

REFERENCES

1. Barun. K. Mitra (2016), Personality Development and Soft Skills, Oxford University Press
2. R. K. Madhukar (2016), Business Communication, Vikas Publishing House Pvt Ltd.
3. Kaul, Asha (2015), Effective Business Communication, PHI, New Delhi.
4. Munter Mary (2013), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi
5. Meenakshi Raman & Prakash Singh (2012), Business Communication, 2/e, Oxford University Press.
6. Mary Ellen Guffey, Dana Loewy (7th Ed), Business communication: process and product, South-Western Cengage Learning.

OPEN ELECTIVE COURSES PAPERS:

1. MEDICAL AND WELLNESS TOURISM

Learning Objectives:

Credits: 04

1. The course intent to upgrade the knowledge of the latest trends in tourism particularly the Health tourism in the country.
2. To understand the meaning, nature and scope of health tourism
3. To learn about different health tourism facilities available in India
4. To understand the type of licensing and accreditations required for health and wellness tourism
5. To understand different medical centres available
6. To learn the global scenario of medical tourism
7. To learn the past, Present and future of medical tourism

Pedagogy: Assignments, Seminars, and Presentations, Lecture-cum-discussions.

Module I: Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, - Ancient centres of healing, Quality of Life (QOL) - Concept. The scope of Health Measures. Health: Concept, Definitions and Importance of health to People, Business and Government.

Module II: Medical tourism: concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level

Module III: Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

Module IV: Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI)

Module V: Medical tourism in India: Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support.

References:

1. Conell, John, Medical Tourism
2. M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann
3. Raj Pruthi(2006), Medical Tourism in India, New Delhi: Arise Pub.
4. Reisman, David, Health Tourism: Social Welfare Through International Trade
5. Smith, Melanie; & Puczko, Laszlo, Health and Wellness Tourism
6. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
7. Todd, Maria, Handbook of Medical Tourism Programe Development

2. AIRLINE AND TRAVEL AGENCY MANAGEMENT

Objectives:

Credits:04

This course has been designed to familiarize the learners about the working of travel agency and Job purpose, its an organization and management as well as different operations carried out by it.

Module I: Aviation Geography -History of Aviation in India and at Global level, Private and Public sector airlines which are operating in India, Hub & Spoke system. Passenger Ticket: Manual & E-ticket. IATA Codes: City, Airport& Airlines codes.

Module II: Travel Agency- Organisation: Types and Functions: Setting up Travel Agency: Principles: Commission Structure: Agency Recognition – Procedure and Formalities: Agency Management: Agency Financing: Agency Marketing: Tourist Conductors: Tourist Guides, important intermediary tourism industry, historical development and present status as commission agent or Tour Operator.

Module III : Organisation and management of the Travel Agency--main departments, ticketing and reservations, information, tours, transport, administration. Tour Operation Business: Itinerary Preparation, Tour Costing, Hotel/ Transportation Booking, and Ground Arrangement.

Module IV: Organization of a travel agency for sale of complete travel services. Managing Promotion, Public Relations. Prospection, planning and promotion of new travel destination. Maintenance of up-to-date travel information about domestic and international travel destinations, weather conditions, currency exchange restrictions, passport, visa, health and immigration regulations.

REFERENCES:

1. JagmohanNegi: Travel Agency & Tour Operation Concepts & principle
2. Gupta S.K : International Airfare & Ticketing Methods & Technique UDH
3. Travel agency management – Mahinder Chand
4. 4. Airport Business – R. Doganis

MBA-TTM FOURTH SEMESTER

MBATTM- HC 401: TOURISM PLANNING AND DEVELOPMENT

Objectives:

Credits: 04

- The course aims to give a comprehensive idea about the tourism planning and developmental theories and its application.

*** Course Inputs ***

Module -1 Tourism Planning: Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale, Public and Private sectors role in Tourism Development, Analysis of an individual Tourism Project

Module-2 Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of Karnataka- Investment opportunities and government policy for investment in hotel/tourism industry- Sources of funding.

Module -3: Strategic and tactical perspective of planning: Framework for strategic planning in destinations –strategic tourism policy model-strategic areas that need govt. intervention.

Module -4: Developing tourism plans: Goals-components – plan preparation – techniques, surveys and area characteristics- plan formulation by checklist method by world Tourism Organization: General background analysis –infrastructure analysis and projections – extent and form of tourism –market analysis and projections

Module -5: Planning Tourist attractions: Cultural and special interest attractions- planning and monitoring natural, cultural and specific interest attraction resources –implementation elements and monitoring

REFERENCES:

