The University

The Pondicherry University (A Central University) was established by an Act of Parliament in October 1985. The campus is spread over 780 acres of land rolling down to the Bay of Bengal sea beach. The landscape is dotted by sprawling lawns, well nurtured gardens, picturesque road shapes, and lush green belt with eco-forest; an ecologist’s delight indeed! The tranquil setting makes Pondicherry University campus a unique one with exquisite natural beauty and serene sea shore that captures viewers’ imagination and provides an ideal atmosphere for learning. On the University Campus and its two extension centres at Karaikal and Andaman and Nicobar Islands, 13 Schools, 34 Departments and 12 Centres are situated with student strength increasing by the year. True to the national character, Pondicherry University has emerged as a choice destination for student not only from across the country but from abroad as well. The University is a member of the Association of Commonwealth Universities and signed MoU with several foreign Universities/ Institutions.

The School of Management

The School of Management is the first School to be established in the University in the year 1986 and is one of the popular Schools of Excellence in the campus. The School offers five MBA Programs - MBA (General), MBA (Tourism Studies), MBA (Banking Technology), MBA (International Business) and MBA (Insurance) besides two closely related programs in Economics and Commerce. The mission of the school is to contribute to the development and enrichment of Management education relevant to the needs of the society through teaching, consultancy and research.

The Department of Tourism Studies

The Department of Tourism Studies (DTS) (started of as Centre for Tourism Studies) was established in the 1991, as a nodal centre for advanced learning in tourism and allied disciplines with the seed financial grant from Ministry of Tourism and Civil Aviation, Government of India. Since ever, the Department has been offering Master of Tourism Administration (MTA), a two year program spread over four semesters with focus on hospitality and tourism. During the academic year 2003-2004, the MTA Program was rechristened as MBA (Tourism). Some of the alumni of the DTS have reached the middle and senior level managerial positions in multinational travel companies. Some have chosen to become educators and researchers while a few have opted to be entrepreneurs. The Department is a Permanent Association of the Travel Agents Association of India (TAAI). The Department is also an Institutional Member of Industry Associations like Indian Association of Tour Operators (IATO) and South Indian Hotels and Restaurants Association (SIHRA). It is also one of few Tourism Studies Departments in the country assisted by the University Grants Commission (UGC) at DRS – 1 level of SAP.

The Vision of the Department is to become an agent of change for principled, socially responsible and creative leadership in tourism by providing the highest quality education for present and future business and academic leaders, and advance the understanding and practice of Tourism Management through research and outreach.

The Mission

The mission of the Department of Tourism Studies is to become an agent of change for principled, socially responsible and creative leadership in tourism by providing the highest quality education for present and future business and academic leaders and advance the
understanding and practice of tourism management through research and outreach. We strive towards inspiring people and enriching tourism management practice and leadership by:

• **Designing** distinctive programs which are relevant, contemporary and participative;
• ** Developing** individuals personally as well as professionally;
• **Promoting** practical management skills alongside theoretical business knowledge;
• **Generating** research, both theoretical and actionable;
• **Fostering** a vibrant and entrepreneurial business culture; and
• **Delivering** solutions to the industry that are sustainable, responsible and pragmatic.

**Academic programs**

• Postgraduate Degree Program in Tourism Management (MBA- Tourism);
• Doctoral Program leading to the award of Ph.D. degree;
• Post-Graduate Diploma Program in Event management (an Add-on program); and
• Executive/ Faculty Development Programs in Tourism and allied fields.

For nearly *two* decades, the Department has been proactively supporting tourism industry grow by successfully transforming knowledge into action.

**Salient Features**

The academic programs of the Department have been designed to provide theoretical knowledge as well as hands-on experience to the students in tourism and allied fields to equip them manage tourism at different levels and to harness its varied benefits.

**Pedagogy:** A unique blend of lectures, case studies, and other innovative instructional methods.

**Curriculum:** Comprehensive, rigorous and up-to-date curriculum specially designed to cater to the needs of the industry.

