

CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –

FIRST SEMESTER

SEM-I

Course Name: organization behavior

Course Code:

Course Objectives:

After reading this lesson, you should be able to:

- Understand the Nature of Management
- Identify and Describe the Functions of Management
- Understand the Social Responsibilities of Business
- Appreciate the Interests of Various Stakeholders in The Business.

Module 1:

- Nature of Management - Social Responsibilities of Business - Manager and Environment Levels in Management - Managerial Skills
- Planning - Steps in Planning Process - Scope and Limitations
- Short Range and Long-Range Planning - Flexibility in Planning
- Characteristics of a sound Plan
- Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Techniques and Processes.

Module 2:

- Organizing - Organization Structure and Design
- Authority and Responsibility Relationships - Delegation of Authority and Decentralization
- Interdepartmental Coordination - Emerging Trends in Corporate Structure
- Strategy and Culture - Impact of Technology on Organizational design
- Mechanistic vs Adoptive Structures - Formal and Informal Organization.

Module 3:

- Perception and Learning - Personality and Individual Differences
- Motivation and Job Performance
- Values, Attitudes and Beliefs
- Stress Management
- Communication Types-Process – Barriers
- Making Communication Effective.

Module 4:

- Group Dynamics - Leadership - Styles - Approaches - Power and Politics
- Organizational Structure - Organizational Climate and Culture - Organizational Change and Development.

Module 5:

- Comparative Management Styles and approaches
- Japanese Management Practices
- Organizational Creativity and Innovation - Management of Innovation
- Entrepreneurial Management
- Benchmarking
- Best Management Practices across the world
- Select cases of Domestic & International Corporations
- Management of Diversity.

Reference:

- Drucker, Peter, F., 1981. Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- Hodgets, Richard M., 1986, Management Theory: process and Practice, Academic Press, London.
- Stoner, James. A.F. and Freeman.E.R., 1989. Management, Prentice Hall of India, New Delhi.
- Katz R.L., 1974. Skills of an Effective Administrator, Harvard Business Review, 52(5) 90- 102.

Course Name: marketing Management

Course Code:

Course Objectives: To make student understand the meaning of marketing, its importance and implementation in hospitality industry. To aware them about segmentation of marketing and various pricing strategies and to give information regarding various sources of promotion and communication and inform them about marketing research, data collection etc.

Module 1: HOSPITALITY MARKETING FUNCTION

- Introduction, meaning marketing vs. selling,
- 7 ps of marketing
- The customer: wants, needs, perception, buying capacity
- understanding services as Product: characteristics of services, challenges involved in service marketing.
- The buying decision process.
- The Hospitality Marketing Function
- Characteristics of hospitality business.
- The concept of marketing Mix

- Products life cycle
- The Hospitality products/services mix.

Module 2: MANAGING THE MARKETING SYSTEM

- Strategic Marketing The concept of strategy
- The concept of strategic planning
- The strategic Marketing system
- Strategy selection
- Problems with strategic plan
- The Marketing Plan
- Marketing Management vs. strategic Planning
- Requirements for a marketing plan
- Step or Development of a Marketing Plan
- The marketing budgets

Module 3: MARKET SEGMENTATION

- What is market segmentation, why segment market?
- Segment identification Segment selection Segment development
- Pricing Factors to consider when setting price
- General pricing approaches
- Pricing strategies

Module 4: MARKETING COMMUNICATION AND PROMOTION

- Advertisement: media, frequency and budget Measuring Advertisement effectiveness.
- Publicity, Public Relation
- Direct/Personal Selling, process of Personal Selling,
- E-commerce marketing.
- Sales Promotion, Merchandizing, Suggestive selling

Module 5: MARKETING RESEARCH

- Meaning, Importance, Process of Research
- Data Collection – Types of Data, Sources of Data collection
- Sampling, Hypotheses – Meaning & Types
- Report Writing – Steps involved, Layout of report , precautions while writing research report

Reference:

- Philip Kotler (1987) Marketing: An Introduction. ...
- Ramaswamy, V.S., 2002, Marketing Management, Macmillan India, New Delhi.
- Kotler P, Armstrong G, 2008, Principles of Marketing, 9th Edition, Prentice Hall, New Delhi.
- Gandhi J.C, 1985, Marketing –A Managerial Introduction, Tata McGraw-Hill , New Delhi.

