

**ADIKAVI NANNAYA UNIVERSITY**  
**RAJAMAHENDRAVARAM – 533 296**



**DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES**

**MBA (Tourism & Hospitality ) Syllabus**

**(With effect from 2019-2020)**

**ADIKAVI NANNAYA UNIVERSITY: RAJAMAHENDRAVARAM**  
**DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES**  
**GUIDELINES FOR MBA(T&H) Course (2019-20 AB)**

- 1) MBA(T&H) course will have 7 subjects up to three semesters X 3 semester 21 subjects & fourth semester 6 subjects consisting total 2700 marks. 200 marks for Project work and Viva Voce Examination in MBA(T&H) course.
- 2) Out of 100 marks for each subject, 75 marks (75%) marks in each paper are assigned for semester end examination and 25 marks (25%) for Internal/continuous assessment for MBA(T&) course.
- 3) Every subject of 100 marks will have 5 to 6 periods class load per week, each subject - 4 credits.
- 4) Every subject will have five units of syllabus.
- 5) For MBA(T&H) question paper consists of 3 sections, viz:  
Section – A: Short answer questions 8 covering whole syllabus, out of which any five can be attempted and each question carry 4 marks  $5 * 4 = 20$  marks. Section B consists of 5 long answer questions for each question carries 8 marks, one question with internal choice a) or b) from each unit of syllabus,  $8*5=40$  marks and Section C is case study compulsory for 15 marks.  
The break up 25 marks (25%) for internal examination/continuous assessment will be: 15 marks for written examination, two written examinations are to be conducted average of both examinations is considered for awarding final score.  
(a) 5 marks for attendance  
(b) 5 marks for assignment preparation and presentation.
- 6) There will be project work and viva-voce for MBA(T& H) course for 200 marks (100 marks for project work and 100 marks for Viva-vice). The project work is to be done during the summer vacation i.e., after II semester and before III semester. Project work should be submitted by the student to the respective department during 2<sup>nd</sup> year study and presentation and viva-voce examination is to be held beginning or after IV semester examination. The project presentation and viva-voce examination is conducted by external examiner, for affiliating colleges; University faculty will be external examiner for University Department external examiner from other university is to be invited.
- 7) There may be comprehensive viva-voce at end of every semester being conducted by all subject teachers together assigning suitable credit from internal marks to be taken. This is intending to prepare and boost the student interview facing skills and comprehension of subject.

**Adikavi Nannaya University, Rajamahendravaram**  
**Department of Commerce & Management Studies**  
**MBA (Tourism & Hospitality)**  
**(With effect from 2019 – 20 AB)**

MBA(T&H) COURSE STRUCTURE								
				Internal	External	Total	Periods/ Week	Credits
<b>SEMESTER-I</b>								
1	CP	101	Perspectives of Management	25	75	100	4	4
2	CP	102	Accounting for Management	25	75	100	4	4
3	CP	103	Human Resource Management	25	75	100	4	4
4	CP	104	Managerial Economics	25	75	100	4	4
5	CP	105	Managerial Communication Skills	25	75	100	4	4
6	CP	106	Principles and Practices of T & H	25	75	100	4	4
7	CP	107	ICT for Tourism & Hospitality	25	75	100	4	4
<b>SEMESTER-II</b>								
1	CP	201	Marketing Management	25	75	100	4	4
2	CP	202	Financial Management	25	75	100	4	4
3	CP	203	Travel Agency & Tour Operation Management	25	75	100	4	4
4	CP	204	Hotel Operations Management (F&B)	25	75	100	4	4
5	CP	205	Airport & Airlines Management	25	75	100	4	4
6	CP	206	Foreign Language (French)	25	75	100	4	4
7	CP	207	Research Methodology for Management	25	75	100	4	4
<b>SEMESTER-III</b>								
1	CP	301	Strategic Management & Entrepreneurship	25	75	100	4	4
2	CP	302	Tourism Policy	25	75	100	4	4
3	CP	303	Destination Management	25	75	100	4	4
4	CP	304	Facilities Management	25	75	100	4	4
5	CP	305	Legal Aspects of T & H	25	75	100	4	4
6	CP	306	Sustainable Tourism	25	75	100	4	4
7	CP	307	Foreign Language (French)	25	75	100	4	4
<b>SEMESTER -IV</b>								
1	CP	401	Event Management	25	75	100	4	4
2	CP	402	Resort & Recreation Tourism	25	75	100	4	4
3	CP	403	Medical & Eco Tourism	25	75	100	4	4
4	CP	404	Indian Culture & Heritage	25	75	100	4	4
5	CP	405	Global Tourism Geography	25	75	100	4	4
6	CP	406	Air Cargo Management	25	75	100	4	4
7	CP	407	Project Work			100	4	4
8	CP	408	Comprehensive Viva Voice			100	4	4
<b>GRAND TOTAL</b>						<b>2900</b>		

## I - SEMESTER

Paper Code	SUBJECTS
101	PERSPECTIVES OF MANAGEMENT
102	ACCOUNTING FOR MANAGEMENT
103	HUMAN RESOURCES MANAGEMENT
104	MANAGERIAL ECONOMICS
105	MANAGERIAL COMMUNICATION SKILLS
106	PRINCIPLES AND PRACTICES OF TOURISM & HOSPITALITY
107	ICT FOR TOURISM AND HOSPITALITY

## 101: PERSPECTIVES OF MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objective:** to familiarize the students with the theory and practice of management .

Unit I: Management – Evolution of Management Thought – Classical, Neo-Classical, Model Approaches of Management - Principles of Management – Functions of Management.

Unit II: Planning – Nature, Purpose and Importance of Planning-Types of Plans-Steps in Planning-Planning Premises and Forecasting – process of Decision Making-Decision Tree Analysis.

Unit III: Organization – Principles of Organization – Formal and informal Organization – types of Organization Structure – Line and Staff Relations – Delegation – Decentralization – Span of Control.

Unit – IV: Directing- Leadership Theories and Styles.

Unit- V: Control-Importance, Steps, Processes, Techniques-PERT/CPM.

(Case Study is compulsory in all Units)

Suggested Books:

1. Louis A Allen, Management & Organisation, McGrawHill,New York
2. A.Pardhasardhy & R.Satya Raju: Management Text and Cases, Prentice Hall of India.
3. AS Lather, M Handa, Cases in Management, Wsdom, Delhi
4. Heinz Wehrich & Harold Koontz, Essentials of Management, Tata-McGraw Hill,ND
5. JS Chandan, Management: Theory & Practice, Vikas, New Delhi
6. RW Griffin, Management: Principles and Applications, Cengage,New Delhi
7. Prem Vrat,KK Ahuja & PK Jain, Management Cases, Vikas, New Delhi
8. Laura P Hartman, A Chatterjee, Perspectives in Business Ethics, TMH, ND
9. Earnest Dale, Great Organisers, McGraw Hill
10. Peter F Drucker, The Practice of Management, McGraw Hill

## 102: ACCOUNTING FOR MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objective:** to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, and decision-making

**Unit-I :** Accounting for Management –Nature and Scope – Management Process and Accounting – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Account in Modern Organization

**Unit – II:** Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account – Balance Sheet (Theory only)

**Unit- III:** Elements of Cost–Cost Sheet Preparation – Absorption Vs Marginal Costing –Cost –Volume – Profit Analysis – Cost Behaviour – Breakeven Analysis – Contribution Approach –Profit Planning.

**Unit-IV:** Cost Concepts for Decision making – Decision Making Process – Decision Situations- Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision.

**Unit- V:** Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Preparation of Sales Budgets – Purchase Budgets- Expenditure Budgets for Material, Labour and Overheads – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting – Performance Budgeting and Zero Based Budgeting. .

(Case Study is compulsory in all Units)

Text Books:

1. I. M. Pandey : Management Accounting Vikas Publishing House.ND
2. Jawaharlal, Accounting for Management, Himalaya, Mumbai
3. Hilton,Ramesh & Jayadev, Managerial Accounting, TMH, New Delhi
4. B.Banerjee, Financial Policy & Management Accounting,PHI, New Delhi
5. Khan and Jain, Management Accounting, Tata Mc Graw Hill , Delhi.

### 103: HUMAN RESOURCE MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objective:** to equip the students with basic concepts of Human Resource Management and the various functions of HRM including Industrial Relations in the liberalized environment

Unit-I: Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM.

Unit –II: HR Planning; Concepts; Factors Influencing ; HR planning ; HR Planning Process; Job Analysis ; Recruitment and Selection; Tests and Interview Techniques .

Unit –III: Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development; Evaluating Employee Performance; Career Development and Counselling.

Unit – IV: Compensation – Concepts and Principles; Influencing Factors; Current Trends in Compensation – Methods of Payment – Incentives and Rewards.

Unit –V: Knowledge Management - Employee Engagement – Employee Participation Schemes – Managing – Diversity Management, Knowledge Workers.

(Case Study is compulsory in all Units)

Text Books:

1. Venkata Raman C.S., and Srivastiva BK Personnel / Human Resource Management, TMH,ND
2. Cynthia D. Fisher & Lyle F. Schoenfeld; / Human Resource Management, Wiley India, New Delhi.
3. DK Tripathi, Human Resource Management: Text & Cases, Wisdom, Delhi
4. Fisher, Managing Human Resource, Cengage, ND
5. Dwivedi & Agarwal, Human Resource Management, Vikas, ND
6. R.Wayne Mondy and Robert M.Noel, Human Resource Management, Pearson

## 104: MANAGERIAL ECONOMICS

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objective:** to enable the students to understand economic concepts and theories and their application in management decision-making.