**Evaluation:** Emphasis on the continuous assessment of the learner

**Interdisciplinary Approach:** Opportunity to opt for courses from other disciplines and Departments.

**Classrooms:** Well-equipped classrooms with modern multimedia teaching aids.

**Industry Relations:** Institute-industry interface, industrial visits and study tours.

**Alumni Relations:** Well-placed alumni participation and support in updating the Curriculum.

**Wi-Fi enabled Campus:** The University campus is enabled with Wi-Fi network.

**Computer Lab:** Computer lab with uninterrupted high speed internet connectivity.

**Library:** Extensive library resources with print and electronic journal databases.

**Campus life:** Vibrant campus life with ample opportunities for co/extra-curricular activities.

**Supporting Services:**

Well maintained hostels for boys and girls; Financial assistance for deserving students; Healthcare facilities with medical insurance; Sports and games, Separate gyms for both boys and girls, and other recreational facilities; free university bus transport within the campus, as well as to the day scholars who commute from the city and neighboring places; Bank, Post-Office, ATM, Health Centre, food-outlets, and other important amenities within the campus.
<table>
<thead>
<tr>
<th>Faculty</th>
<th>Qualification</th>
<th>Specialization/Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor &amp; Head</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reader</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sampad Kumar Swain</td>
<td>Ph.D. (Utkal University)</td>
<td>Airlines Management and Eco-tourism, Research Methodology.</td>
</tr>
<tr>
<td>Reader</td>
<td></td>
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</tr>
<tr>
<td>Jitendra Mohan Mishra</td>
<td>Ph.D. (HNB Garhwal University)</td>
<td>Ecotourism, Accounting for Tourism, Tourism Geography, Tourism Law and E-tourism.</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anu Chandran</td>
<td>M.Phil. (Kerala University)</td>
<td>Destination Marketing, Health and Wildlife Tourism, Travel Agency and Tour Operations Management.</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sibi George</td>
<td>M.Phil. (Maduri Kamaraj University)</td>
<td>Airline Management, Hospitality Management, Tourism Products Development and Management.</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ADMISSION GUIDELINES

Eligibility for admission into MBA (Tourism)

Bachelor’s degree (10+2+3) in any discipline with 50 per cent or equivalent grade as recognized by Pondicherry University or as recognized by the UGC.

Selection Procedure

Selection of students for the program is based on the performance in the entrance test conducted by the Pondicherry University. The entrance examination (two hours duration) consists of 100 objective type questions in four sections with 25 questions in each section.

Section A: English Comprehension
Section B: Numerical Ability
Section C: Test of Reasoning
Section D: General Awareness

Choice Based Credit System (CBCS)

The MBA (Tourism) Degree program is offered through a unique ‘Choice Based Credit System’. Under Choice Based Credit System, subjects are classified into Hard Core and Soft Core Courses. Hard Core courses are compulsory. The students have a choice to select from among the list of Soft Core courses offered within the department and by other departments.

Evaluation and Award of Grades

Weightage of marks: The weightage of marks between continuous Internal Assessment and End Semester Examination shall be 40 and 60 respectively.

Passing Minimum: A student is declared to have passed a given course only when he/she secures a minimum of 40 % marks in the End-Semester Examination and an aggregate of 50 % marks (both Internal and End-Semester Examination put together). There is no minimum passing marks for the internal assessment component.

Internal Assessment

Internal Assessment Component of 40 marks consists of the following:

1. Two Class Tests (10+10) : 20 marks
2. One Term Project/Assignment : 10 marks
3. Seminar Presentation/Attendance : 10 marks

Total : 40 marks

Evaluation of End Semester Examination

The answer scripts of the end Semester Examination shall be evaluated for a weightage of 60 marks. Evaluation is done by one external examiner and one internal examiner (course in-charge) separately. The average of the marks awarded by both internal and external examiners will be taken for awarding the Grades. The list of external examiners shall be approved by the Dean, School of Management from a panel of examiners to be given by the course in-charge.
for each subject and the consolidated panel of examiners shall be forwarded to the Dean by the Head of the Department.

**Comprehensive Viva-Voce Examination**

The End Semester Comprehensive Viva-Voce Examination shall carry a weightage of 50 marks and will be evaluated by two external examiners (one academician and one Practicing manager) and one internal examiner. The list of external examiners is to be approved by the Dean, School of Management from a panel of examiners to be submitted by the Head of the Department.

**Summer Project**

Every student of MBA (Tourism) shall work on a project in any reputed Tourism and Travel organization for 6-8 weeks during *summer vacation (May & June)* under the guidance of a faculty member of the Department. Once guides are allotted to the students, the students should contact the respective guides periodically and get necessary guidance and feedback on the project work. At the end of the project period, each student shall make a presentation of his/her project work and shall submit a structured project report as approved by the Faculty Guide within 15 days from the date of the completion of the project period.