Course Name: Quantitative Methods

Course Code:

Course Objectives: On completion of this course, the students will be able to

- Understand various quantitative & statistical methods
- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problem

Module 1:

- Permutation and Combination, Matrices and Determinants, Functions.

Module 2: Meaning and Classification of Quantitative techniques, Statistics:

- Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data
- Characteristics of Frequency Distributions
- Measures of Central Tendency, Partition Values, Measures of Dispersion.

Module 3: Probability:

- Concepts, Sample Space, Rules of Probability
- Independent Events, Bayes' Rule, Random Variable
- Simple-Correlation and Regression analysis.

Module 4: Time Series:

- Analysis and its Components
- Measurement of Secular Trend
- Measurement of Seasonal Variation
- Forecasting with Moving Average.

Module 5:

- Linear Programming, formulation and Graphical Solution
- Transportation problems and Solutions by North-West Corner rule
- Least Cost method and Vogel's approximation method
- Optimum Solution by MODI method
- Assignment Problem and its solution.

Reference:

- Quantitative Methods: An Introduction for Business Management by Author(s): Paolo Brandimarte
- "Quantitative Methods for Decision Making Using Excel" by Branko Pecar and Glyn Davis
- "Quantitative and Decision Making Techniques" by A K Bewoor and D R Waghole

Course Name: human resource management

Course Code:

Course Objectives: The primary concern of this course is to develop an appreciation effective of effective management of human resources and to enable the students to meet HR challenges in present scenario.

Module 1:

- Strategic importance HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals;
- HR department operations;
- Human Resource Planning - objectives and process;
- Human resource information system.

Module 2:

- Talent acquisition; recruitment and selection strategies, career planning and management, succession planning, socialization and induction of new employees;
- Training and development, investment in training, training need assessment, designing and administering training program; executive development program, evaluation of T & D program.

Module 3:

- Appraising performance; developing and instituting performance appraisal system, assessment and development centers, potential appraisal;
- Rewarding performance; linking rewards to organizational objectives,
- Determine compensation structure, pay for performance and incentive plans, ESOP, executive compensation, designing and administering benefits and services.

Module 4:

- HR in knowledge era; HR in knowledge industry, HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing HR functions, employee leasing,

Reference:

- Human Resource Management by Gary Dessler
- HR from the Outside In: Six Competencies for the Future of Human Resources by Dave Ulrich, Jon Younger, Wayne Brockbank, Mike Ulrich



CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –

SECOND SEMESTER

Course Name: MANAGERIAL ECONOMICS

Course Code:

Course Objectives: The course in Managerial Economics attempts to build a strong theoretical foundation for Management students. The course is mainly analytical in nature and focuses on clarifying fundamental concepts from microeconomic viewpoint. The students are expected to study and analyse the dynamics of managerial decision making through this course. Also wherever possible, students are expected to study, analyse and interpret empirical evidence and case studies available currently on various basic concepts.

Unit 1. Introduction of Managerial Economics and Demand

- Definition, Nature and Scope of Managerial Economics
- Managerial Economics and Microeconomics and macroeconomics
- Managerial Economics and decision-making
- Uses and Significance of Managerial Economics

Unit 2. Introduction of Demand

- Meaning and Determinants of Demand
 - Demand Function
 - Law of Demand Market Demand
 - Elasticity of Demand
 - Types and Measurement of Elasticity
- Demand Forecasting
 - Meaning, Significance
 - Methods of Demand Forecasting

Unit 3. Production

- Production Function
- Law of Variable Proportions
- Law of Supply
- Elasticity of Supply
- Measurement of Elasticity of Supply.
- Costs of Production.
 - Short run and long run costs
 - Economies of Scale
 - Cost estimation and cost forecasting
 - Breakeven analysis.



Unit 4. Pricing Under Various Market Forms

- Perfect competition
- Monopoly Monopolistic Competition
- Oligopoly
- Price Discrimination
- Pricing Strategies and Methods
 - Cost plus Pricing
 - Marginal cost Pricing
 - Price Leadership
 - Transfer Pricing
 - Seasonal
 - Cyclical Pricing

Unit 5. Need For Government Intervention in Markets

- Price Support
- Price Controls
- Prevention and Control of Monopolies
- System of Dual Prices

➤ **Reference Books:**

- Managerial Economics – Analysis, Problems and Cases, P.L.Mehta, Sultan Chand and Sons, New Delhi.
- Managerial Economics - Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
- Managerial Economics – D. Salvatore, McGraw Hill, New Delhi.
- Managerial Economics – G.S. Gupta – T M H, New Delhi.
- Managerial Economics - Mote, Paul and Gupta T M H, New Delhi.
- Managerial Economics – H L Ahuja, S Chand & Co. New Delhi.