1. A.K.Bhatta Tourism, Principles & practices.
2. Praveen Seth- Successful tourism planning and Management, Cross section Publications.
3. Page.J. Stephen. Brunt Paul, Connel Jo et al, Tourism A Modern Synthesis, Thomson Publishers, London.
4. Burkart. A. To & Medlik S. - Tourism past, present and Future, Heinemann London 1974.
5. Foster Dough. Travel & Tourism Management . Mc.Millan London 1985.
6. Cooper, Fletcher, Gilbert and Wan hill –Tourism principles and practices, ELBS with pitman, London.
7. Kamra Krishna K – Managing Tourist Destination: Development , planning marketing and policies, Kanishka publishers, New Delhi.
8. New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
9. Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure)

**MBATTM – HC402: ECO-ADVENTURE, FOLK AND TRIBAL TOURISM,
SUSTAINABLE DEVELOPMENT**

Objectives:

Credits:04

- To understand and appreciate the significance of sustainable development;
- To be familiar with the various approaches and practices for STD; and
- To gain exposure to the implementation of STD principles through relevant case studies

*** Course Inputs ***

Module–I Sustainable Development- Evolution - Principles, Major Dimensions of Sustainability - Reasons for Unsustainable Development - Stockholm Conference 1972 - World Conservation Union 1980 - Rio Declaration 1992 - Kyoto Protocol 1997 - Global Warming & Climate Change.

Module–II Sustainable Tourism Development: Meaning- Principles – rio earth summit 1992 and Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 – Global Conference - Berlin Declaration - Bali Declaration 2005 - Cape Town Declaration 2002 and Kerala Declaration on responsible - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS)

Module–III Folk Tourism and Destinations, Tribal Tourism and Destinations Rural Tourism and Destinations, Study of Tribal culture, Handicrafts, Souvenir Music, Folk Arts.

Module-IV Adventure Tourism: Meaning, definition and Types of Adventure tourism. Emerging Trends - Land based Adventure Activities (Trekking, Scooba Diving, Bangi Jumping Mountaineering, Rock Climbing etc), Water based adventure Activities (Water surfing, white water rafting, para-sailing etc) and Air based adventure Activities (Parachute jumping, Gliding, paragliding etc).

Module –V Definition, concept and importance of Eco-Tourism –Impacts of eco-tourism-Eco tourism resources of India and Karnataka– Biosphere reserves, National parks, Wild Life Sanctuaries-Eco tourism activities at the destination-Ecological Concern.

REFERENCE:

1. Pearle – DW & JJ War ford – World without Economics, Environment and Sustainable Dept. – Oxford University Press.
2. Negi J. Tourism Dept. and Resource Conservation, Metropolitan, New Delhi.
3. Butter RW – Tourism Environment and Sustainable Dept.
4. Ms. Keep E – Tourism Planning – An Integrated and Sustainable Dept, Approach

MBA-TTM HC 403: TOURISM LAW

Credits:04

Objectives

- To understand the basic principles of various Laws, Codes, roles and regulations relating to tourism for providing professional assistance and advice to tourists.

* Course Inputs *

Unit - I

Introduction – Law and society - Branches of Law – Commercial Law- Company Law- Industrial Law – Environmental Law.

Unit - II

General Principles of Contract Act - Essential elements of Contract – Breach of Contract – Performance of Contract – Indemnity & Guarantee – Bailment -Pledge- Consumer Protection Act.

Unit - III

Basic Principles of Company Law - Registration of Company – Types of companies – Types & administration of Meetings – winding up of companies.

Unit – IV

Citizenship – Passport - Visa - FEMA – Foreigners Registration Act – Customs – RBI guidelines - Criminal Law - Registration of cases-SEBI-Cyber Law.

Unit - V

Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act – General suggestions to improve tourism in India.

TEXT BOOKS

- Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
- M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.

REFERENCES:

1. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow.
2. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.
3. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
4. The Environment (Protection) Act, 1986, amended 1991,
<http://envfor.nic/legis/legis.html>
5. Foreign Exchange Management Act, http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.htm.
6. Mercantile Law/Business Law-N.D Kapoor

MBATTM – HC404: EVENT MANAGEMENT

Credits:04

Objectives:

- To acquire an in-depth knowledge about the specialized field of "Event Management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events
- To help the students with the skills necessary for interacting with the various players involved in the Management of Events.

* Course Inputs *

Module -I Concept of Events - Definition, Scope of Event Management, Advantages of events to the Organizer, Event Planners, Participants, Economy and Society; Broad classification of Events. Conceptual foundations of events; Major characteristics, Five C's of Event Management, Destiny Marriage.

Module-II MICE Tourism - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings- meeting space- seating style..

Module-III Event Activities -pre event – during event – post event activities, onsite management, principles of event management. Events and Tourism, Business tourist, Tourism & Culture, Incentive tours Risk Management, Safety and Global Issues in Event Management - Developing meeting plans – Check list - Gantt model – PERT. Programming: Agenda – developing agenda.

Module-IV Events Venues - Concept and types; Conference venues - facilities, Selection of venue, factors determining the venue selection; check-in and check-out procedures, requirements; conference room lay-outs; Convention manager. Conference facilities in India - Role and functions of ICPB and ICCA.