Unit I - Introduction: Nature and Scope of Managerial Economics; Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories; Profit Maximization. Vs. Wealth Maximization.

Unit II - Demand Analysis : Demand-Meaning, Determinations Of Demand, Demand Function; Law of Demand; Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products, Criteria for Good Forecasting Method.

Unit III - Production Analysis: Production Function –Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale; Cobb-Douglas Production Function - Cost concepts and Cost Oriented Pricing Methods.

Unit - IV Market Analysis: Price and Output Determination under Perfect Competition, monopoly, monopolistic competition, oligopoly.

Unit – V: Introduction to Economic Optimization techniques- constrained and unconstrained techniques, National Income concepts, inflation – types and causes of inflation – measures to control inflation. Phases of business cycles.

(Case Study is compulsory in all Units)

Text Books:

1. DN Dwivedi, Managerial Economics, Vikas, New Delhi
2. Trivedi M.L: Managerial Economics, Theory and Applications, TMH,ND
3. Mark Hirschey, Managerial Economics: An Integrative Approach, Cengage, New Delhi
4. Mehta, P.L: Managerial Economics, Text and Csaes, S.Chand & Co
5. Mittal A., . Managerial Economics, Text and Csaes, Wisdom, Delhi
6. G.S.Gupa, Macro Economics: , Theory and Applications, Tata McGraw Hill.
7. Dwivedi, D.N. Macro Economics: Theory and Applications, Tata McGraw Hill

## 105: MANAGERIAL COMMUNICATION SKILLS

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objective:** to equip the students with the necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.

Unit – I : Role of Communication in Business – Objective of Communication – The Process of Human Communication – Media of Communication, Written Communication – Oral Communication – Visual Communication, Audio Visual Communication – Silence - Developing Listening Skills – Improving Non-verbal Communication kills – Understanding Cultural Effects of Communication.

Unit – II: Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis.

Unit-III: Managing Motivation to Influence Interpersonal Communication – Inter-Personal Perception – Role of Emotion in Inter Personal Communication- Communication Styles – Barriers of Communication – Gateways to Effective Interpersonal Communication

Unit-IV: Business Writing Skills – Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms, Oral Presentations – Meetings, Telephone Communication – Use of Technology in Business Communication, E-mail Messages.

Unit-V: Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report.

(Case Study is compulsory in all Units)

Text Books:

1. K Bhardwaj, Professional Communication, IK Int Pub House, New Delhi
2. Krizan, Merrier, Logan and Williams, Effective Business Communications, Cengage, New Delhi
3. HC Gupta, SG Telang, Business Communication, Wisdom, Delhi
4. Penrose, Business Communication for Managers, Cengage, New Delhi
5. McGrath, Basic Managerial Skills for All 5<sup>th</sup> ed., Prentice Hall of India.
6. Urmila Rai & S.M. Rai, Business Communication, Himalya Publishers,
7. Meenalshi Raman—Business Communication Oxford University Press.
8. Lesikar I Flatley, Basic Business Communication, Tata McGraw Hill.

## 106 - PRINCIPLES AND PRACTICES OF TOURISM & HOSPITALITY

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### OBJECTIVES:

- To appreciate the importance of tourism & hospitality as an industry
- To understand the various elements of tourism & hospitality management
- To identify the methods to improve, establish and to operate tourism & hospitality business

- Unit: I** Introduction: Meaning, nature and scope of tourism – definitions, components of tourism, elements of tourism, infrastructure and superstructure - Tourism system – types and forms of tourism, tourist typology- tourism as an industry (service industry ).
- Unit: II** History of Travel and Tourism – Development of tourism in the world through the Ages (Ancient Period, Medieval Period, Modern Age) Development of Tourism in India through the Ancient time to till date. Impacts of tourism - socio, cultural, economic, environmental and technological impacts on tourism, Travel motivations- Motivation Theories (Plog and Maslow) tourism & employment generation
- Unit: III** Tourism Demand: determinants and stimulants- supply patterns and characteristics – measurement of tourism demand. Tourism Statistics: Need for Tourism Statistics & its importance. Tourism organizations – International, National and Regional Organizations- Government and Private organization. Activities – Field Trips and Case Studies.
- Unit: IV** Hotel management: Introduction to hotel industry: Definition, history of hospitality sector, major departments of hotel industry, organizational structure of a hotel, careers in hospitality sector
- Unit: V** Star classification & approval of hotels, types of hotels, types of hotel rooms, etiquettes for hospitality staff, forms of ownership, hospitality Trends – hotel laws, ancillary departments of hotel industry, other services offered in hotel industry.

(Case Study is compulsory in all Units)

### REFERENCE BOOKS:

1. Sampad Kumar Swain & Jitendra Mishra-Oxford University Press
2. Cooper, Fletcher etal: *Tourism Principles and Practices* (Pitman) (2<sup>nd</sup> Edn) Prentice Hall, Singapore, 1998
3. Geoldner R. C. & Ritchu BJR: *Tourism Principles, Practices, Philosophies-* (9<sup>th</sup> Edn.): John Wiley & Sons, New Jersey, 2003
4. David Weaver, Laura Lauton : *Tourism Management (3<sup>rd</sup> Edn)*, Jhon Weily & Sons, Singapore, 2006
5. Jafari Jafar: *Encyclopedia of Tourism* – Routledge, Newyork, 2000.
6. Gray & Ligouri: *Hotel and Motel Management and Operations* (Prentice Hall)
7. Andrews Sudhir: *Food & Beverage Service Training Management* (Tata McGraw Hill)
8. Andrews Sudhir: *Front Office Training Manual* (Tata McGraw Hill)
9. Kye-Sung Chon & Raymond T Sparrowe: *Welcome to Hospitality. An Introduction* (Delmar)
10. Andrews Sudhir: *House Keeping Training Manual* (Tata McGraw Hill)
11. John R Walker: *Introduction to Hospitality Management* (Pearson)
12. Tom Powers & Clayton W. Barrous: *Introduction to Hospitality Industry* (Wiley)
13. Chuck Y Gee : *International Hotel Management* – (AHLS –EI)

## 107: ICT FOR TOURISM AND HOSPITALITY

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### OBJECTIVES:

Acquire working knowledge of Information Technology for present and Future needs of Tourism and Hospitality Sector.

- Enhance knowledge of worldwide web applications and its multiple usage on a common platform.
- Possess knowledge on latest electronic gadgets in vogue reflecting the Lifestyles

### CONTENTS:

**Unit: I** E business and E commerce–Introduction and understanding the concepts - Usage and Application to Tourism and Hospitality Sector–Online shopping experience with E transactions and Risks–Product Promotions-Concepts & Emergence of E Procurement in Inventory and Purchasing.

**Unit: II** Hardware – Type of Computers in usage with Configurations and Profiles – Types of Networking with pros and cons – Types of Printers/Storage Devices/Multi Media – Latest gadgets in vogue PDA/Mobiles/Portable Audios/Internet Tablets/Televisions/Cameras/GPRS.

**Unit: III** Software – Types and Vendors in Software: Operating Systems – Office Tools – DBMS – ERP - eCRM – Customized Software. – Concept of Software Requirement Specification (SRS)

**Unit: IV** Internet Concepts – Emergence of Internet – – Email with usage and spam – Chatting and Video Conference - Modes of Browsing Internet and knowing the concept – Usage of Search Engines – Understanding the concepts: Web 2.0 – Travel 2.0 – Blogs – Communities – Wikis – Company/Corporate Websites – Designing structure of Website.

**Unit: V** Management Information Systems – Introduction – Status of MIS in an Organization – Information needs and Economics – Role of MIS at various levels in Management Hierarchy for effective Decision Making and tracking Performance of various tasks.

### REFERENCE BOOKS:

1. Wayne Pease, Wayne Pease & Malcolm Cooper, *Information and Communication Technologies in Support of the Tourism Industry*, Idea Group Publishing, London, 2007.
2. Michael L. Kasavana, *Managing Technology in the Hospitality Industry*, Educational Institute AHLA, USA, 2011
3. S Jaiswal: *Fundamentals of Information Technology* (Galgotia)
4. Davis Olson: *Management Information System* (McGraw Hill)
5. PT Joseph: *eCommerce – A Managerial Perspective* (Prentice Hall India)

## II SEMESTER

Paper Code	SUBJECTS
201	MARKETING MANAGEMENT
202	FINANCIAL MANAGEMENT
203	TRAVEL AGENCY AND TOUR OPERATIONS
204	HOTEL OPERATIONS MANAGEMENT (FOOD & BEVERAGES AND HOUSE KEEPING)
205	AIRPORT AND AIRLINES MANAGEMENT
206	FOREIGN LANGUAGE – FRENCH
207	RESEARCH METHODOLOGY FOR MANAGEMENT

## 201: MARKETING MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objective:** to develop an understanding of the concepts, issues and strategies in marketing and its management.

Unit – I Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial Marketing, Services Marketing- Global Marketing.

Unit –II: Marketing Information System and Marketing Research; Consumer Behavior and Buying Decision Process – Organization Buyer Behavior – Market Segmentation and Targeting.

Unit – III: New Product Development–Product line Decisions–Product-mix–Product Differentiation – Product Life Cycle Management - Brand Management - Packaging.

Unit – IV: Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks – Channels of Distribution.

Unit – V : Communicating Value: Designing and Managing Marketing Communications – Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public Relations : Competitive Marketing Strategies- Emerging Trends in Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green Marketing-Direct Marketing,etc.