Course Name **Business Communication**

Course Code:

Course Objectives:

To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. CO5. To draft effective business correspondence with brevity and clarity.

Unit 1. Communication and Mass Communication

- Meaning, definition and scope
- Introduction to Communication Theory
- significance and objectives of communication in organizations



- Principles of Communication

Unit 2. Introduction to Business Communication, Effective Communication Skills and Process

- Definition and importance of Business Communication
- Introduction, Objective of Business Communication
- Effective Communications Skills
- Process of communication

Unit 3. Channels and Media of Communication

- Channels of communication
 - Means or media of communication
 - written communication
 - Oral communication
 - face to face communication
 - Visual communication
 - Audio-visual communication
 - Silence – as communication media
- Interpersonal/intrapersonal Business Communication
- Business correspondence
 - Business letters/reports (annual committee etc.) précis/summarizing etc.

Unit 4. Type of Communication

- Organizational structure and patterns
- Downward communication; upward communication; horizontal communication;
- Grapevine; consensus and group communication committee, conference, listening, public speech and seminar

Unit 5. Barriers to Effective Communication

- Concept of barriers
- types of barriers – Media barrier, physical barrier, semantic barrier, situation barrier, socio-psychological barrier
- Guidelines for effective communication
- Negotiation Skills: Introduction to Negotiation Skills

Reference Books:

- Business Communication by K. K. Sinha. Galgotia Publishing Company., New Delhi.
- Business Communication by C. C. Pattensheti. R. Chand and Company Publishers., New Delhi.
- Essentials of Business Communication by Rajindra Pal and J. S. Korlahalli. Sultan Chand and Sons., New Delhi.16
- Effective Business Communication by Herta A. Murphy and Charles E. Peck. Tata McGraw Hill Publishing Company Limited., New Delhi.
- Essentials of Business Communication by Pettett and Lesikar. Tata McGraw Hill Publishing Company Limited., New Delhi.



Course Name: FINANCIAL AND MANAGEMENT ACCOUNTING

Course Code:

Course Objectives: The objective of this course is to:

- Develop a thorough understanding of Accounts and Finance functions of an organization.
- Develop financial leadership qualities.
- Collate and integrate systems of Accounts and Finance.
- Become proficient in using information technology and accounting tools in decision making

Unit 1. Introduction – Accounting:

- Basic Concepts of accounting transactions
- Principles, types of accounts, journal, ledger, trial balance
- final accounts (Emphasis on Clarification of account P & L account, Balance sheet
- Introduction to requirement of Schedule VI

Unit 2. Using Financial Statements

- Statement of Financial Information
- Statement of Changes in Financial Position
- Financial Statement Analysis

Unit 3. Cost Accumulation/Determination

- Cost Concepts
- Costing and Control of Materials
- Costing and Control of Labour
- Costing and Control of Factory Overheads
- Job order, batch and contract costing
- Process Joint and by-product costing
- Unit/single/output and operating costing
- Variable costing and absorption costing
- Uniform costing and interfirm comparison
- Reconciliation and integration

Unit 4. Profit Planning:

- Cost-Volume-Profit Analysis
- Budgeting; Capital Budgeting

Unit 5. Cost Control & Decision Making

- Standards costs
- Variance Analysis
- Cost Variances
- Variance Analysis: Revenue Variances
- Responsibility Accounting



➤ **Reference Books:**

- Introduction to Management Accounting –Horn green and Sundlem.
- Principles of Management Accounting – Manmohan & Goyal.
- Management Accounting – S.M. Inamdar.
- Management Accounting – Dr. Mahesh Kulkarni.
- Double Entry Book Keeping – T.S. Grewal. 6. Cost Accounting – Khan & Jain.
- Management Accounting 3rd Ed.- Khan & Jain.
- Theory & Problems in Management & Cost Accounting – Khan & Jain.
- Cost Accounting – Jawaharlal.

