

SEMESTER VI
RURAL TOURISM

COURSE CODE: 07ABATH17611

CREDITS: 04

UNIT I: INTRODUCTION TO THE CONCEPT OF RURAL TOURISM

Rural Territory- It's Potential as a Tourism Product, Village as a primary tourism product, Showcasing rural life, art, Culture and heritage. Potential of rural territory in terms of rural tourism. Legislative issues of business in rural tourism, Politics and organization of rural tourism in India.

UNIT II: BENEFITS OF RURAL TOURISM

Benefits of Rural Tourism, Costs associated with Rural Tourism, Development of rural tourism in India. Impact of Rural Tourism on the rural community. Major rural tourism based destination and potential destination to be known rural tourism destination. Economic and financial aspects of entrepreneurship in rural tourism, future and prospects and challenges.

UNIT III: RURAL TOURISM BUSINESS PLAN

Feasibility and Execution. Infrastructure, Marketing of rural tourism, major approval for the execution of the rural tourism. Financial Assistance requisites. Intervention of Professional Agencies, their roles and responsibilities. Linkage for development of Rural Tourism, analysis of the business plan and execution for the development of rural tourism, Concept of PPP in rural tourism.

UNIT IV: AGRITOURISM

Definition of the term, defining the topic, Potential of rural territory in terms of Agri tourism. Development and current status in India, Development and current state in foreign countries. The specifics of business in Agri tourism, Position of the Agri tourism in strategic documents, Funding opportunities.

References:

- Rural Tourism: An International Perspective by Katherine Dashper
- Rural Tourism and Recreation: Principles to Practice by Derek R Hall
- Rural Tourism: An Introduction by Richard Sharpley
- Rural Tourism and Sustainable Business Derek R Hall, Irene Kirkpatrick, Morag Mitchell

COURSE: AVIATION MANAGEMENT

COURSE CODE: 07ABATH17612

CREDITS: 04

UNIT I: INTRODUCTION TO AVIATION MANAGEMENT

Aviation – Introduction of Aviation & Airport Safety, Aviation Sector in India - Civil Aviation

Airport – Air Traffic Control – Flight Data Recorder – Airline. International Civil Aviation Organization – Aeropol Aviation Services Corporation – Aviation, Role of civil aviation authorities function. Management Consulting Group - AOPA – International Association of Airport Executives. Federal Aviation Interactive Reporting Systems, Case Study on Indian Airports.

UNIT II: AIR REGULATIONS AND AFFILIATIONS

Aircraft Regulations and Guidance – Convention on International Civil Aviation – Inter Agency, Committee for Aviation Policy – Active Level of Services Reviews – Aircraft Engineers International. Affiliation – AVSEC Rules and Regulations – Overview of Indian Air Travel, Air Safety – FAA Aviation Safety Draft Documents – Aircraft Management Interagency, Introduction to Air emission and noise impacts.

UNIT III: AVIATION COMMITTEES & PRESENT SCENARIO

Committee for Aviation Policy Safety Standards – Aircraft Management Safety Standards Guidelines for Federal Flight Programmes, National Transportation Safety Board – Airline Water Supplies – JFIM, Overview of Contemporary Global Industry – Airline Industry Profitability. Present State of the Air Transport Industry – Aviation Industry – Global Aviation Industry – Indian Aviation

UNIT IV: AIR TRAVEL ASSOCIATIONS & OPERATIONS

International Air Transport Association (IATA) – Fact Sheet – Financial Services – IATA at the Air, Transport Industry. IATA Industrial Priorities – IATA Partners – IATA Corporate and Corporate Governance Structure IATA Human Capital – IATA Committee's – Cargo, Mandate, Environment, Financial, Legal, Operations, Industry Affairs – Rules and Regulations of the Industry Committee.

References:

- Ratandeep Singh, "Aviation Management", Kanishka Publishers, 2008
- Kathleen M. Sweet, "Aviation and Airport Security", Pearson Education, 2004
- Kenneth C. Moore, Airport, Aircraft, and Airline Security, 1976
- Bartholomew Elias *Airport and Aviation Security: U.S. Policy and Strategy in the Age of Global Terrorism*, Auerbach Publications, 2009.

COURSE: CRUISE TOURISM

COURSE CODE: 07ABATH17613

CREDITS: 04

UNIT I: INTRODUCTION TO CRUISE INDUSTRY

Meaning & Introduction to the cruise history, Industry Overview, Finance & Revenue Management. History of cruise travel, and economic impact and significance in tourism industry, Cruise Geography to the Caribbean, Mexican Riviera, Alaska, Europe, Asia & the world.