(Case Study is compulsory in all Units)

### Suggested Books

1. Kotler,Keller,Koshy & Jha, Marketing Management, Pearson, New Delhi
2. William J Stanton, Fundamentals of Marketing, McGraw-Hill, New Delhi.
3. Arun Kumar and Meenakshi, Marketing Management, Vikas, New Delhi
4. Rajan Sexena, Marketing Management: Text cases in Indian Context.
5. Keith Blois - Textbook of Marketing Oxford University Press.
6. Zinkota & Kotabe : Marketing Management , Prentice Hall of India.
7. Joel R.Evans & Barry Berman : Marketing, Wiley India, New Delhi.

## 202: FINANCIAL MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objective:** to equip the students with basic principles of Financial Management and Techniques.

Unit- I: Nature, Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Function – Financial Planning and Forecasting - Role of Financial Manager – Funds Flow Analysis – Cash Flow Analysis.- Ratio Analysis (*theory no exercises on Ratio analysis*).

Unit-II: Financing Decision: Financial Leverage – EPS-EBIT Analysis –Cost of Capital – Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure.

Unit – III: Investment Decision: Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return.

Unit-IV: Dividend Decision: Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits.

Unit – V: Working Capital Decision: Meaning – Classification and Significance of Working Capital – Component of Working Capital –operating and cash conversion cycle – Calculation of working capital.

(Case Study is compulsory in all Units)

Suggested Books:

1. Pandey IM - Financial Management, Vikas, New Delhi
2. Khan & Jain - Financial Management, Tata McGraw Hill
3. JC Varshney, Financial Management, Wisdom, Delhi
4. Brigham and Houston, Fundamentals of Financial Management, Cengage, New Delhi
5. Banerjii, B., Fundamentals of Financial Management, PHI, New Delhi
6. Weston & Brigham, Managerial Finance, The Dryden Press, Illinois
7. James C. Van Horne -- Financial Management & Policy, Prentice Hall of India.
8. Robert F Bruner, Case Studies in Finance: Managing for Corporate Value Creation, TMH, New Delhi

## 203 : TRAVEL AGENCY AND TOUR OPERATIONS

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### Objectives:

1. To appreciate the role and functions of travel agency and tour operators in the promotion of tourism industry.
2. To familiarize with travel and its system

**Unit - I:** History & Growth of Travel Agency Business - Emergence of Travel Intermediaries, Indian Travel Agents &. Tour Operators. Interplay of Push & Pull Factors. Impact of Technologies on Travel Agencies Business – Growth of Online Travel Agency Business- Emergence of aggregators.

**Unit- II:** Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organizational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.

**Unit - III:** How to Set up Travel Agency/Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organization, Procedure for Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.

**Unit- IV:** Itinerary Preparation: Meaning, Importance and Types of Itineraries Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation- Tour Costing-Tariffs, FITS & GITS. Confidential Tariff Packaging: Types and Forms of Package Tours.

**Unit- V:** Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Forms , Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.

(Case Study is compulsory in all Units)

### Suggested Readings:

1. D.L. Foster , The Business of Travel agency Operation & Administration
2. Malik, Haris & Chatterjee, Indian Travel Agents
3. J.M.S. Negi, Travel Agency & Tour Operations: Concepts & Principles
4. C.Y. Gee,Travel Industry
5. Yale P,The Business of Tour Operations.

**204 : HOTEL OPERATIONS MANAGEMENT  
(FOOD & BEVERAGES AND HOUSE KEEPING)**

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objectives:**

- \* To understand the Food Production
- \* To Understand the process of Food & Beverages Management

**Unit I :** Introduction to Front office, organizational chart of front office, classification of front office, Attributes, duties and responsibilities of front office staff, room tariff, types of plans & room rates, guest cycle & room reservations, registration, guest services, check-out & settlement, night auditing, safety & security.

**Unit II :** Co-ordination of front office with other departments, evaluating hotel performance (occupancy ratio, avg daily rate, avg room, etc), introduction to house keeping department, organizational chart of house keeping department, duties & responsibilities of house keeping, interdepartmental co-ordination.

**Unit III:** Introduction to Food & Beverage sector, types of catering establishments, organizational chart, duties & responsibilities, inter departmental co-ordination, Food & Beverage service operations before, during & closing procedures

**Unit IV:**

French classical menu, types of food service, ancillary departments of Food & Beverage service, Food & Beverage service equipment's. Types of breakfast, types of meals, types of menus.

**Unit V:** Hotel Operations in India: Leading multinational hotel chains operating in India, Hotel Business- Role, Contribution & Performance.

(Case Study is compulsory in all Units)

**Reference Books:**

- 1 . S.K. Bhatnagar , Front office Management, Frank brother Publisher
2. Sudhir Andrews Front Office d raining Manual, Tata MCGraw Hill

## 205: AIRPORT AND AIRLINES MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### Objectives:

- To know the various dimensions of Airport Management
- To Handle the various Airport Issues
- Indian Airline Industry for 21 Century

**Unit I:** introduction: importance of Airport Management- Domestic and International Passengers- Locations - Shared Codes. Domestic, International terminals and facilities- Areas (check in- transit- gate- immigration, passport, customs)- Commercial - Baggage - Freight , Lounge - Traffic flow. Departure control System (DCS) and Common use Terminal Equipment (CUTE).

**Unit II:** Contemporary Trends in Indian Civil Aviation - Global and Indian Scenarios- Growth Potential Factors impacting passengers. - Policy Options- Open Sky Policy on route sharing basis- Domestic and International Airlines. Impacts of LLC Operations.

**Unit III:** Aviation Geography: IATA areas, sub areas, sub regions, Airport Codes Airline Designated Code, Global Indicators

**Unit IV:** Fare construction: air tariff currency regulations. Mileage principles fare construction with extra-mileage allowance and extra-mileage surcharge.

**Unit V:** Government and private sector in developing airports around India. Green field airports.

(Case Study is compulsory in all Units)

### Reference Books:

1. Kathleen Swet : Aviation & Airport Security ( Person )
2. Alexander ; Airport Planning & Management ( Tata McGraw Hill)
3. Ashford: Airport Operations ( Tata McGraw Hill)

## Paper -206 - Foreign Language – FRENCH

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### Course Objective **French for Beginners**

The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students a basic understanding of the French language as whole .The overview of this particular course is to give the students exposure of French being used in tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures, and to act as a useful introduction to French and Francophone culture.

### Unit I

#### **Introduction of the Language to first time beginner**

Basic introduction of French, The alphabets and their pronunciation, nature and rules of the language , The accents, The Orthographic Signs, the punctuation signs , The numbers in French 0-9 ; Cardinal and ordinal form of number , Greetings

### Unit II

#### **Basic Vocabularies: (Tourism Based Vocabularies)**

The days of the week, Months, item narration , Gender specification for the things , the country , city name , time , whether, fruits and vegetable names, the family name, body parts , colors , numbers 10-100 gradual learning ,French phonetics , professions ; all the necessary word meaning used in general and specifically by tourism professionals .

### Unit III

#### **Basic and Introductory Grammar**

The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types ,Principal and auxiliary verbs in French (être and avoir), Verb's groups : First , Second and third group, rule of making ordinal numbers, verbs conjugation in present participle

### Unit IV

#### **Sentence and Dialogue framing**

The Affirmative form of the sentences using first, second and third group verbs(Only Present tense), dialogue and phrases from the text book (Situation 1 -7 ) Chapter 1 from text book, verbs Aller, The negative and interrogative form using all types of verbs,Tourism and Tourist based vocabulary

### Unit V

**French culture and self Presentation** Introduction of France and it's culture and, basic Geo-political-economical introduction of France, French History, French (Tourist) habits and introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session

### Text book/s

Gupta, Vasanthi ., Gupta, Malini, and Ramachandran, Usha , **Bon Voyage: I Method de français l'hôtelier et du tourisme pour les débutants** , New Delhi : W. R. Goyal Girardet ,Jackey and Cridling, Jean-Marie (Vol 1 )*méthodes de français ; Le Nouveau Sans Frontières* ,

### Reference books

Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations)  
Bhattacharya , S. and Bhalerao Um,a Shashi, *French for Hotel Management & Tourism Industry* , Frank Bro & CO.

## 207 : RESEARCH METHODOLOGY FOR MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Objective:** To equip the students with the basic understanding of research methodology and to provide insight into the application of modern analytical tools and techniques for the purpose of management decision making.

**Unit–I:** Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.

**Unit–II:** Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling – Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non–Probability Sampling – Convenience Sampling – Judgement Sampling – Quota Sampling.

**Unit–III:** Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.

**Unit–IV:** Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.

**Unit–V:** Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis – Concepts and Application of Discriminate Analysis and Factor Analysis.

(Case Study is compulsory in all Units)

### Suggested Books:

1. Mark Saunders, Philip Lewis, Adrian Thornbill, Research Methods for Business Students, Pearson,ND
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage, New Delhi
3. C.R. Kothari, Research Methodology, New Age International.
4. Carver & Nash, Data Analysis with SPSS, Cengage, New Delhi
5. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press.
6. Donald R. Cooper & Pamela S. Schindler, Business Research Methods 8<sup>th</sup> Edition, Tata McGraw Hill.
7. K.V.S. Sarma, Statistics made sample, do it yourself on PC, Prentice Hall.
8. V P Michael, Research Methodology in Management, Himalaya, Mumbai

### III Semester

Paper Code	Subjects
301	STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP
302	TOURISM POLICY
303	DESTINATION MANAGEMENT
304	FACILITIES MANAGEMENT
305	LEGAL ASPECTS OF TOURISM & HOSPITALITY
306	SUSTAINABLE TOURISM
307	FOREIGN LANGUAGE (FRENCH)

## 301 - STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

**Unit - I :** Overview of Strategic Management - Business Policy and Strategic Management - Strategic Management Model- Business Ethics and Strategic Management,

**Unit- II :** Business Vision, Mission, Objectives- Types of Strategies - Integration Strategies - Intensive Strategies - Diversification Strategies - Michael Porter on Strategy - BCG Matrix.