Course Name: Information Technology Management

Course Code:

Course Objectives:

To familiarize Students with the basic concepts of Information Technology. Students should be able to operate MS-Office independently and effectively.

Unit 1. Fundamentals of Computer

- CPU, Basic logic gates, Computer Memory and Mass storage devices,
- Computer Hierarchy, Input Technologies, Output Technologies
- Number Systems and Arithmetic: Decimal, Binary, Octal, and Hexadecimal Number Systems, Binary Arithmetic

Unit 2. Introduction to Computers Software

- System Software
- Application Software and Packages
- Introduction to Embedded Software

Unit 3. Commonly used Software Packages like

- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Microsoft Access
- Tally

Unit 4. Introduction to World Wide Web

- Internet operations
- Introduction to Electronic Commerce and Electronic Business

Unit 5. Functional and Enterprise Systems



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NAVI MUMBAI

- Data, Information and Knowledge Concepts
 - Decision Making
 - Process, Physical Components of Information Systems
 - Classification of Information Systems
 - Overview of Security Issues in Information Technology
 - Emerging Trends in Information Technology
-
- ***Reference Books:***
 - Management Information Systems by Ken J. Sousa, Effy Oz
 - “Essentials Of Information Technology As Per Cce Guidelines Vol 2, Pb” by Sharma V

Post Graduate Degree in Hospitality & Tourism

CURRICULUM & COURSE CONTENT FOR HOSPITALITY &

TOURISM – SECOND YEAR

SEM - III

Course Name: TRAVEL AGENCY & TOUR OPERATIONS BUSINESS

Course Code:

Course Objectives: The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.

Module I: Travel formalities

- Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information
- Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency
- Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business
- Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.

Module II: Approval of Travel Agents and Tour Operators:

- Approval by Department of Tourism, Government of India.
- IATA rules and regulations for approval of a travel agency,
- Approval by Airlines and Railways.
- Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business

Module III: Functions of a Travel Agent

- Understanding the functions of a travel agency - travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions.
- Sources of income: Commission, Service Charges.
- Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries

Module IV: Functions of a Tour Operator

- Market research and tour package formulation, assembling, processing and disseminating information on destinations
- Liasioning with principles, preparation of Itineraries, tour operation and post tour Management.
- Sources of income for tour operation

Module V: Public and Private sector in Travel Agency Business and Tour Operation Business

- Organizational Structure and various Departments of a Travel Agency.
- Case study of ITDC.
- Case study of SITA, Cox & Kings, TCI and Thomas Cook.
- The Indian Travel Agents and Tour Operators – an overview.
- National Trade Associations: IATO and TAAI.

Reference Book:

- Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
- Syratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
- Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
- Chand, Mohinder, Travel Agency Management, Anmol Publication
- Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi Foster, Douglas (1983), Travel and Tourism Management, McMillan, London.

Course Name: INTERNATIONAL TOURISM

Course Code:

Course Objectives: This course aims at providing an overview of global tourism trends along with major places of tourist importance in different continents

Module 1: Global Tourism: Past, Present and Future Trends

- Global Tourism Trends,
- Tourist Arrivals, Receipts & GDP of First Ten Leading Countries
- India's Position in Global Tourism
- Factors Contributing to Growth of Global Tourism
- Global Tourism by 2020
- Diversification of Emerging Tourism Products
- New Competitive Global Emerging Tourism Destinations
- Changing Dimensions of Tourism Products.

Module 2: Tourism places of Asia

- Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia.

Module 3: Tourism places of Europe

- Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy

Module 4: Tourism places in North and South America

- Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile.

Module 5: Tourism places of Africa and Australia

- Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand
- **Reference Book:**
- Swain, S.K. & Mishra, J.M.(2012). Tourism: Principles & Practices, Oxford University Press, New Delhi.
- Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi
- Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK.
- William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.
- Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.
- UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
- VellasFrançois (1995). International Tourism: An Economic Perspectives. St. Martin's Press,

Course Name: TOUR PACKAGING MANAGEMENT

Course Code:

Course Objectives: The course aims to provide a comprehensive theoretical and practical knowledge of tour operation, types of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies

Module 1: Introduction to Tour Packaging

- Tour Packaging: Concept, Significance, Scope and Limitations
- Types & Forms of Package Tours
- Product Oriented package Tours: Nature cure, Health Tourism, Yoga & Meditation Beach holidays, Botanical Tours, MICE, Wildlife Tours, Buddhist circuit.
- Domestic & International Requirements of itinerary preparation. Do's & Don'ts of itinerary preparation
- Key Elements and Steps involved in Formulation Standard Tour Package

Module 2: Planning program of package holidays and Tour motivators

- Contracting; accommodation; Flights; Cruise ships, Hire Cars; the Role of Ground Handling agents.
- Understanding Tour Motivations: Travel decisions, Mode selection, destination selection
- Merits & demerits of Package Tour to the Supplier & Buyer.

Module 3: Costing, Pricing & Marketing of Tour Packages

- Competition Analysis and Strategic Costing Pricing.
- Costing, Quotation. Tariff. Confidential Tariffs, Commission, Markup Service charges & other remuneration for Tour operation.
- Special Requirements for outbound packages, Liaisoning for making & selling package Tours
- Marketing of Tour Packages; Need for Pre-active Approach
- Difference between short haul & long haul product
- Importance of the brochure as a selling tool for tour operators;
- Stages in production of the package brochure;
- Components of a brochure;
- trends towards smaller, specialist brochures.

Module 4: Tour Packaging in Indian Context

- Land Based Adventure Tourism Packages - Trekking, Mountaineering, Skiing and Wildlife Watching
- 'Aero-sports' and 'Water-sports' Based Packages
- Cultural Tourism Packages – Pilgrimage, Festivities and, 'Monuments and Museum Visits'
- Special Interest Tour Packages - Ethnic, Eco, Medical and Health and Holiday Packages

Module 5: Tour operators in World and Law

- The work of the overseas department
 - The procedures to be undertaken during an emergency
 - Marketing for tour package operators
 - Main laws of concern to package tour operators; contents; consumers (Tourist) protection law;
 - Competition between mass market & specialist tour operators
 - Tour operators in the world with special reference to Tour operators in the U.K, Germany, France, Switzerland; India.
 - The global distribution systems; Strategies to improve the use of GDSs in developing countries.
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- **Reference Book:**
 - P. N. Seth, Successful Tourism Management.
 - J. M. S. Negi, Travel Agency and Tour Operations.
 - P. Yale, Business of Tour Operations.

Course Name: TOURIST BEHAVIOUR

Course Code:

Course Objectives: After doing this course, student will be able to:

1. Understand the motivators and deterrents of tourist behavior.
2. Understand the trends in tourism market on tourist behavior.
3. Understanding the importance of culture and cross-cultural linkages in tourism.

Module 1: Introduction to Tourist Behavior and Culture

- The Global environment globalization, tourism and culture; introduction to cultural diversity;
- Concept of tourist behaviour; importance of tourist behaviour; factors affecting tourist behaviour; models of Tourism behaviour (Nicosia model; Um and Crompton; Woodside and Lysonski; Mayo and Jarvis; etc.);
- Indian outbound travel market

Module 2: Theoretical Framework

- Introduction to cultural theories and practices;
- Basics of culture; intercultural theories;
- Motivators & Determinants of Tourist behavior;
- Models of purchase decision-making process (Mathieson and Wall; StimulusResponse model (Middleton); etc.)

Module 3: Typologies of tourist behavior

- Typologies and their critique; marketing applications of typologies; tourism-specific Market segmentation
- Tourism demand and markets:

- Global pattern of tourism demand;
- Nature of demand in tourism market;
- Consumer behavior and markets in different sectors of tourism

Module 4: Consumer behavior and marketing

- Marketing mix and tourist behavior;
 - The emergence of new markets and changes in tourist demand;
 - Quality and tourist satisfaction; trends.
- Host-guest interactions and their impacts:
 - physical, social, cultural, environmental;
- Tourist-guide interaction and its impact.