The Summer Project Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner (respective faculty guide). The list of external examiners shall be approved by the Dean, School of Management from a panel of external examiners to be submitted by the Head of the Department. Summer Project Report will be valued for a weightage of 150 marks followed by Viva-Voce Examination for 50 marks (Total 200 marks). The summer project marks obtained by the students will be recorded in the marks statement issued to them in the *third semester* (along with the third semester marks).

**Final Project**

Every Student of MBA (Tourism) shall carry out a project in any reputed Tourism and Travel organization for a period of 6-8 weeks during the second half of the *Fourth Semester* under the guidance of a Faculty Members in the Department. Once guides are allotted to the students, the students should contact the respective guides periodically and get necessary guidance. At the end of the project period, every student shall submit a structured project report as approved by the Faculty Guide within the period specified by the Department.

The Final Project Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner (respective Faculty Guide). The list of external examiners is to be approved by the Dean, School of Management from a panel of external examiners to be submitted by the Head of the Department. Final Project Report will be valued for a weightage of 150 marks followed by Viva-Voce Examination for 50 marks (Total of 200 marks).
**Semester end examination Question Paper Pattern**

The question paper pattern for each of the subjects for the End-Semester written examination shall be as given below:

**Part A:** Ten short answer questions to be answered each carrying two (02) marks (two questions from each Unit).  

$$10 \times 2 = 20 \text{ marks.}$$

**Part B:** Five questions are to be answered (with either or pattern) each carrying six (06) marks (two questions from each unit).  

$$5 \times 6 = 30 \text{ marks.}$$

**Part C:** A compulsory question consisting of a Case Study.  

$$1 \times 10 = 10 \text{ marks.}$$

**Total = 60 Marks.**

**Educational Tours**

Two educational tours: One short eco-tour of 5-7 days duration in the first year; and one long tour of 15-20 days duration in the second year is a compulsory component of the program. Both the tours will be organized with the approval from the appropriate authorities of the University. It is also resolved that at least two teachers of the department by rotation will accompany the students.

The short Eco-tour and the long tour have the weightage of two and three credits respectively. The students have to submit a comprehensive report on their first hand learning experience out of the exposure gained from the tours. The report could be on a particular Destination/Product/Experience/Adequacy or Inadequacies (a critical Analysis) usually encountered by a tourist at a particular destination/product.

**Institute-Industry interface**

The Department organizes every year an institute-industry interface event, called AKANKSHA in the month of February. The primary objective of this event is to build and nurture long term relationship with the industry and outside academic bodies. This is a huge event and about 25 experts from the industry and academics participate in various panel discussions on issues of contemporary relevance to the tourism and travel industry. The event spread over 2-3 days is organized by the students themselves with the inputs from the faculty and the university Administration.

**Attendance**

Each student shall obtain 70 per cent attendance to be eligible for appearing for the End-Semester Examination.

**Grading**

Grading of the marks obtained by the students shall be made as per the norms of Choice Based Credit System (CBCS) in the same manner as followed in other University Departments.
## COURSE STRUCTURE

### First Semester

<table>
<thead>
<tr>
<th>CODE</th>
<th>COURSES</th>
<th>CREDITS</th>
<th>HARD / SOFT</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBAT-411</td>
<td>Management Process &amp; Organizational Behavior</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-412</td>
<td>Economics for Tourism</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-413</td>
<td>Tourism – Principles, Policies &amp; Practices</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-414</td>
<td>Global Tourism Geography</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-415</td>
<td>Tourism Products of India</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-416</td>
<td>Recreation Management</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-417</td>
<td>Sustainable Tourism</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-418</td>
<td>Foreign Language* – French/Japanese/German/Spanish/Chinese</td>
<td>3</td>
<td>S</td>
</tr>
<tr>
<td>MBAT-419</td>
<td>Comprehensive Viva – Voce</td>
<td>2</td>
<td>H</td>
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</table>

**Total** 26

* Depending on the availability of resource persons.