**Unit III :** Strategic Formulation: Environmental Analysis - External and Industry analysis - Internal analysis - Strategic analysis and choice - input stage - Matching Stage decision stage /Cultural aspects of strategy choice.

**Unit IV:** Entrepreneurship - Theories & Approaches - Types of Entrepreneurs - Entrepreneurial Motivation - Entrepreneurial Climate - Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.

**Unit V :** Entrepreneurship in Tourism – Opportunity Identification- Business Plan - feasibility Report - Funding options-Organizational Framework for Promotion and Development of Tourism and Travel Business- Venture Creation and Management.

(Case Study is compulsory in all Units)

### TEXTBOOKS

1 Srinivasan. R (2006), Strategic Management: the Indian Concept, 2nd lid., Prentice Hall India, New Delhi.

### REFERENCES

1. Thomson. A. A.. Stick laud. AJ. & Cambel. J. E.,(2005), Crafting and Executing Strategy- the Quest Tor Competitive Advantage. Tata McGraw I till. New Delhi.
2. Peter F, Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York,
3. John A, Pearce II & Richard k Robinson Jr. (1991) Strategic Management, 3rd Ed, AITBS, New Delhi.
4. Michael E. Porter (1985), Competitive Advantage. Free Press, New York.

## 302 - TOURISM POLICY

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### Unit I

Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organizations in carrying out tourism policies.

### Unit II

Evolution of tourism in modern India formation of ministry of tourism - Jha committee-Study of National Tourism Policy 1982 and 2002,2015, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism.

### Unit III

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 (development of the Buddhist circuit).

### Unit IV

Implications of Liberalization, Globalization and Privatization in the 1990s on travel and tourism through five year plans - Investment opportunities in tourism industry, government policy for (investment in hotel/tourism industry- Sources of funding,

### Unit V

National Tourism Policy - tourism policies of few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat, Maharashtra & Madhya Pradesh) & Case Studies.

(Case Study is compulsory in all Units)

### TEXT BOOKS:

- New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.



### 303 - DESTINATION MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

#### Unit I

Definition of Destination – Typology – Location (Proximity and Distance) – Features of Tourism Destination – Destination stakeholders – Components of Destination – Choice of Destination – Pull factors of destination – Destination Selection Process – The Compton model.

#### Unit II

Destination Patterns: Market Share and Growth – Global Destination Patterns (Most Developed Countries and Least Developed Countries) – Regional Destination Patterns: Europe – The Americas – East Asia/Pacific – South Asia – Africa – The Middle East – Australia – Internal Destination Patterns – Current Trends in Destination Development

#### Unit III

Destination Development and Theories – Destination Life Cycle Theories – The Butler's Sequence/ Model – Factors that affect the destination Life Cycle Process – Matrix Model – National Tourism Development – Spatial Diffusion Theories – Model of National Tourism Development – Tourism Optimization Management Model (TOMM – The Australian Example).

#### Unit IV

Destination Management and Planning: A Vision for tourism Development reflecting values of the residents and stakeholders – Planning at National, Regional and Local Levels – Inventory of attractions, facilities, services and experiences offered in a destination – Major Competitors and their product offerings- community support for special events – Action Plan – Steps in Preparation of feasibility Report for development of a Destination

#### Unit V

Visitor Management at Tourism Destination: Safety and Security – Disaster and Risk Management – VMS at a World Heritage site, VIS (Visitor Information System at Tourism Destination).

(Case Study is compulsory in all Units)

#### TEXT BOOKS:

1. David Weaver, Laura Louton, *Tourism Management*, (Wiley)
2. Copper (et al) *Tourism Principles and Practice* (Prentice Hall)
3. L.Pender & R.Sharpley (eds), *The Management of Tourism* (Sage)
4. W.F. Theobald. (ed) *Global Tourism* (Elsevier)
5. P.C. Sinha, *Tourism Planning*
6. P.C. Sinha, *Tourism Management*

### 304 - FACILITIES MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

#### **Unit: I**

Design Considerations – Systematic layout planning pattern – (aesthetics-location-material-workmanship-efficiency-cost).

#### **Unit: II**

Guiding factors: Architectural, Legal, Work flow aspects for design & layout.

#### **Unit: III**

Facilities Management: Coordination – Controls – Crises Handling – Security - Outsourcing - Replacements

#### **Unit: IV**

Maintenance: Fuel/Gas – Types of fuels – Calculation of heat requirements and fuel requirements – Water – Sources of water, method of removal of hardness – Calculation of water requirements – Electricity – Meaning & usage – Calculation of power requirements. Kitchen Equipment (Items - Specifications); Support services (Wash/Grind/Dry etc); Layout & Design (Area: cook-store).

#### **Unit: V**

Energy Conservation: Necessity – Methods of energy conservation in different areas and operations – Developing and implementing energy conservation programmes - Fire Fighting - Waste Disposal – Recycling Energy Conservation

(Case Study is compulsory in all Units)

#### **TEXT BOOKS:**

- Stipanuk & Roffman: *Hospitality Facilities Management & Design* (AMHA Educational Institute)
- Borsenik & Stutts: *Management of Maintenance & Engineering Systems in Hospitality Industry* (Wiley)
- Weissinger: *Hotel / Motel Operations* (Delmar)
- Ludlow D: *Working in Hotel*
- Katsigris: *Design & Equipment for Restaurant and Food Service* (Wiley)
- Birchfield: *Design and Layout of Food Service Facilities* (Wiley)
- Baraban: *Successful Restaurant Design* (Wiley)
- O' Toole: *Corporate Event Project Management* (Wiley)

## 305 – LEGAL ASPECTS FOR TOURISM & HOSPITALITY MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### Unit I

Introduction: Tourism and Genesis of Laws – India’s Performance in International and Domestic Tourism in terms of Tourist traffic and Tourism receipts – Nature, Meaning and significance of law – Mercantile law of commercial law – Mercantile law in India

### Unit II

Laws for tourists – Passport – The passports act, 1967 – Specimen for Fresh passport application – Specimen for passport application in replacement of Lost / Damaged passport – Specimen for passport application form for miscellaneous services on Indian passports – Proforma for immigration check - - Affidavits needed while applying for Fresh Passports, Replacement of Lost / Damaged passports or passports for miscellaneous services – PIO Card – Specimen of Application Form for the Grant / Renewal of PIO Card – Visa – Specimen of Visa Application Form

### Unit III

Guidelines for Foreigners visiting India – Some more rules and regulations applicable to foreigners who wish to stay in India as a tourist - The Registration of Foreigners act, 1939 – Rules for recognition as approved agency by department of tourism – government of India - Foreign Exchange Management Act, 1999 – Foreign Contribution (Regulation) Act, 1976 – The Conservation of Foreign Exchange and prevention of smuggling activities Act, 1974 – The Customs Act, 1962 – The Customs Tariff act, 1975

### Unit IV

Sustainable Tourism – The Wild Birds and Animals protection act, 1912 – The Wild life (Protection) Act, 1972 – Forest (Conservation) Act, 1980 – The Environment (Protection) Act, 1986

### Unit V

Heritage Preservation - Archaeological Survey of India – Ancient Monuments Preservation Act, 1904 – The Ancient Monuments and Archaeological Sites and remains act, 1958 – Antiquities and Art Treasures Act, 1972. Legal aspects of Tourism & Hospitality Industry – Food adulteration Act – Essential commodities Act, Tenancy Act, Different types of permits.

(Case Study is compulsory in all Units)

### TEXT BOOKS:

1. *Business Law for Manager’s* , ICFAI, Hyderabad, 2005
2. *Business Law, Certificate paper, E5*; Viva – New Delhi, 2006
3. *Business Law for assessment certificate C5*, Viva – N.D, 2006
4. *Business Law for managers Text Book*, ICFAI, Hyderabad, 2004
5. E. Dhurmaraj, *Food and Hotel Legislations and Policies*, New Age International Publications, Hyderabad, 2002.

## 306 - SUSTAINABLE TOURISM

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### Unit I

**Sustainable Tourism & its Dimensions:** Historical Background, Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management, New Approaches to Sustainable Tourism Management, Sustainable Tourism three Dimensions, Environmental Dimension, Economic Dimension, Social Dimension.

### Unit II

**Role of different agencies in Sustainable Tourism:** Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of sustainable Tourism

### Unit – III

Sustainable Tourism Development-Guiding Principles for Planning and Management,. Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community based Tourism and Global Climate change-issues and challenges

### Unit – IV

**Sustainable Tourism Infrastructure and instruments for more sustainable Tourism:** Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism, Eco-tourism, Business Tourism, Future of Sustainable Tourism, sustainable tourism instruments-measurement, command and control, economic, voluntary and supporting instruments.

### Unit – V

**Standardization and Certification for Tourism Sustainability:** ISO 14000- Role of WTTC, UNWTO, PATA, UNEP, IUCN, Global observatory on sustainable tourism in Sustainable Tourism Development. - Agenda 21 for Travel and Tourism Industry; Global Significance of Sustainable Tourism (GOST) and Global sustainable tourism criteria and council (GSTC).

(Case Study is compulsory in all Units)

### TEXT BOOKS

1. Inskip, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G (2005), *the Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.