UNIT II: PLANNING CRUISE ITINARIES

Meaning, package costing various cruise itineraries of MSC, Royal Caribbean, Start cruise, Pre & post tour packages and shore excursion tours in the ports of call, Inclusion and exclusions of the cruise package and meal plan, Visa Process, documentation of various cruise ships & guidelines.

UNIT III: CRUISE MANAGEMENT

Meaning, Definition on different operational areas of the cruise industry and Cruise industry functions onboard and shore side. Comparison analysis the different cruise categories in the industry.& target market of each cruise category, Examination of the laws, regulation and regulatory bodies, impact on the cruise line industry, government new norms and future prospects.

UNIT IV: CRUISE MARKETING

Meaning and concept of cruise marketing, theme based cruise and marketing process, Marketing, Positioning, Differentiation of Cruise Lines. Revenue management of cruise tourism Budgeting and financing a cruise ship.

References:

- Gibson, Ph. (2012). Cruise operations management: Hospitality perspectives, Chapter 13. (2nd ed.). London, UK: Routledge
- Jordan, A. (January/February, 2012). The converts: Cruise ships with a past. Cruise Travel. Retrieved from Ebscohost
- Jordan, A. (2008). Cruise ship pioneers: Remembering the innovative vessels that changed the face of modern cruise travel. Cruise Travel, 29(4), 26-31. Retrieved from Ebscohost.

COURSE: ECONOMICS OF TOURISM

COURSE CODE: 07ATHET17651

CREDITS: 04

UNIT I: INTRODUCTION

Introduction – Economics and Tourism - Tourism Demand - Theoretical background, Types of Tourism Demand - Determinants of Tourism Demand – Life Cycle Factors- the Global View K, Measurement of Tourism Demand - National and International Tourism Demand. Tourism Supply – Augmenting Tourism Products.

UNIT II: TOURISM DEMAND FORECASTING

Meaning, Methods of Forecasting – Public and Private Sectors in Tourism. The Need for Public and Private Sector Co-operation in Tourism – Growth of Tourism Demand in India. Cost Concepts- Short Run Vs. Long Run Costs - Production Function - Input: Output Relationship - Law of Variable Proportions - Returns to Scale, Break Even Analysis - Market Structure and Competition - Pricing in Tourism - Determinants of Price.

UNIT III: MACRO ECONOMICS

Macro Economic Environment – National Income Analysis - Business Cycles - Fiscal and Monetary Policies, Economic Transition in India - Inflation Analysis - Liberalization, Privatization and Globalization. Government's role in Tourism – Tourism Policies of Government of India.

UNIT IV: CONSUMER BEHAVIOUR

Consumer Behaviour; Cardinal and ordinal approaches; Consumer's equilibrium; the revealed preference. Impact of Tourism - Economic Aspects - the Multiplier Effect - Displacement Effect and Tourism, Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method.

References:

- Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
- Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
- Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
- 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, 3 rd Ed., Prentice Hall of India, Delhi.
- Adhikary M., Managerial Economics, Khosla Pub.
- Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
- Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.

- 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: ENTREPRENEURSHIP IN TOURISM

COURSE CODE: 07ATHES17651

CREDITS: 04

UNIT I: INTRODUCTION TO ENTREPRENEURSHIP

Meaning and concept of entrepreneurship, the history of entrepreneurship development, Role of entrepreneurship in economic development, agencies in entrepreneurship management and future of entrepreneurship. Meaning of entrepreneur, the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system

UNIT II: BUSINESS OPPORTUNITY IDENTIFICATION

Meaning and concept of Business ideas, methods of generating ideas, and opportunity recognition, Meaning and significance of a business plan, components of a business plan, and feasibility study, Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture, Basic of corporate law.

UNIT III: FINANCING THE NEW VENTURE

Importance of new venture financing, types of ownership securities. Venture capital, types of debt securities, determining ideal debt-equity mix. Financial institutions and banks, Role of venture capitalist and investors to fund the new venture

UNIT IV: MANAGING GROWTH IN NEW VENTURE

Characteristics of high growth new ventures, factors for the success of the start up. Strategies for growth, and building the new venture capital. Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy.

References:

- Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
- Poornima M.CH., Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi,2009
- Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cengage Learning, New Delhi, 2011
- KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
- Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi, 2011