Module 5: Culture

- Cultural practices and tourism impacts on culture;
- Cultural differences; cultural variability-sources of differences;
- Culture and values.
- Cross cultural comparisons:
 - Concepts and challenges;
 - Cultural influences on tourist behavior, social interactions;
 - Cultural shock; influence on services;
 - Cultural influences on ethics;
 - Differences among international societies like Asia, Australia, India etc.;
 - Multicultural competence.
- **Reference Book:**
 - Horner, Susan, and Swarbrooke, John (2007). *Consumer Behaviour in Tourism*, 2/e. Burlington: Butterworth-Heinemann. (L)
 - Reisinger, Yvette (2009). *International Tourism: Cultures and Behaviours*. Burlington: Butterworth-Heinemann
 - Bowen, D. and Clarke, J. (2009). *Contemporary Tourist Behaviour: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.
 - Hooker, John (2003). *Working Across Cultures*. Stanford: Stanford University Press.

Course Name: TOURISM MARKETING

Course Code:

Course Objectives: On successful completion of the course students will be able to:

1. Examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience
2. Demonstrate an evaluative understanding of current issues associated with destination marketing
3. Access, examine and assess the effectiveness of marketing strategies applied to tourism
4. Engage in tourism and marketing research and inquiry to inform strategic decision making and problem solving.

Module 1: Introducing Marketing for Hospitality and Tourism

- Relationship between hospitality and travel industry;
- Marketing: Role - Core concepts;
- Service marketing, culture/characteristics.
- Services marketing mix:
- Tourism marketing environment
 - Micro- environment: company, suppliers, marketing intermediaries, customers, and public;
 - Macro-environment: demographic, economic, natural, technological, Political and cultural environments..

Module 2: Markets and Buying Behaviors

- Tourism market-classification/types;
- Characteristics affecting consumer behavior: cultural, social, personal, and psychological factors;
- Buyer decision process;
- Market segmentation, Effective segmentation of Tourism markets:
- targeting and positioning strategies, process.

Module 3: Tourism Products and Customers

- Product design; Branding; New product development;
- Product life cycle;
- Internal marketing;
- Service culture;
- Non-routine transactions;
- Customer value, satisfaction and loyalty;
- Relationship marketing;
- Resolving complaints;
- Quality,
- Capacity and Demand management tactics.

Module 4: Tourism Product Pricing and Distribution

- Pricing methods, Factors;
- Pricing strategies: for New/Existing Tourism products;
- Price adjustments during peak and off seasons;
- Tourism Distribution;
- Internet as an evolving Tourism distribution channel;
- Channel behavior and organization; Channel management decisions; Choice of a business location.

Module 5: Promoting Tourism Products:

- Tourism Promotional Tools;
- An overview of National Tourism promotion campaigns - Incredible India, Atthi Devo Bhav;

- Promotion-mix factors;
- Major decisions in advertising – Public relations activities: press relations, product publicity, corporate communications, lobbying, and counseling;
- Public relations: process/PR tools;

➤ ***Reference Book:***

- Tourism Marketing by Devashish Dasgupta Released July 2010 Publisher(s): Pearson India
- Les Lumisdon (1997), 'Tourism Marketing', International Thomson Business Press, London.
- Manish Srivastava (2006), 'National and State Tourism Marketing', Kanishka Publishers & Distributors, New Delhi, pp 5-8.
- A Textbook of Tourism Marketing Hardcover – 1 January 2011 by Anurag Kothari

SEM- IV

Course Name: TOURISM PLANNING DEVELOPMENT & MANAGEMENT

Course Code:

Course Objectives: At the end of the semester the students would be able to understand how to handle transportation system while organizing an event. To cope with multiple tasks successfully, you must understand the different components of a logistics plan for an event and come up with an effective event logistics plan.

Module I: The Evolution of Tourism Planning

- Importance of Tourism Planning
- Planning Defined
- Planning Process
- Planning Approaches
- Tourism Planning

Module II: Considerations in Planning

- Environmental and Socio-Cultural Considerations in Planning
- Economic Consideration in Planning
- Political Consideration in Planning

Module III: Approaches to Tourism Planning

- Planning in Tourism (Tourism Systems)
 - Market – Supply Match
 - ✓ Travel Markets.
 - ✓ Market Segmentation.
 - ✓ Matching Supply with the Market
 - The Functioning System.
 - External Factors
- Approaches to Tourism Planning
 - Levels and Types of Tourism Planning
 - ✓ International Level
 - ✓ National Level
 - ✓ Regional Level
 - ✓ Destination Level
 - ✓ Site Level
 - Public and Private Sector
 - ✓ Public/Government Sector
 - ✓ Private Sector
 - WTO Guidelines