### Suggested Readings (Latest Editions):

1. Lucey T, *Management information system*: New Delhi: BPB Publication.
2. Obrien James, A, *Management Information Systems: managing information technology in the e-business enterprise*, New Delhi: Tata McGraw- Hill Publication Company.
3. Michael I. Kasavana, John J. Cahill, *Managing Computers in the Hospitality Industry*, EI-AH&LA, USA.
4. Basandra SK, *Computer Today*" New Delhi Galgotia Publications Leon Alexis and Mathews Leon: *Introduction to Computers*, Vikas Publishing House Pvt Ltd. New Delhi

### Paper -307 -Foreign Language- French

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

<b>Name of course</b>	<b>French Language - Intermediate</b>
<b>Course Objective</b>	The objective of the course is to enable the students to understand basic conversation related to tourism industry. It aims to provide students a basic understanding of the French vocabularies, sentences and writing skills. The objective of this course is to create an awareness of the language structure, and to make students understand Francophone culture.
<b>Unit I</b>	<b>Basic Conversation:</b> Basic introduction, liaison from basic level, The Expressions of politeness (Expressions de politesse), The Orders (Les Commandes), The Expressions (Les expressions), Simple Conversation (Conversations simple). Vocabulary in French for Continental Cuisine & Drinks – The names of Drinks (Les Vins De France), The Kitchen and its utensils (Le Matériel de Cuisine), Describing of Dishes (Description des Plats de Français)-Sweets and drinks (Desserts et Café / thé)
<b>Unit II</b>	<b>Basic Tour: (Tourism Professionals- Vocabulary):</b> On Arrival (À l'arrivée), Air Travel (Voyage en avion), Cruise Travel (Voyage de croisière), Rail travel (Voyage par le Train) , Car Travel (Voyage en Voiture) Situation- At the hotel (À l'hôtel), At the Cash Counter (A la Caisse), The breakfast (Le petit déjeuner), Lunch in a Restaurant (Le Déjeuner dans un restaurant), At the sight seeing ( A la vue de voir) , The Telephonic Conversation (La conversation téléphonique)
<b>Unit III</b>	<b>Basic and Introductory Grammar:</b> The Adjectives and its use, Plural form of adjectives (pluriel des adjectifs) , Reflexive Verbs, Reciprocal Verbs, Adverbs, Prepositions, Negative sentences (sentences négatifs), Conjunctions ,Contracted articles, partitive articles (du, de la, de l', des ) Peculiarities of some of the first group verbs, Verbs Conjugation for – er, -ir, - re and –oir ending verbs in Interrogative and negative format
<b>Unit IV</b>	<b>Speaking Skill:</b> Simple dialogue writing Situation – Visiting the Place- Taj Mahal/ Delhi /Sanchi , During Travelling , at hotel , at Restaurant, at Café house , at a Travel Agency, at telephone , at Station Present oneself (Présentez-vous) in French, Introduction of Male / Female (neighbor) (Votre Voisin et Voisine), Passage reading and writing from Text book (unit 2 & Unit 3), French to English Translation, English to French Translation
<b>Unit V</b>	<b>Comprehension, Writing Skill &amp; French Culture:</b> Writing Small letters – Formal and informal, to the friends (ami/amié), to mama/papa, Writing Passage/ Basic Content in French- Small email writing in French , Writing Resume in French, Introductory history of Republic of France (Histoire d'introduction de la République de France) - culture & history , Verbal French practice session
<b>Text Book/s</b>	Gupta, Vasanthi., Gupta, Malini and Ramachandra, Usha), <i>Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants</i> ; New Delhi : W. R. goyal Girardet, Jacky and Cridlig , Jean-Marie <i>méthodes de français</i> ; <i>Le Nouveau Sans Frontières Vol 1</i> Girardet, Jacky and Cridlig <i>Vol 1 cahier d'exercices; Le Nouveau Sans Frontières</i> , Work book
<b>Reference book/s</b>	Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations) Jean-Paul Valette & Rebecca Valette Contacts: <i>Langue et culture françaises</i> .Bhattacharya, S. and Bhalerao, Uma Shashi <i>French for Hotel Management &amp; Tourism Industry</i> ,Frank Bro & CO.

#### IV - Semester

<b>Paper Code</b>	<b>Subjects</b>
401	EVENT MANAGEMENT
402	RESORT AND RECREATION TOURISM
403	MEDICAL AND ECO TOURISM
404	INDIAN CULTURE AND HERITAGE
405	GLOBAL TOURISM GEOGRAPHY
406	AIR CARGO MANAGEMENT
407	PROJECT WORK
408	PROJECT VIVA-VOCE

## 401: EVENT MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### Objectives

- To familiarize the students with the essentials of Event Management
- To understand the potential of MICE and Event Tourism
- 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

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

### 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

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity, celebrity endorsement - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

### UNIT V

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

(Case Study is compulsory in all Units)

### TEXT BOOKS

1. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.

### REFERENCES

1. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
2. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
3. Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
4. Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
5. Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi.

## 402: RESORT AND RECREATION TOURISM

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### 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
- To expose them to the marketing trends in recreation

**UNIT-I** Recreation: an overview - Range of Recreation Businesses: Recreation Vehicles, Theme parks and Amusement Parks, adventure travel, winter sports, historic sites, camping, resorts, motor coach operators, recreation product manufacturers - Development of the geography of tourism and 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. Resort and its types and its significance in Holidaying

**UNIT-III** Recreation Management: Impact of recreation on tourism - Recreation Resource Management - Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism.

**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.

(Case Study is compulsory in all Units)

### TEXT BOOKS

1. George Torkildsen (2000), Leisure and Recreation Management, Fourth Edition, E&FN Spon, London

### REFERENCES

1. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation-Environment, Place and Space, Third Edition, Routledge, London.
2. William C. Gartner & David W. Lime (2000), Trends in Outdoor, Recreation, Leisure and Tourism, CABI, London.
3. Chris Ryan (2006), Recreational Tourism, Demands and Impacts, Viva Books, New Delhi.
4. Michael Hall.C. & James Higham (2006), Tourism, Recreation and Climate Change, Viva Books, New Delhi.

### 403: MEDICAL AND ECO TOURISM

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

#### Objectives

- To familiarize the students with the essentials of Medical Tourism
- To understand the potential of Eco tourism and its importance
- To enable the students to take up project work in the above areas

**UNIT – I** Health and Medical Tourism: Meaning- nature and scope - health and medical tourism in India

**UNIT – II** Health and Medical tourism Product - Health and Medical Tourism markets at global level - Advantages and disadvantages for India in Global Medical Tourism Market, Ethical and legal and Environmental issues in health and medical tourism

**UNIT – III** Factors responsible for growth of Health and Medical Tourism in India - Role of Private sector in health and medical tourism - Traditional Health Care system in India - Government incentives for health and medical tourism in India, Certification and Accreditation in health and medical tourism

**UNIT –IV** Fundamentals of Ecology - Basic Laws & ideas in Ecology - Function and Management of Ecosystem - Biodiversity and its Conservation – Pollution - Ecological Foot Prints - Relationship between Tourism & Ecology. Eco Tourism and its objectives and significance. Nature Based tourism projects and its implementation stages across Andhra Pradesh.

**UNIT -V** Conservation of Ecotourism - Protected Area Management through Ecotourism - Stakeholder Engagement - Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.

(Case Study is compulsory in all Units)

#### Text Books :

- 1.Reisman, David, Health Tourism: Social Welfare Through International Trade
- 2.Smith, Melanie; &Puczko, Laszlo, Health and Wellness Tourism
- 3.Conell, John, Medical Tourism
- 4.Todd, Maria, Handbook of Medical Tourism Program Development

#### REFERENCES :

- 1..ASSOCHM, Health Tourism : The Great Indian Advantage
- 2..Sarngadharan, M. &Sunanda, V.S., Health Tourism In India
- 3..Gupta, Ambuj& Sharma, Vinay, Medical Tourism: On the Growth Track in India
- 4..Kumar, Medical Tourism in India (Management and Promotion)
- 5.Todd, Maria, Medical Tourism Facilitator's Handbook
- 6.Watson, Stephanie &Stolley, Kathy S., Medical Tourism : A Reference Handbook
- 7.Edlin, Gordon &Golanty, Eric, Health and Wellness

## 404: INDIAN CULTURE AND HERITAGE

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### Objectives

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

### Unit – I

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

### Unit – II

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

### Unit – III

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

### Unit – IV

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

### Unit –V

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

(Case Study is compulsory in all Units)

### TEXT BOOKS

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

### REFERENCES

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Hussain.A.K (1987), The National Culture of India, National Book Trust, New Delhi.
3. Robinet Jacob (2007), Indian Tourism Products, Abhijeet publications.
4. Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
5. The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting, Government of India, 1988

## 405: GLOBAL TOURISM GEOGRAPHY

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### 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
- To be able to plan tour itineraries of various countries across time zones

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

**Unit – II** Physical Geography of India: Physiographic Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.

**Unit – III** Map Reading: Latitude, Longitude, International Date Line – Altitude – Direction - Scale Representation - GIS & Remote Sensing - Time Zones - Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time.

**Unit – IV** Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks - Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.

**Unit – V** Elements of Weather and Climate, Impact and Of Weather and Climate on tourist destinations, Planning and development of Tourism in different climatic regions.

(Case Study is compulsory in all Units)

### TEXT BOOKS

1. Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann.

### REFERENCES

1. Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London.
3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, Ltd.,
4. India, Lonely Planet Publications.
5. Travel Information Manual, IATA, Netherlands, 2009.
6. World Atlas.

## 406: AIR CARGO MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
4	4	25	75	100

### Objective

This paper is intended to prepare the students to enter in Cargo Handling agencies with well verse knowledge.