Module-V Event Promotions and Marketing – Interrelation between events & tourism industry- planning publicity – evaluation of meeting – post meeting evaluation. Contract negotiations - principles; negotiation with hotels, airlines and ground handlers and decision making.

Module-VI Case studies of Events: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals. Trade Fairs: World Travel Mart, IT TTW, PTM, Commonwealth games, Asian Games, Olympic, world cup Cricket, Soccer and other mega events.

REFERENCES:

1. Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
2. Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management
3. [C. A. Preston](#), [Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions](#), The Wiley Event Management Series.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
6. Hoyle, Dorf & Jones (1995), Meeting conventions & Group business Educational institute of AH & MA.
7. Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.
8. [Julia Rutherford Silvers](#), Risk Management for Meetings and Events (Events Management).
9. Montgomery, R.J. (1994), Meeting, Conventions and Expositions, VNR, New York
10. [Peter Robinson](#) (Editor), [Debra Wale](#) (Editor), [Geoff Dickson](#) (Editor), [Events Management \(CABI Tourism Texts\)](#)
11. Sandra K Strick , Meetings, conventions & exposition – An introduction to the industry, Rhonda Montgomery

MBA-TTM-HC405 ONE MONTH INPLANT TRAINING AND SUBMISSION REPORT AND VIVA VOCE

Objectives:

Credits:04

- To get practical knowledge about Industry and as well as imparting cognitive technical skills.

On the Job Training Report, Internship & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo 4-week or One month long training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of the travel business. The credits assigned to this paper shall be distributed in the ratio of 8:2 for project report and viva-voce respectively.

MBATTM-SC401: Karnataka Tourism

Objectives:

Credits:04

- The course aims at providing a comprehensive overview on Tourism in Karnataka, elucidating State's tourist resource potential, Tourism infrastructure and tourist trends over the years. It critically examines exiting tourism planning and policy framework and reviews the performance of Karnataka Tourism in the context of both domestic and international tourism.

Module-I: Karnataka Tourism

An overview: Geographical features of Karnataka in brief- Situation, Location, Area and Extent, Physical Divisions, Mountains and Passes, Climate- Flora and fauna. History and favorable conditions for Tourism growth in Karnataka. Importance of Travel and Tourism in Karnataka.

Module-II: History and Traditional Resources of Karnataka:

Major sources of Karnataka: History – Pre-historic sites in Karnataka – Shatavahanas– Banavasi Kadambas – Hoysalas of Dwarasamudra – Kalachuris of Kalyana – Vijayanagara Empire – Bahamani Empire – Keladi Nayakas – Nayakas of Chitradurga – Wodeyars of Mysore – Freedom movement in Karnataka – Unification movement in Karnataka-

Module-III: Tourism Products of Karnataka

Natural & Cultural: Wetlands, Rivers, Lakes, springs, Tributaries Meadows, gardens and parks etc; Man Made: Monuments, Shrines, Palaces, Mosques, Temples etc; Fairs & Festivals, Museums and Art Galleries, Handicrafts, Export and Import, Craft Mela-Karnataka,-Marketing of Handicrafts, Cuisine.

Module-IV: Religions and important pilgrimage sites:

Religious Movements Shankara Ramanuja Madhvacharya Virashaivism, Sufism, Lingayatism; and their Philosopher.

Module –V: Tourism Destinations:

Heritage sites, North & South Karnataka Places of Pilgrimages, Khazabhandenawaz, Koodalasangam, Vijayapur, Hampi, Pattadkal, Dattapeeth, Dharmasthal, Talakaveri. Bahamani Sultan monuments, major historic tourism destinations of Karnataka.

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Experimental exercises, Projects etc.

Assignment and Discussions:

1. Major tourism destinations of Karnataka.

2. Case studies of KSTDC, JLR Pvt Ltd, KSRTC, Golden Chariot, Tourism Destinations, Etc.

REFERENCES:

1. Brown Percy, Indian Architecture (Islamic Period), Bombay.
2. Davies Philip, Monuments of India, Vol. II., London.
3. Michell, George, Monuments of India, Vol. II., London.
4. Suryanath U Kamath, Concise History of Karnataka, Mcc Publications.
5. Ranganath, History of Karnataka, Karnataka Hand book.
6. Frederic P. Miller, agnes F. Vandome, John McBrewster, Geography of Karnataka, Alphascript Publishing.
7. Lonely Planet, India
8. Lonely Planet Karnataka

MBA-TTM, SC-402: TRAVEL MEDIA & JOURNALISM

Objectives

Credits: 04

- To provide basic understanding about travel journalism and its role in tourism promotion;
- To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.

Module-1 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.

Module-11 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.

Module-111 Research Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material.

Module-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.

Module-V How to portray the experiences: Practical tips- Choosing the right words - Verbs, Adjectives and Clichés, Illustrations - The Practicality of taking photographs, Nonphotographic 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. Neilson 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