Module IV: Developing Tourism Plans

- Components of Tourism Development Plan

- Techniques, Surveys and Area
- (Planning Tourist Attractions: (Natural, Cultural and Special Interest)
- Implementation Elements and Monitoring
- Strategic and Tactical Perspective of Planning

Module V: Levels of Planning

- Global Level Planning
- National Level Planning
- Regional Level Planning
- Local Level Planning

➤ **References:**

- <https://www.tandfonline.com/toc/rthp21/current>
- <https://sk.sagepub.com/reference/the-sage-international-encyclopedia-of-travel-and-tourism/i11213.xml>

Course Name: MANAGERIAL ECONOMICS FOR TOURISM

Course Code:

Course Objectives: Most of managerial decision making has to have economic considerations. It is therefore important for a manager to understand the concepts of economics and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in economics both at micro and macro levels.

Having completed this course the learners would develop a basic understanding of economic concepts and their applications in consumer behavior, pricing, forecasting, etc.

An introduction to macro economic concepts would help learner appreciate the economic environment.

Module 1: Introduction

- Nature, scope and application of economics in tourism and hospitality;
- Tourism demand
 - Determination of tourism demand
 - Measurement of tourism demand
 - Elasticity of demand
 - Tourism demand forecasting
 - Methods of forecasting

Module 2: Tourism supply

- Determinants of tourism supply;
- Law of supply
- Elasticity of supply
- Tourism supply forecasting;

Module 3: Consumer Behavior

- Cardinal and ordinal approaches;
- Consumer's equilibrium;
- The revealed preference

Module 4: Employment and Income creation

- Tourism Multiplier Effects
- Balance of Payments
- Foreign Exchange,
- Displacement effect and tourism,
- Tourists spending,
- Cost and Benefits analysis of Tourism

Module 5: Economic transition in post independent India

- A quick review- liberalization, privatization and globalization
- Tourism forecasting of WTTC & UNWTO
- Managing Tourism Business during Economic Slowdown,
- FDI in Tourism

➤ **Reference Book:**

- Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
- 2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
- 3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
- 4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
- Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.
- Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
- Adhikary M., Managerial Economics, Khosla Pub.
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- Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.
- Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge

Course Name: CULTURE HERITAGE & TOURISM

Course Code:

Course Objectives: After successful completion of this course, students will be able to Understand the definitions, terminology and concepts of cultural heritage and its relationships

with tourism. Understand heritage tourism supply by examining different categories of heritage attractions, and the contexts within which heritage exists and additional perspectives on scale from the supply perspective. Understand heritage tourism demand by analyzing the nature of heritage demand, visitor characteristics, visitor typology and their motivations driving to visit heritage sites. Acknowledge heritage tourism management by examining ownership, economics, strategies for managing visitors and residents, and heritage interpretation. Explain the significance of heritage marketing and the transformation process of cultural heritage assets into heritage tourism products both individual organization and regional perspectives. Understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors. Understand principles and models of interpretation. Build an awareness of the interpretation approaches of major cultural heritage sites available to visitors. Provide a framework to plan, design, and assess interpretation programs for tourists. Understand a variety of interpretation techniques as a part of communication.

Module 1: Introduction

- Introduction to a conceptual partnership between cultural heritage and tourism
- The heritage tourism supply
- Type of heritage attractions
- World Heritage Sites,
- Heritage conservation,
- Impacts of heritage tourism

Module 2: Planning and development for heritage tourism

- Heritage assessment and Heritage values

Module 3: Managing Heritage Tourism

- Ownership & Economics.
- Visitor management
- Legal aspects and zoning

Module 4: Heritage interpretation for tourism

- Definition, The roles of interpretation
- Principles of interpretation/presentation
- Models of Interpretation
- Interpretative techniques

Module 5: Heritage Marketing

- Heritage visitor characteristics and motivations
- Heritage tourism product development

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- Moscardo, G. (1996). 'Mindful Visitor: Heritage and Tourism', Annals of Tourism Research, 23 (2), 376-397.
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- Peleggi, M. (1996). "National Heritage and Global Tourism in Thailand", Annals of Tourism Research, 23: 432-428.
- The Ename Charter: International Guidelines for Authenticity, Intellectual Integrity and Sustainable Development in the Public Presentation of Archaeological and Historical Sites and Landscapes, 21 November 2002. Available on www.enamecenter.org/pdf/charterENG.pdf
- Tilden, F. (1977). Interpreting Our Heritage, University of North Carolina Press, Chapel Hill.
- Timothy, D. and Boyd, S. (2003). Heritage Tourism: Theme in Tourism, Pearson Hall, Essex.
- Wager, J. (1995). 'Developing a Strategy for the Angkor World Heritage Site', Tourism Management, 16: 515-523.