**Unit- I** Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo, Industry Regulators- ICAO AND IATA.

**Unit-II** Cargo Rating- Familiarization of Cargo Tariffs, Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges and User guide OAG Cargo

**Unit- III** Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods.

**Unit- IV** Handling- Cargo capacity of Air Cargo Jets Types of Cargo Jets . Cargo need special attention and cargo terminal facility and customs clearance process.

**Unit- V** Introduction to dangerous goods and live animals regulations, some important Cargo companies.

(Case Study is compulsory in all Units)

### References

1. Air Cargo Tariff Manuals
2. IATA Live Animals Regulations Manuals
3. IATA Special Mail Manual
4. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
5. Air Tariff Book 1, Worldwide Maximum Permitted Mileage
6. Travel Information Manual (TIM)
7. IATA Ticketing Hand Book
8. The Air Cargo Tariff

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 101 Perspectives of Management**

Time: 03 Hours

Max. Marks: 75

**Section – A**

(5 \* 4 = 20 Marks)

Answer any FIVE Questions.

1. a) Management.
- b) Planning.
- c) Organizing.
- d) Directing.
- e) Controlling.
- f) Motivation.
- g) Span of Control.
- h) Leadership.

**Section – B**

(5 \* 8 = 40 Marks)

Answer all Questions

- 2 a) Evolution of Management Thought?  
(OR)  
    b) Social Responsibility of Management?
- 3 a) Nature and Purpose of Planning?  
(OR)  
    b) Process of Decision Making?
- 4 a) Formal and Informal Organization?  
(OR)  
    b) Types of Organization Structure?
- 5 a) Maslow's Theory and Herzberg's Theory?  
(OR)  
    b) Leadership theories and Styles?
- 6 a) Importance of Control?  
(OR)  
    b) Explain PERT and CPM?

7.

**Section – C (Compulsory)**  
**Case Study**

**(15 Marks)**

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 107 ICT for Tourism and Hospitality**

Time: 03 Hours

Max. Marks: 75

**Section – A**

()

Answer any FIVE Questions.

2. a) Management.  
b) Planning.  
c) Organizing.  
d) Directing.  
e) Controlling.  
f) Motivation.  
g) Span of Control.  
h) Leadership.

**Section – B**

()

Answer all Questions

- 2 a) Evolution of Management Thought?  
(OR)  
b) Social Responsibility of Management?
- 3 a) Nature and Purpose of Planning?  
(OR)  
b) Process of Decision Making?
- 4 a) Formal and Informal Organization?  
(OR)  
b) Types of Organization Structure?
- 5 a) Maslow's Theory and Herzberg's Theory?  
(OR)  
b) Leadership theories and Styles?
- 6 a) Importance of Control?  
(OR)  
b) Explain PERT and CPM?

7.

**Section – C (Compulsory)**  
**Case Study**

**(15 Marks)**

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 203 Travel Agency and Tour Operations Management**

Time: 03 Hours

Max. Marks: 75

**Section – A**

(5 \* 4 = 20 Marks)

Answer any FIVE Questions.

1. a) Push factors for travel business
- b) Tour operation duties
- c) Name any four international travel agencies
- d) VISA
- e) IATA
- f) Travel agency softwares
- g) FITS
- h) TIM

**Section – B**

(5 \* 8 = 40 Marks)

Answer all Questions

- 2 a) What is the role of travel intermediaries.  
(OR)  
    b) Discuss the role of travel agents.
- 3 a) What are the functions of Travel agencies.  
(OR)  
    b) What are the organizational structures of tour operators?
- 4 a) What is the procedure to set up a travel agency.  
(OR)  
    b) What are the approvals to get from Govt. to set up a travel agency.
- 5 a) What are the steps in itinerary planning.  
(OR)  
    b) Discuss the prepare a itinerary preparation for 3days/2 nights travel in East Godavari district for itinerary tourists.
- 6 a) Discuss TIM  
(OR)  
    b) Discuss the role of VISA in Travel.

7.

**Section – C ( Compulsory )**

**(15 Marks)**

**Case Study**

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 205 Airlines and Airport Management**

Time: 03 Hours

Max. Marks: 75

**Section – A**

(5 \* 4 = 20 Marks)

Answer any FIVE Questions.

2. a) Define Check in.  
b) DCS.  
c) Traffic Conference Area.  
d) Passport.  
e) Different Types of Visas.  
f) Greenfield Airport.  
g) Airport Code.  
h) Currency Exchange.

**Section – B**

(5 \* 8 = 40 Marks)

Answer all Questions

- 2 a) Explain Functions of IATA.  
(OR)  
b) Writes Services Offered in Airport.
- 3 a) Explain about Open Sky Policy.  
(OR)  
b) What are the roles of AAI in India.
- 4 a) what is Airline? Explain about functions of various airline Personnel.  
(OR)  
b) Discuss about Various types of Airlines.
- 5 a) Explain about Fare Calculating.  
(OR)  
b) What are Mileage Principles.
- 6 a) what is difference between Greenfield and Brown field Airport, Explain.  
(OR)  
b) What is PPP, Explain Roles of Private Sector in Developing Airports in India.

7. **Section – C ( Compulsory ) (15 Marks)**  
**Case Study**

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality) Degree Examinations**  
**Paper:206 Foreign Language – French**  
**( w.e.f 2018 Admitted Batch)**

---

**Section-A**

Answer any **Five** of the following

5x5=25 Marks

1. How do you Pronounce the following alphabets in French:

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

D \_\_\_\_\_

H \_\_\_\_\_

2. Write the following Orthographic signs in French:

é \_\_\_\_\_

è \_\_\_\_\_

ê \_\_\_\_\_

ë \_\_\_\_\_

ì \_\_\_\_\_

3. Write these punctuation marks in French:

· \_\_\_\_\_

, \_\_\_\_\_

... \_\_\_\_\_

? \_\_\_\_\_

! \_\_\_\_\_

4. Write cardinal numbers 0to9 in French.

5. How do you say the following in French.

- a) How do you do
- b) what is your name
- c) What are you doing
- d) Where is the teacher
- e) are the students in the class

6. Say the following in French.

- a) Good morning
- b) Good evening
- c) Good night
- d) Good Bye
- e) See you tomorrow

7. Translate in English.

- a) le mur
- b) le livre
- c) la porte
- d) la lampe

e) le calendrier

8. Write the following in French.

- a) When
- b) Where
- c) How
- d) Who
- e) Agreed

### Section-B

Answer any **Five** of the following

5x10=50 Marks

1. Write the 12 months of the year in French.
2. Write the 7 days of the week in French.
3. Write about Paris.
4. What makes Switzerland a famous tourist destination?
5. Conjugate the verb *être* in the affirmative, interrogative and negative.
6. Translate in English:
  - a) Je suis contente de votre visite
  - b) Échante” de faire votre connaissance
  - c) Nous visitons la maison des amis
  - d) Ils ont passé deux mois à Paris
  - e) Avez – vous quelque chose à déclarer?
7. Translate in English:
  - a) Quel beau voyage!
  - b) être en voyage
  - c) Bon voyage
  - d) Nous allons être en retard
  - e) Il faut annoncer notre arrivée
  - f) Retenez trois chambres à l’hôtel, s’il vous plaît
  - g) Nous avons les passeports
  - h) Les visas ne sont pas nécessaires
  - i) Maintenant c’est le départ
  - j) Ce train a un wagon – restaurant
8. Translate in French:
  - a) What do you want sir?
  - b) A match box, please.
  - c) What is their purpose/use?
  - d) What will you /take miss?
  - e) Nothing, thanks, she replies.

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 301 Strategic Management & Entrepreneurship**

Time: 03 Hours

Max. Marks: 75

**Section – A**

(5 \* 4 = 20 Marks)

Answer any FIVE Questions.

1. a) Define Strategy.
- b) Pricing Strategies
- c) Plan vs Policy.
- d) Define procedure
- e) Travel Insurance.
- f) What is innovation.
- g) ICT in Tourism
- h) Cost reducing techniques

**Section – B**

(5 \* 8 = 40 Marks)

Answer all Questions

- 2 a) Explain the types of strategies in business.  
(OR)
- b) Discuss factors influencing business strategy.
- 3 a) Describe the merger strategies.  
(OR)
- b) Discuss about BCG matrix in detail.
- 4 a) Explain about recent innovations in tourism.  
(OR)
- b) Explain tourism policy of state government.
- 5 a) what are the risks involved in Entrepreneurship..  
(OR)
- b) What are business opportunities in Tourism Industry.
- 6 a) Explain the role of Govt in developing entrepreneurship in India.  
(OR)
- b) What are entrepreneurship development institutes in India.
7. **Section – C ( Compulsory ) (15 Marks)**

**Case Study**

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 303 Destination Management**

Time: 03 Hours

Max. Marks: 75

**Section – A**

(5 \* 4 = 20 Marks)

Answer any FIVE Questions.

2. a) Define Destination.  
b) Define Tourist.  
c) LDC.  
d) Passport.  
e) Travel Insurance.  
f) Events in Andhra Pradesh.  
g) Push Factors  
h) Pull Factors

**Section – B**

(5 \* 8 = 40 Marks)

Answer all Questions

- 2 a) Explain the Factors Influencing Destination Management.

**(OR)**

- b) Discuss Destination Selection Process.

- 3 a) Describe the Values of Tourism.

**(OR)**

- b) Discuss about the Destination Planning Guidelines.

- 4 a) Explain about National, International and Regional Planning.

**(OR)**

- b) Explain Matrix Model?

- 5 a) what is the Role of Government in Developing a Tourism Destinations.

**(OR)**

- b) Major Competitors and their Product Offerings in India with one Example.

- 6 a) Explain Action Plan and Feasibility Report.

**(OR)**

- b) Explain Destination Development with respect to Butlers Sequence Model.