### Second Semester

<table>
<thead>
<tr>
<th>CODE</th>
<th>COURSES</th>
<th>CREDITS</th>
<th>HARD / SOFT</th>
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<tbody>
<tr>
<td>MBAT-421</td>
<td>Human Resources Management</td>
<td>3</td>
<td>H</td>
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<tr>
<td>MBAT-422</td>
<td>Accounting and Finance for Tourism</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-423</td>
<td>Destination Planning &amp; and Development</td>
<td>3</td>
<td>H</td>
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<tr>
<td>MBAT-424</td>
<td>Travel Agency &amp; Tour Operations</td>
<td>3</td>
<td>H</td>
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<tr>
<td>MBAT-425</td>
<td>Hospitality Management</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-426</td>
<td>Indian Culture &amp; Heritage</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-427</td>
<td>Research Methods</td>
<td>3</td>
<td>S</td>
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<tr>
<td>MBAT-428</td>
<td>Comprehensive Viva – Voce</td>
<td>2</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-429</td>
<td>Short Eco-tour</td>
<td>2</td>
<td>H</td>
</tr>
</tbody>
</table>

**Total** 25

### Third Semester

<table>
<thead>
<tr>
<th>CODE</th>
<th>COURSES</th>
<th>CREDITS</th>
<th>HARD / SOFT</th>
</tr>
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<tbody>
<tr>
<td>MBAT-511</td>
<td>Tourism Marketing</td>
<td>3</td>
<td>H</td>
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<tr>
<td>MBAT-512</td>
<td>Tourism Law</td>
<td>3</td>
<td>S</td>
</tr>
<tr>
<td>MBAT-513</td>
<td>International Management</td>
<td>3</td>
<td>H</td>
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<tr>
<td>MBAT-514</td>
<td>Airlines and Cargo Management</td>
<td>3</td>
<td>H</td>
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<tr>
<td>MBAT-515</td>
<td>Ecotourism</td>
<td>3</td>
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### Fourth Semester

<table>
<thead>
<tr>
<th>CODE</th>
<th>COURSES</th>
<th>CREDITS</th>
<th>HARD / SOFT</th>
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</thead>
<tbody>
<tr>
<td>MBAT-521</td>
<td>Sales &amp; Distribution Management</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-522</td>
<td>Travel Media &amp; Journalism</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-523</td>
<td>Customer Relationship &amp; Services Management</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-524</td>
<td>E-Tourism</td>
<td>3</td>
<td>S</td>
</tr>
<tr>
<td>MBAT-525</td>
<td>Event Management</td>
<td>3</td>
<td>H</td>
</tr>
<tr>
<td>MBAT-526</td>
<td>Comprehensive Viva –Voce</td>
<td>2</td>
<td>H</td>
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<tr>
<td>MBAT-527</td>
<td>Project Work Viva-Voce</td>
<td>6</td>
<td>H</td>
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<tr>
<td>MBAT-528</td>
<td>Long Tour</td>
<td>3</td>
<td>H</td>
</tr>
</tbody>
</table>

**Total** 26

Hard-core Courses – 93 Credits; Soft-core Courses -12 Credits; Total - 105 Credits.

### Total Number of Credits MBA (Tourism) Program

<table>
<thead>
<tr>
<th>No. of Courses</th>
<th>Number</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>Three credit papers</td>
<td>26</td>
<td>78</td>
</tr>
<tr>
<td>Two credit papers</td>
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<td>2</td>
</tr>
<tr>
<td>Comprehensive Viva –Voce</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Projects</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Short Eco-tour</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Long Tour</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total No. of Credits** 105
FIRST SEMESTER
Objectives

- Providing conceptual understanding of principles and practice of management;
- Familiarizing the students with the concepts of organizational behavior; and
- Familiarizing the students with the contemporary issues in management.

Unit - I


Unit - II


Unit - III


Unit - IV

Organizational Behaviour: Individual Behaviour and Differences - Personality – Attitudes and Beliefs – Valves - Perception – Perceptual Selectivity – Transactional Analysis – JOEHARRY window – Management of Stress

Unit - V


TEXT BOOKS


REFERENCES

MBAT – 412: ECONOMICS FOR TOURISM

Credits: 3

Objectives

• To expose the learners to the basic economic concepts; and
• To help them acquire necessary skills in the application of economic tools in managerial decision making.

Unit-I


Unit-II

Tourism Demand Forecasting - Methods of Forecasting – Public and Private Sectors in Tourism - the Need for Public and Private Sector Co-operation in Tourism – Growth of Tourism Demand in India.