Course Name: ENVIRONMENT & ECOLOGY

Course Code:

Course Objectives: Describe tourism's environmental impact in different spatial and temporal scales. Describe different ways to measure and quantify tourism's environmental impact. Summarize the possibilities and limitations of environmental certification and eco-tourism

Module 1: Basic properties of Ecosystem

- Components of Ecosystem
- Five basic laws and twenty great ideas in ecology
- Properties of Ecosystem
- Trophic structure and ecological pyramids
- Ecological succession

Module 2: Human Ecology and Tourism

- History of Human Ecological concepts
- Natural resource and Tourism
- Tourism and Environment
- Protected areas and tourism

Module 3: Tourism and Environment

- Tourism carrying capacity
- Basic Strategies of tourism sustainability
- Environmental Impact Assessment (EIA)
- Geographic Information System (GIS) and its application in tourism.

Module 4: Environmental Pollution and Tourism Activities

- Air Pollution: - Atmospheric Composition, source and effects of pollutants, Green House Effects, Ozone Layer Depletion, Standard and Control Measures.
- Water Pollution: - Hydrosphere, Natural water, pollutants, their origin & effects and standard control
- Noise Pollution: - Sources, effects and standard & control
- Do's and Don'ts in Tourism

Module 5: Tourism and Common Properties Resources (CPR)

- Classification of property rights
- Common property resources
- Management of common property resources
- Case studies
- Tourism and CPR management

- **Reference Books:**
- Ecology and Tourism by Dr.G.poiyamoazhi
- Environment and Pollution by Khopkar S.M.
- Environmental Management by M.K.Oberoi
- Tourism and Sustainability by Martin Mowforth & Ian Munt

Course Name: PERSONALITY DEVELOPMENT

Course Code:

Course Objectives: This course makes the students groom their personality and prove themselves as good Samaritans of the Society. This course consists of individual or in-group class presentations pertaining to the applications of concepts, Theories or issues in human development.

Module 1: Introduction to Personality Development

- The concept personality- Dimensions of theories of Freud & Erickson- personality
- Significance of personality development.
- The concept of success and failure:
 - What is success?
 - Hurdles in achieving success - Overcoming hurdles
 - Factors responsible for success
 - What is failure - Causes of failure.

- SWOT analysis

Module 2: Attitude & Motivation

- Attitude
 - Concept - Significance - Factors affecting attitudes
 - Positive attitude – Advantages
 - Negative attitude - Disadvantages
 - Ways to develop positive attitude
 - Difference between personalities having positive and negative attitude.
- Motivation
 - Concept of motivation - Significance - Internal and external motives –
 - Importance of self-motivation
 - Factors leading to de-motivation

Module 3: Self Esteem

- Term self-esteem - Symptoms – Advantages
- Do's and Don'ts to develop positive self-esteem
- Low self-esteem - Symptoms - Personality having low self esteem
- Positive and negative self-esteem.
- Interpersonal Relationships
- Defining the difference between aggressive, submissive and assertive behaviors
- Lateral thinking.

Module 4: Other Aspects of Personality Development

- Body language
- Problem-solving
- Conflict and Stress Management
- Decision-making skills
- Leadership and qualities of a successful leader
- Character-building
- Team-work
- Time management
- Work ethics
- Good manners and etiquette

Module 5: Employability Quotient

- Resume building
- The art of participating in Group Discussion
- Acing the Personal (HR & Technical) Interview
- Frequently Asked Questions
- Psychometric Analysis
- Mock Interview Sessions.

- Reference Books:
 - “Personality Development” by Swami Vivekananda.
 - “50 Mantra’s of Personality Development” by Aarti Gurav.
 - “Personality Development for Students” by Dr Vijay Agrawal
 - “PERSONALITY DEVELOPMENT” by Elizabeth Hurlock