7.

**Section – C ( Compulsory )**

**(15 Marks)**

**Case Study**

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 304 Facilities Management**

Time: 03 Hours

Max. Marks: 75

**Section – A**

(5 \* 4 = 20 Marks)

Answer any FIVE Questions.

1. a) Define Hotel.
- b) Energy Conservation Types.
- c) Water Recycling.
- d) Green Marketing.
- e) Fire Safety Measures in a Tourist Place.
- f) Hotel Layout.
- g) Fire Fighting Methods
- h) Car parking plan for Business Hotel.

**Section – B**

(5 \* 8 = 40 Marks)

Answer all Questions

- 2 a) Define Management and Organizations.  
(OR)  
b) Explain about Systematic Layouts and Planning Patterns.
- 3 a) Explain Coordination of Housekeeping with Other Departments.  
(OR)  
b) Discuss what types of Facilities required to Manage Hotels in India.
- 4 a) what is the Difference between Contract and Outsourcing.  
(OR)  
b) What is the Role of Outsourcing in Facilities Management?
- 5 a) Discuss types of Energies.  
(OR)  
b) Explain Recycling Energy Conservations with Examples.
- 6 a) Discuss Fire Fighting and Dispose of Waste.  
(OR)  
b) Explain Crisis Handling and Types of Crisis.

7.

**Section – C ( Compulsory )**  
**Case Study**

(15 Marks)

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 302 Tourism Policy**

Time: 03 Hours

Max. Marks: 75

**Section – A**

(5 \* 4 = 20 Marks)

Answer any FIVE Questions.

2. a) National Tourism organisation  
b) National committee  
c) Goals of tourism planning  
d) Funding sources of tourism development  
e) Tourism policy of AP  
f) Regional tourism plan  
g) Community based tourism planning  
h) checklist technique

**Section – B**

(5 \* 8 = 40 Marks)

Answer all Questions

2 a) Tourism in centralized country is different from decentralized country. comment

**(OR)**

b) Explain the economic benefits of tourism.

3 a) Discuss the concept of national tourism plan.

**(OR)**

b) Discuss the historical development of tourism industry in India.

4 a) Elaborate the tourism planning process.

**(OR)**

b) Explain the role of local bodies in detail.

5 a) Discuss the problem of tourism failures.

**(OR)**

b) Tourism is a tool for peace and prosperity. comment

6 a) What is the role of Rajasthan tourism development corporation in converting Rajasthan as film makers' delight.

**(OR)**

b) What is the role of state tourism corporation in promoting tourism in its state? Discuss a state you think is doing well.

7.

**Section – C ( Compulsory )**  
**Case Study**

(15 Marks)

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 305 Legal Aspects of Tourism and Hospitality Management**

Time: 03 Hours

Max. Marks: 75

**Section – A**

(5 \* 4 = 20 Marks)

Answer any FIVE Questions.

3. a) Mercantile law  
b) VISA laws.  
c) Immigration  
d) Business Visa  
e) Visitor Visa  
f) Forex  
g) Green card in USA  
h) Environment protection

**Section – B**

(5 \* 8 = 40 Marks)

Answer all Questions

- 2 a) Write briefly note on India's performance in International Tourism.  
(OR)  
b) Explain the significance of Mercantile law
- 3 a) Explain the process of replacement of passport.  
(OR)  
b) Discuss the specimen application form.
- 4 a) what are the guidelines for foreigners visiting in India.  
(OR)  
b) Explain the registration of foreigners act 1939.
- 5 a) What is the wild birds and animals protection act 1912.  
(OR)  
b) What is wild life protection act 1972.
- 6 a) What is the ASI role in Tourism in India.  
(OR)  
b) What are the legal aspects of Tourism and Hospitality Industry in India.

7.

**Section – C ( Compulsory )**  
**Case Study**

(15 Marks)

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 306 Sustainable Tourism**

Time: 03 Hours

Max. Marks: 75

**Section-A**

Answer any **Five** of the following

(5\*4= 20)

1. a) Brundtland Commission 1987
- b) Bali Declaration
- c) Benefits of Sustainable Tourism Planning
- d) Pro-poor tourism & community participation
- e) Tourism Bill of Rights
- f) Indicators for Assessing Tourism
- g) Evaluation of impact of tourism site
- h) Carbon miles

**Section – B**

(5 \* 8 = 40 Marks)

Answer **all** of the of the following

2. a) Describe how the sustainable development concept evolved over the years  
(OR)  
b) Explain forms of tourism which are based on the sustainable development concept
3. a) Write a brief notes on World Conference on Sustainable Tourism 1995  
(OR)  
b) Discuss the principles of sustainable development as applicable in the Tourism and Hospitality industry
4. a) Identify the gaps between tourism players and the host community. Suggest ways to bridge them for sustainable tourism development  
(OR)  
b) What are the basic elements of an Environment Management System (EMS)? Explain the objectives and potential benefits of EMS to a company
5. a) Discuss the role of tourism in the development and conservation of resources  
(OR)  
b) Explain the benefits of planning for sustainable tourism development
6. a) Describe the role and functioning of the Global and Indian Sustainable Tourism Councils  
(OR)  
b) Explain the pull factors of hill tourism

**Section – C ( Compulsory )**

**(15 Marks)**

**Case Study**

**7. ECO TOURISM IN ODISHA**

Odisha is known for its enormous potential for ecotourism attractions. All these ecotourism attractions are situated in the protected areas i.e. three national parks and 18 sanctuaries. Ecotourism aims at providing means for achieving “Inclusive growth” for the local people, tribal and forest dwelling community. Management of this biodiversity is a unique responsibility and challenge that is proven to be possible through sustainable ecotourism practices. The State Government constituted a Working Group to recommend priorities of ecotourism to be included in the 12<sup>th</sup> Five year plan. The Group has identified the benefits from the promotion of ecotourism in the protected areas, such as livelihood opportunities to local communities in the wildness areas, wildlife conservation, cultural awareness, education, trekking, safari, jungle walk, etc.

**Questions**

- 1) What are the objectives of Working Group for Ecotourism in Odisha?
- 2) Why ecotourism has been categorized?
- 3) How can the operation of ecotourism sites be managed?
- 4) What are the innovative steps for sustainable ecotourism?
- 5) What are the possible functions of Odisha Ecotourism Development Board?

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 401 Event Management**

Time: 03 Hours

Max. Marks: 75

**Section – A**

(5 \* 4 = 20 Marks)

Answer any FIVE Questions.

1. a) Define Event Management.
- b) Write about security issues arises in organizing mega events?
- c) MICE
- d) What is convention?
- e) Write a short note on event suppliers?
- f) Write about latest audio and video technology for events?
- g) Write about marketing tools to promote event.
- h) Write a short note on PATA

**Section – B**

(5 \* 8 = 40 Marks)

Answer all Questions

2. a) Write about different types of event and explain about any three events.  
OR  
b) Discuss the key steps involved in conducting a successful events?
3. a) What is event planning? What are the steps to be taken for perfect event planning?  
OR  
b) Write about the leadership qualities of event manager?
4. a) Explain the role of convention centre in the tourism industry?  
OR  
b) What is conference? What should be the characteristics of a conference Venue?
5. a) Discuss the role and the possible ways to reach out to the Media public relations.  
OR  
b) What are the essential customer care service skills required for an event manager?
6. a) Explain the benefits availed by the tour operators on major travel events.  
OR  
b) Write briefly on FITUR.

7.

**Section – C ( Compulsory )**  
**Case Study**

**(15 Marks)**

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Fourth Semester**  
**Paper: 402 RESORT AND RECREATION TOURISM**

**Time: 3 Hrs**

**Maximum Marks : 75**

**Section - A**  
**Answer any FIVE Questions**

**5x4=20M**

1. a) Define Recreation
- b) Amusement Parks
- c) Recreational Demand
- d) Beach Resorts
- e) Urban recreational activities
- f) Marketing Mix
- g) Wildlife Tourism
- h) Outdoor recreation

**Section - B**  
**Answer ALL the questions**

**5x8=40 M**

2. (a) What is a recreational Product ? explain the different types of recreational activities in tourism industry  
(Or)  
(b) what is a theme park? Explain different categories of theme Parks?
- 3 (a) what are the characteristics of resort? Explain different types of Resorts?  
(Or)  
(b) Explain the demand and supply patterns of recreational tourism ?
4. . (a) Define Leisure and Recreation. Discuss the relationship between them.  
(Or)  
(b) List out the planning and policies on State level tourism recreational facilities
5. (a) Write about recreational Products ?  
(Or)  
(b) Define Marketing Mix and its relevance in recreation ?
6. . (a) What is a Coastal tourism ? explain the scope of Coastal tourism in Andhra Pradesh?  
(Or)  
(b) What is a National Park ? explain the any two national Parks in India ?

**Section - C**

7. **CASE STUDY (Compulsory )** **1x15=15 M**

Bungee jumping injuries may be divided into those that occur secondary to equipment mishap or tragic accident, and those that occur regardless of safety measures. In the

first instance, injury can happen if the safety harness fails, the cord elasticity is miscalculated, or the cord is not properly connected to the jump platform. In 1986 [Michael Lush](#) died of multiple injuries after bungee jumping for a stunt on a BBC television programme<sup>l</sup> and in 1997, Laura Patterson, one of a 16-member professional bungee jumping team, died of massive [cranial](#) trauma when she jumped from the top level of the [Louisiana Superdome](#) and collided head-first into the concrete-based playing field. She was practicing for an exhibition intended to be performed during the [halftime show](#) of [Super Bowl XXXI](#)

Injuries that occur despite safety measures generally relate to the abrupt rise in upper body intravascular pressure during bungee cord recoil. Eyesight damage is the most frequently reported complication. Impaired eyesight secondary to retinal haemorrhage may be transient<sup>l20</sup> or take several weeks to resolve. In one case, a 26 year old woman's eyesight was still impaired after 7 months. Whiplash injuries may occur as the jumper is jolted on the bungee cord and in at least one case, this has led to quadriplegia secondary to a broken neck. Very serious injury can also occur if the jumper's neck or body gets entangled in the cord. More recently, carotid artery dissection leading to a type of stroke after bungee jumping has also been described. All of these injuries have occurred in fit and healthy people in their twenties and thirties. Bungee jumping has also been shown to increase stress and decrease immune function.