Unit-III


Unit-IV


Unit-V


TEXT BOOKS

REFERENCES
Objectives

• 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.

Unit-I

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

Unit-II


Unit-III


Unit-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 Puducherry, FHRAI, IHA, IATA, TAAI, IATO.

Unit-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


REFERENCES

Objectives

• To study the relationship of geography and tourism;
• To be familiar with major tourism destinations worldwide;
• To study locale and accessibility to major tourist destinations across the continents; and
• To be able to plan tour itineraries of various countries across time zones.

Unit – I

World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia.

Unit – II

Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.

Unit – III


Unit – IV


Unit – V

Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.

TEXT BOOKS


REFERENCES

3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, Ltd.,
4. India, Lonely Planet Publications.
Objectives

- To study the vast Tourist resources of India;
- To conceptualize a tour itinerary based on variety of themes; and
- To identify and manage emerging tourist destinations.

Unit - I

Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

Unit – II

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India.

Unit – III


Unit – IV

Manmade resources: Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.

Unit - V

Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism.

TEXT BOOKS


REFERENCES

1. Stephen Ball (2007), Encyclopedea of Tourism Resources in India,B/H.
4. Sarina Singh (2008), Lonely Planet India.
MBAT – 416: RECREATION MANAGEMENT

Objectives

- To understand the dynamics of recreation products and their significance for tourism industry;
- To familiarize the students with the theoretical and practical issues of recreation management; and
- To expose them to the marketing trends in recreation.

UNIT-I

Recreation: an overview - Range of Recreation Businesses: Recreation Vehicles, parks, adventure travel, winter sports, historic sites, camping, resorts, motor coach operators, enthusiast groups, recreation product manufacturers - Development of the geography of tourism and recreation - Recreation Theories - Recreation and leisure services.

UNIT-II

Recreational Resources - the Demand and Supply for Recreation and Tourism - Recreational demand - Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints.

UNIT-III


UNIT-IV

Marketing of Recreation: Marketing Recreation services and facilities - Customers of recreational products - Marketing plan - Marketing Mix for recreation - Case studies.

UNIT-V

Trends in the recreation industry - Tourism recreation and climate change - Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience - Environmental perspectives on coastal recreation and tourism.

TEXT BOOKS


REFERENCES

MBAT- 417: SUSTAINABLE TOURISM

Objectives
Students will be able to:

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

UNIT –I

UNIT – II

UNIT – III
Sustainable Tourism Planning: - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio-economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying capacity

UNIT – IV

UNIT – V

TEXT BOOKS

REFERENCES
MBAT- 418: FOREIGN LANGUAGE - FRENCH

Credits: 3

Objectives
The aim of the course is to provide students with a good foundation in both oral and written contemporary French and to allow them to go further in their understanding of the language and civilization. The communicative skill in foreign language will go a long way in the job prospects of MBA students.

The one semester course will focus on Development of listening, speaking, reading and writing skills in French.

Interactive classroom sessions, which include group activities, role-plays and innovative language games.

Prescribed Book

SYNCHRONIE method de francais 1 with CD
Dr. K. Madanagobalane and others

Lesson 1 to lesson 7 (Lessons and Grammar)
Grammar: Articles - Definite and Indefinite, contracted forms
Adjectives: Qualifying, possessive, demonstrative, Interrogative
Pronouns: Personal
Verbs: Avoir, Etre, I,II,III group verbs in Present, future tenses
Numbers Zero to Thousand
Time
SECOND SEMESTER
Objectives

• To understand basic elements of human resource practices;
• To know the methods and mechanics of human resources utilization in tourism sector; and
• To appreciate the contribution of human resources practices in success tourism business.

Unit – I


Unit – II


Unit – III


Unit-IV


Unit – V


TEXT BOOKS


REFERENCES

Objectives
- To acquaint oneself with the fundamental principles of accounting;
- To enable oneself to analyse and interpret the financial statements;
- To be able to apply accounting techniques and finance strategies in the field of tourism activities; and
- To be familiar with analysis and management of funds in a company.

Unit – I

Unit – II
Users and uses of Accounting information - Accounts of Non-profit organizations: Income and Expenditure account – Receipts and Payments: Travel Agency Accounting.

