



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**MBA -TOURISM MANAGEMENT- IV SEMESTER (2021-2023)**

**MBAT401 DESTINATION MARKETING**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAT401	DSE	Destination Marketing	60	20	20	-	-	3	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

The purpose of this course is to acquire an in-depth knowledge about the profession of destination marketing and interpretation and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Familiarity with concept, processes used to determine product cost.
2. Will demonstrate skill for controlling and decision-making.

**COURSE CONTENT**

**Unit I:** Tourism Attraction

1. Definition, Characteristics, Typology
2. Criteria for Tourist Attractiveness,
3. Development and design of tourist attractions, Life Cycle.

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**Unit II: Tourism Definition Planning**

1. Environmental Analysis, Resource Analysis,
2. Regional Environmental Analysis, Market Analysis,
3. Competitor Analysis, Regional Environmental Scanning.

**Unit III: Regional Goal Formulation**

1. Strategy formulation, Product Portfolio Strategies
2. Tourism Portfolio model, analysis of Portfolio, approaches
3. Market segmentation in the regional context – Bases, Steps and categories
4. Target Marketing – targeting options, positioning strategy.

**Unit IV: Components of Destination Marketing Mix**

1. Product Strategy – Nature & characteristics, managing existing Tourism Products,
2. New Product development in Regional Tourism, Pricing Strategies
3. Tourists Perception of Price.

**Unit V: The Tourism Distribution Strategy –**

1. Choice of distribution channel,
2. Developing a Destination Promotional strategy,
3. Evaluation and Control.

**Suggested Readings**

1. Ernie H. & Geoffrey W. (1992). *Marketing Tourism Destinations*. John Wiley & Sons. Inc.
2. Holloway, J. and Robinson, C. (1995). *Marketing Tourism*. Third edition. Longman, London.
3. Kotler, P. and Bower, J. (2010). *Marketing for Hospitality and Tourism*. Pearson Education South Asia Pte. Ltd.

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**MBAT402 HOSPITALITY & AVIATION MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAT402	DSE	Hospitality & Aviation Management	60	20	20	-	-	3	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

To acquaint the students with hospitality and aviation used in management. Also, to guide students about the importance and utility of concepts in Business.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Familiarity with concept, processes of Hotel Industry.
2. Students will demonstrate the skill for controlling and decision-making in Aviation Industry.

**COURSE CONTENT**

**Unit I: Introduction to Hospitality Management**

1. Overview of the Travel and Tourism Industry
2. Relationship between Hospitality and Travel and Tourism
3. Nature and Scope of the Hospitality industry
4. Historical background of the Hotel Industry of India and the World
5. Trends that accelerate the growth of the industry
6. Role of Travel Agents and Airlines in the industry

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MBAT402	DSE	Hospitality & Aviation Management	60	20	20	-	-	3		-	3

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**Unit II: Classification of Hotels**

1. Classification of hotels
2. Classification bodies from various countries;
3. Criteria for different star categories in India and procedure
4. Operating Arrangements

**Unit III: Introduction to Hotels**

1. Structure of hotel – functions and departments in a hotel
2. Inter departmental coordination, major functions of departments
3. Front office, housekeeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators
4. Occupying ratio,
5. Table turn over.

**Unit IV: Introduction to Aviation**

1. History: Origin of civil aviation
2. History of civil aviation in India
3. Public and private sector airlines in India – open sky policy
4. Role of AAI and DGCA. A brief account of IATA/ICAO – Warsaw – Chicago Conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air, Air Corporation Act, 1953, Role of Aviation Sector in tourism.

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**Unit V: Airport management**

1. Different airports in India (domestic & international)
2. Guidelines for airport management
3. Types of Airlines: Scheduled and nonscheduled,
4. Air taxis, domestic and international, commuter, short haul and long haul, low cost carriers, cabin crew – inflight services – types of class-up grading and down grading.
5. Organizational structure of Airlines,

**Suggested Readings**

1. Malhotra, R. (2002). *Fundamentals of Hotel Management and Operations*. Anmol Pub, New Delhi
2. Zulfiker, M. (1998). *Introduction to Tourism and Hotel Industry*. UBS Pub, New Delhi.
3. Dennis, L. F. (2009). *VIP and Introduction to Hospitality*. McGraw Hill.
4. Introduction to Airline Industry: IATA Study KIT
5. Negi, J. (2009). *Travel Agency & Tour Operation – Concepts and Principles*. Kanishka Pub, New Delhi.
6. Study Kit for IATA/UFTAA

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**MBAT403 TRAVEL GEOGRAPHY**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBAT403	DSE	Travel Geography	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

1. The objective of the course is to acquire the students various geography and environment terms, which are to be observed in performing the day-to-day business.
2. To help them develop abilities and skills required for the applications of Tourism.

**Examination Scheme**

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

Develop an understanding of the linkages of Tourism, Geography, Environment and other functions of a country.