**Questions:**

1. Under what category does bungee jump fall ? What kind of tourist should be encouraged to experience it?
2. Explain the risks associated with this adventure sport.
3. Do you think this adventure sports act as a sport of relaxation? If not propose the reasons.

**Model Question Paper**  
**MBA(Tourism & Hospitality)**  
**FOURTH SEMESTER -**  
**Paper : 403 MEDICAL & ECO-TOURISM**

---

**Time: 3 Hrs**

---

**Section - A**

**Max Marks: 75M**

**Answer any five of the following**

**5x4=20M**

- a) Medical Tourist
- b) Wellness Tourism
- c) Sustainable tourism
- d) Scope of Medical Tourism in Andhra Pradesh
- e) Describe about AYUSH
- f) DO's and Don'ts of Eco Tourism destination
- g) Maredumilli Eco Tourism Project
- h) Environmental Pledge

**Section - B**

**Answer all the questions**

**5 x 8**

**=40M**

- 2 (a) what is a medical tourism? Explain the Scope of Medical tourism in India ?  
Or  
(b) Andhra Pradesh is the hub of Medical Tourism ? Comment ?
- 3 (a) explain the medical tourism Products in Global scenario ?  
Or  
(b) Write about Ethical and legal issues in health and medical tourism ?
- 4 (a) . Explain the role of Private sector in point of view of Medical Tourism ?  
Or  
(b) . Describe the traditional health Care System practices in India ?
- 5 (a) Define Eco Tourism. Explain the principles and Emerging concepts in Eco Tourism.  
Or  
(b) Explain the different types of Eco tourism Projects in Andhra Pradesh ?
- 6. a) Write about problems and challenges confronting by eco tourism projects in India ?  
Or  
b) What is a National Park ? Explain any two national Parks in India in tourism point of view ?

**Section - C**

**Case Study (Compulsory)**

**7.**  
**15 M**

The global warming issue will not go away. Evidence continues to mount that some type of warming is occurring, maybe temporarily or of longer duration. But, is it caused by man and

can anything be done about it? Environmental activism to reduce carbon dioxide emissions has reached a new intensity. The U.S. Supreme Court is being asked to rule on a suit which demands that the Environmental Protection Agency regulate the release of carbon dioxide as part of its air pollution responsibility. The president is being heavily lobbied to subscribe to the Kyoto Protocol which would require the U.S. to emit less carbon dioxide than it released in 1990. A book and a movie with the titles, *An Inconvenient Truth*, which press the case for global warming were released during 2006 by Al Gore, former vice president of the United States. He makes the case that man's actions in burning fossil fuels are projected to increase the concentration of carbon dioxide in the atmosphere to the highest levels in history. He insists that uncontrolled releases of carbon dioxide will eventually melt the polar caps completely, raising sea level and inundating many coastal communities like New York, Miami, New Orleans, and Los Angeles; and drastically changing agricultural patterns because of redistribution of temperature and precipitation. And finally, on February 2, 2007, the Fourth IPCC Assessment Report on global warming was released. Interestingly, the report reduced the alarmist rhetoric because climate modelers found that they had overestimated the rise in global temperature and observations did not support the predictions.

### **Questions**

1. What is Global warming?
2. Explain the causes and Effects of increase in global warming?
3. What are the measures to be taken in reducing global warming?

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 404 Indian Culture and Heritage**

Time: 03 Hours

Max. Marks: 75

**Section – A** (5 \* 4 = 20 Marks)  
Answer any FIVE Questions.

4. a) Write a short note on Vedic period.  
b) Sacred Literature  
c) Write about major pilgrimage tourism centers?  
d) Ayurveda spots in India.  
e) Write a short note on Buddhist Architecture?  
f) Write about various festivals celebrated in India?  
g) Problems and Challenges for Cultural Tourism  
h) Write about Indo- Islamic Architecture with few examples.

**Section – B** (5 \* 8 = 40 Marks)  
Answer all Questions

5. a) Explain briefly about Indian Culture as a tourism product.  
OR  
b) Brief the difference between Indian and Western Culture?
6. a) Write about Buddhism? What are the major Buddhist destinations in Asia?  
OR  
b) Write about Islam and its holy Shrines.
4. a) Explain the role of Ministry of Tourism in Promoting India as a medical destination.  
OR  
b) Write about Indian tribal dance.
5. a) Brief the Hindu Temple Architecture.  
OR  
b) Write briefly on different school of arts in India.
6. a) Illustrate various museums which represent culture and heritage.  
OR  
b) List down the problems and challenges faced by World Heritage sites in India.

7. **Section – C ( 15 Marks)**  
**Case Study**

**MODEL QUESTION PAPER**  
**MBA (Tourism & Hospitality Management) Degree Examinations**  
**Adikavi Nannaya University**  
**Paper: 405 Global Tourism Geography**

Time: 03 Hours

Max. Marks: 75

**Section – A (5 \* 4 = 20 Marks)**

Answer any FIVE Questions.

7. a) Important Tourist Destinations of Asia  
b) Write about tourism geography of India.  
c) Write about Indian climatic conditions of Asia favorable for tourism.  
d) Waterfalls in India  
e) GMT  
f) Write about Air Transport.  
g) IATA  
h) Write a short note on Malaysia Tourism.

**Section – B (5 \* 8 = 40 Marks)**

Answer all Questions

8. a) Bring out the relationship between geography and tourism.  
OR  
b) List out the important tourist geographic spots in Europe.
9. a) What are the important waterfalls that attract tourists from overseas?  
OR  
b) Write briefly on major rivers of India.
10. a) State and examine the role of GIS and remote sensing in tourism geography.  
OR  
b) Write briefly on Time Zones.
11. a) Explain about the Indian Railways system and networks?  
OR  
b) Illustrate the advantages and disadvantages of Airports of India.
12. a) Write about Malaysia Tourism.  
OR  
b) Elucidate the tourism resources of Brazil.

13. **Section – C ( 15 Marks)**

**Case Study**

**Model Question Paper**  
**MBA (Tourism & Hospitality)**  
**FOURTH SEMESTER -**  
**Paper : 406 AIR CARGO MANAGEMENT**

---

**Time: 3 Hrs**

---  
**Section- A**

**Max Marks: 75 M**

Answer any **five** of the following

**5x4=20 M**

**1.**

- a) Define Cargo Management
- b) Cargo Terminal facilities
- c) Cargo Valuation Charges
- d) Air Cargo
- e) Air way bill
- f) Dangerous goods
- g) Airports Authority of India
- h) Fed Ex Cargo Company

**Section- B**

Answer all the questions

**5x8=40 M**

- 2 (a) What is a Air Cargo ? Explain the different types of Cargo Air Crafts?  
Or  
(b) Explain the Function and role of IATA in regarding to Air Cargo handling?
- 3 (a) Briefly discuss about travel documents and its importance ?  
Or  
(b) Explain the Air India Cargo Operations and its function?
- 4 (a) Explain the various types of journeys ?  
Or  
(b) write about the currency regulations of aviations sector ?
- 5 (a) Give a brief account of Air cargo rates and tariffs ?  
Or  
(b) Briefly explain about live Animal Regulations ?
- 6. a) What are the dangerous goods regulations explain Briefly ?  
Or  
(b) Explain the any four cargo operation companies in India?

**7.**

**Section- C**

**Case Study (Compulsory)**

**15**

**M**

**Air Cargo Industry In India**

India is emerging as one of the fastest growing air cargo markets across the globe and presents abundant opportunities for industry operators investing in one of Asia's economic

powerhouses. The 6th Air Cargo India International Biennial Networking Conference and Exhibition at the Grand Hyatt in Mumbai from Tuesday, 23 February to Thursday, 25 February, will place the spotlight firmly on India's rapidly expanding airfreight market. When it was last held in 2014, hundreds of delegates packed into the Bombay Exhibition Centre in Mumbai. The theme of this year's conference being run by the STAT Media Group is 'Make in India – air cargo makes it happen'.

India certainly is a land of opportunity and the International Air Transport Association (IATA) forecasted in its 2014-2018 report, that the South Asian country will grow at a compound annual growth rate of about seven per cent over the next five years. According to IATA, this expected market expansion ranks it second only behind the Middle East region. Industry analysts also predict that India will be among the ten largest international freight markets by 2018 led by the United States supplying more than 10 million tonnes and China with around 5.6 million tonnes. This forecast is supported by a number of factors, such as the rapid growth of international trade, India's huge manufacturing engine and a growing population of more than 1.2 billion, which commentators say all bode well for significant air cargo market development.

India is also now a key aviation market and its potential for growth is supported by policy reforms by the Indian government like privatisation of airports and foreign investment in airport infrastructure around the country. The Government of India's minister for civil aviation, Ashok Gajapathi Raju says the air cargo industry is very crucial and plays a vital role in the development of any economy in the world, especially India.

### **Question**

Bring out the present status of Air cargo Management in India and SWOT Analysis of the Air Cargo industry in India