Unit – III
Marginal Costing – Concept, Techniques & Applications – Cost Volume Profit Relationship – Break-even Analysis.

Unit – IV

Unit – V

TEXT BOOKS

REFERENCES
MBAT 423: DESTINATION PLANNING AND DEVELOPMENT

Credits: 3

Objectives

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV


Unit-V


TEXT BOOKS


REFERENCES

3. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
Objective

Students will be able to:

• understand the significance of travel agency and tour operation business;
• know the current trends and practices in the tourism and travel trade sector; and
• develop adequate knowledge and skills applicable to travel industry.

UNIT-I

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

UNIT-II

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

UNIT-III

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do’s and Don’t’s of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

UNIT-IV

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

UNIT-V

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

TEXT BOOKS


REFERENCES

MBAT – 425: Hospitality Management

Credits: 3

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

UNIT-I
Introduction to Hospitality Industry: Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms.

UNIT-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.

UNIT-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.

UNIT-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.

UNIT-V
Yield Management: Elements of yield management, Measuring yield in the Hotel industry, benefits of yield Management, Challenges or problems in yield management.

TEXT BOOKS
1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.

REFERENCES
2. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
6. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)
Objectives

- To study the richness and diversity of Indian culture;
- To evaluate the contemporary trends of India culture; and
- To acknowledge and appreciate the co-existence of different cultural and religious practices of India.

Unit – I

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

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
Objectives

Students will be able to:

- understand the significance of research;
- know the theories and practices of research;
- be acquainted with scientific methods of research; and
- use the research skills for undertaking independent research activities.

UNIT-I


UNIT-II


UNIT-III

Qualitative Techniques- Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Technique, Delphi Technique, Participant Observations - Projective Technique - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.

UNIT-IV


UNIT-V


TEXT BOOKS

1. C.R Kothari (2002), Research Methodology, Vishwa prakashana India.

REFERENCES

THIRD SEMESTER
Objectives

• To expose the students to concepts and components of marketing;
• To acquaint them with tourism specific marketing skills; and
• To familiarize them with the contemporary marketing practices.

Unit I

Evolution of Marketing - Marketing for Tourism – The Tourism Product – Features of

Unit II

Understanding the Market and the Consumer - Marketing Environment – Consumer
Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation –
Targeting – Market Positioning.

Unit III

The 4 P’s of Marketing : Product Designing – Branding and Packaging – New Product
Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of
Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other
P’s: People, Physical Evidence and Process.

Unit IV

Marketing of Tourism & Related Activities - Trends in Tourism Marketing – Marketing
of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub –
sectors and products.

Unit V

Developing Marketing Skills for Tourism - Self Motivation – Team Building –
Personality Development - Creativity & Innovation– Innovative Products in Tourism-
International Perspective and Contemporary Trends.

TEXT BOOKS


REFERENCES

4. Ramasamy VS & Namakumar. S (1990), Marketing Management: Planning & Control,
   Macmillan, New Delhi.
Objectives
To understand the basic principles of various Laws, Codes, roles and regulations relating to tourism for providing professional assistance and advice to tourists.

Unit - I

Unit - II

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.

Unit - V

TEXT BOOKS
1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.  

REFERENCES

6. Foreigners Registration Act,http://www.immigrationindia.nic.in/registration_requirements.html
MBAT – 513: INTERNATIONAL MANAGEMENT

Credits: 3

Objectives

- To understand the basic issues of international business and management;
- To familiarize the students with international economic environment; and
- To sensitize them on cross cultural diversities and to develop skills of managing in cross cultural contest.

Unit I

Introduction to International Management: Concept of International Business and Management – Internationalization of business - The environment of international trade-Forces (trade barriers) – Global economic groupings – The case of European Union – Globalization phenomenon.

Unit II


Unit III

Strategic Planning in International Management: Need and Benefits – Approaches to formulating and implementing strategy – Strategy implementation – Entry Strategies - considerations for implementation – Role of the functional areas in implementation.

Unit IV

International Human Resources Management: Categories of people - Selection criteria for international assignments - Training and Organizational Development – Expatriates management - Motivating human resources in international context.

Unit V

Managing in diverse cultures: Nature of culture – Elements of culture – Cultural values and dimensions (Hofstede’s approach) – Cultural change – Planned and unplanned cultural change – Cultural adaptation- Methods of doing international business - Comparative management – Japanese style of management – Western and Eastern Management Styles.