**COURSE CONTENT**

**Unit I: Introduction to Ecotourism**

1. Environment & Ecology
2. Environmental factors (Ecological factors) - Climate, topography, Edaphic and biotic factors
3. Ecosystem, Kinds of ecosystem, Structure of ecosystem
4. Definitions and principles of ecotourism, Responsible tourism, Alternative tourism
5. Environmental ethics in tourism - Sustainable development –Sustainable development of tourism.

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MBAT403	DSE	Travel Geography	60	20	20	-	-	3		-	3

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit II: Environment Protection and Environmental Impact**

1. Environment protection, Earth summits – Kyoto Protocol – Climate Change Convention
2. Conservation in India – Acts related to environment and wildlife protection
3. CRZ (Coastal Regulation Zone)
4. Tourism as strategic tool for environmental protection Impact of Tourism on environment
5. Environmental pollution, Kinds of pollution – air, water, soil, solid waste, noise and radioactive pollution
6. Global warming and Climate Change – Depletion of natural Resources - Environmental Impact Assessment.

**Unit III: Introduction to Travel Geography**

1. Travel and Geography
2. Role of geography in tourism
3. IATA Traffic Areas (ITCS)
4. countries, capital ,cities codes
5. Airports and codes,
6. Currencies, currency codes.

**Unit IV: Time Calculation**

1. Time calculation
2. Flying time calculation
3. Time zones
4. Day light saving time
5. International date line
6. Marking of cities on outline maps.

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MBAT403	DSE	Travel Geography	60	20	20	-	-	3		-	3	

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**Unit V: Asian Geography**

1. Physical geography of Asia
2. Pacific Regions
3. Tourist destinations
4. Attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

**Suggested Readings**

1. Singh, L. (2008). *Ecology, environment and tourism*. Gyan Books.
2. Datt, N. (19910). *Ecology and tourism*. Universal Publishers Distributors
3. Sharma, S. (2007). *Emerging International Tourism Markets*. Rajat Publication.
4. Dhar, P. (2000). *International Tourism Emerging Challenges & Future prospects*. Kanishka Publishers Distributors
5. Alan Lew, C., Hall M. and Dallen J. (2008). *World Geography of Travel and Tourism: A Regional Approach*. Butterworth-Heinemann
6. Hall, M.C. and Stephen J. (1961). *The Geography of Tourism and Recreation Environment*. Place And Space, Routledge

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**MBA -TOURISM MANAGEMENT- IV SEMESTER (2021-2023)**

**MBAT404 TRAVEL AGENCY & TOUR OPERATION MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
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MBAT404	DSE	Travel Agency & Tour Operation Management	60	20	20	-	-	3	-	3		

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

To understand various skills necessary for travel agency and tour operation business.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Gain familiarity with the concepts and terminology used in the tour and guide profile, implementation and operation of Indian Tourism business.
2. Investigate emerging technology in shaping new processes, strategies and business models.

**COURSE CONTENT**

**Unit I: Travel and Business**

1. Travel agent – definition – types of travel agencies and history.
2. Departments of travel agencies, major activities, functions of travel agencies.
3. Income sources of travel agencies, how to set up a travel agency? Approval (DOT/IATA), linkages with service providers.
4. Influence of IT in travel agency business.

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**Unit II: Evolution of Tour Operations**

1. Evolution of tour operation business – definition – tour operation – types of tour
2. FIT, GIT, inbound outbound, escorted, guided –
3. Pricing – Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages)
4. Various holiday packages – starting of tour operation business, departments of tour operation, tour departure procedures, and activities.

**Unit III: Tour Operation and Companies**

1. Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson. (Areas of operation, packages, rates, itineraries, marketing strategies).
2. Role and relevance of tour operation business in modern scenario.

**Unit IV: Tour Promotion**

1. Marketing & Promotion of tour – marketing strategies of tour operation business
2. Tour brochure, how to prepare a tour brochure, items to be included in tour brochure
3. Tools used to market tour packages.

**Unit V: Tour Guide and Management**

1. Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding.
2. Difference between guide & escort, skills, responsibilities of guides,.
3. Interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies
4. Leading a group, code of conduct

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***Suggested Readings***

1. Gupta, S.P., Lal, K. and Bhattacharya, M. (2002). *Cultural Tourism in India*. DK Print
2. Dixit, M. and Sheela, C. (2001). *Tourism Products*, New Royal Book
3. Morihira, O. (1988). *Fairs and Festivals, World Friendship Association*. Tokyo
4. Brown, P. (1942). *Indian Architecture. (Buddhist and Hindu)*. Bombay. .
5. Jain, J. & Aggrawala, A. (1989). *National Handicrafts and Handlooms Museum*. New Delhi
6. Mehta, R.J. (1960). *Handicrafts & Industrial Arts of India*. New York.

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