TEXT BOOKS


REFERENCES

MBAT- 514: AIRLINES AND CARGO MANAGEMENT

Credits: 3

Objectives
- 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.

Unit-I
Aviation History – Open sky policy - Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

Unit- II
Airport management: Travel Documentation - Airport Facilities - Check-in formalities - In-flight services - Classes of service and comfort - Special passengers - Baggage handling – Procedures and Practices.

Unit-III

Unit-IV
Air Cargo: Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges - Cargo capacity of Airlines and Ships - Cargo with special attention - Introduction to dangerous goods - Live Animal Regulation.

Unit-V

TEXT BOOKS

REFERENCES
2. IATA Training Manual.
MBAT- 515: ECOTOURISM

Objectives

Students will be able to:

- understand the significance of ecotourism;
- comprehend the theories and practices of ecotourism;
- be familiar with the model ecotourism projects; and
- use the theoretical knowledge to manage ecotourism resources.

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V

Ecotourism Development Agencies- Role of the International Ecotourism Society - the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India, ATREE, EQUATIONS.

TEXT BOOKS


REFERENCES

MBAT – 516: COMMUNICATION SKILLS AND PUBLIC RELATIONS

Credits: 3

Objectives
- To impart oral and written communication skills through experiential training;
- To gain comprehensive understanding of the important functions of Public Relations; and
- To acquaint with the etiquettes of business communication.

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 exercises & discussions - Body language, Postures, Eye contact, Etiquettes, Voice culture, Scientific temper - Team building - Interpersonal effectiveness.

TEXT BOOKS

REFERENCES
MBAT- 517: BUSINESS STRATEGY & ENTREPRENEURSHIP

Credits: 2

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

Unit I

Unit II

Unit III

TEXT BOOKS

REFERENCES
FOURTH SEMESTER
Objectives:

• To understand the concepts and techniques of sales Management and distribution;
• To familiarized with the dynamics of channel management; and
• To effectively apply the techniques to tourism and sales and distribution management.

Unit I

Unit II
The Sales Force: Size of the sales force - Sales organization based on customer, geography, product and combinations and current trends – Sales training programs and motivating the sales force – Sales force compensation, sales incentives and sales force evaluation – Controlling the sales effort – Sales quotas, sales territories, sales audit.

Unit III
Physical Distribution: Participants in the physical distribution function – Environment of physical distribution – Channel design strategies and structures – Selecting channel members, setting distribution objectives and tasks – Target markets and channel design strategies.

Unit IV
Managing the Marketing Channel: Product, Pricing and Promotion issues in channel management and physical distribution – Motivating channel members – Evaluating channel member performance – Vertical marketing systems – Retail co-operatives, franchise systems and corporate marketing systems.

Unit V
E-enabled selling and distribution: e-commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation - e-enabled logistics management and tracking systems.

TEXT BOOKS

REFERENCES
1. Charles Futrell: Sales management, Pearson Education Books
MBAT- 522: TRAVEL MEDIA & JOURNALISM

Objectives

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

Unit-1


Unit-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.

Unit -111

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

Unit-1V

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

Unit-V

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

TEXT BOOKS


REFERENCES

MBAT - 523: Event Management

Objectives
- To familiarize the students with the essentials of Event Management;
- To understand the potential of MICE and Event Tourism; and
- To enable the students to take up project work in the above areas.

UNIT I
Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.

UNIT II

UNIT III
Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

UNIT IV

UNIT V
Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

TEXT BOOKS

REFERENCES
Objectives
- To understand the nuances of customer relationship management;
- To familiarize with the issues of service management and global context; and
- To be able to manage a market oriented service organization.

Unit I

Unit II
Managing and Sharing Customer data - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

Unit III
Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters.

Unit IV
Tourism as a major component of Service Sector – Service Design and Development – Technology as an enabler of Service - Service Development and Design, Using Technology as an enabler of Service.

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

TEXT BOOKS

REFERENCES
MBAT- 525: E-TOURISM

Credits: 3

Objectives
• To understand emerging business models in tourism and travel industry;
• To study the impact of Information Technology on tourism and travel sector; and
• To explore the scope of entrepreneurship in the emerging e-tourism business.

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

Unit – II

Unit – III
Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).

Unit- IV

Unit – V

TEXT BOOKS

REFERENCES

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