

SYLLABUS
(At a glance according to new ordinance)
Adopted from the Session 2012-2013
Master of Tourism Administration
Institute of Tourism Studies
Mahatma Gandhi Kashi Vidyapeeth, Varanasi-2

I Semester

Code 101	Principles and Concepts of Tourism and Management
Code 102	Management of Tourism Industry
Code 103	Introduction to Computers
Code 104	Communication Skill and Personality Development
Code 105	Tourist Transportation
Code 106	Indian History (I) & Archaeology
Code 107	Indian Society and Culture

II Semester

Code 201	Tourism Products
Code 202	Tourism Marketing Management
Code 203	Travel Agency and Tour Package Management
Code 204	Hotel and Resort Management
Code 205	Management Information System
Code 206	Indian History (II) and Constitution
Code 207	Air Travel Management
Code 208	Viva-Voce

III Semester

Code 301	Organization and Consumer Behavior
Code 302	Geography of Tourism
Code 303	Indian Art
Code 304	Foreign Language (French/German/Japanese/Spanish/Russian)
Code 305 A	Accounting and Financial Analysis/
Code 305 B	International Financial Management/
Code 305 C	International Accounting
Code 306 A	Research Methodology in Tourism/
Code 306 B	Managerial Skills and Research Methodology/
Code 306 C	Surface Transport in travel & Tourism/
Code 306 D	Management of Inbound and Outbound Tour
Code 307	Training Report

IV Semester

Code 401	Emerging Trends in Tourism, Policy & Laws
Code 402	Foreign Language (French/German/Japanese/Spanish/Russian)
Code 403	International Tourism
Code 404	Financial Management in Tourism
Code 405 A	Human Resource Management/
Code 405 B	Legal Framework Governing Human Relations/
Code 405 C	Rural Tourism
Code 406 A	Guiding Skills and Visitor Interpretation/
Code 406 B	Cultural Tourism/
Code 406 C	Pilgrimage Tourism/
Code 406 D	Adventure and wild life Tourism
Code 407	Dissertation & Viva-Voce

FIRST SEMESTER

Code 101 Principles and Concepts of Tourism and Management

Course Objective: This course is designed to make the students conceptually clear about Tourism and Management so as to understand different facets and dimensions and its relationship with other subjects, tools and techniques.

Unit I

Nature and Scope, Significance and relationship with other subjects like History, Sociology and Geography. Forms and Types of Tourism, Nature and Components of Tourism Industry. Environmental factors affecting Tourism industry.

Unit II

Tourism information and its measurement WTO classification of Tourism and UN Declaration.

Unit III

Nature, Scope and importance of management. Functions of Management Planning: Nature, Objectives and Process. Decision making: Tools and Techniques, Organizing Nature, Process and Structure: Authority and Responsibility. Staffing: A system approach.

Unit IV

Direction: Principles and Techniques. Coordination: Nature and Principles, Motivation: Theories, Communication: Process and Barriers, Leadership: Styles and Theories. Control: System, Process and Techniques.

Recommended Readings:

1. Bhatia, A.K., Tourism in India
2. Burkart and Medlik, Tourism: Past, Present and Future
3. Cooper, Fletcher et al., Tourism, Principles and Practice
4. Drucker, Peter F., Principles of Management
5. Koontz, H. and O'Donnell, Management
6. Mill and Morrisson, The tourism System: An Introductory Text
7. Negi, Jagmohan, Travel and Tourism
8. Rao, V.S.P. and Rao, S., Management Concepts
9. Seth, P.N., Successful Tourism Management in India
10. Singh, R.D., Tourism Today-3 Volumes
11. Tewari, S.P., Tourism Dimensions

Code 102 Management of Tourism Industry

Course Objective: This course aims at providing the knowledge of the nature, infrastructure, dimensions and management of the Tourism Industry to the students.

Unit I

The Tourism Industry-Nature Characteristics; Components of Tourism Industry: Attraction, transport, accommodation, shopping, entertainment, infrastructure and hospitality; Significance of Tourism: economic, socio-cultural and environmental; Present state of Indian Tourism.

Unit II

Emerging trends in Tourism Industry; New thrust area; Forms, features and problems of Tourism Industry; Determinants and motivation of Tourism demand, Factors stimulating growth of

Tourism (determinants); why people wish to travel (motivation)? Influence of supply patterns and characteristics of the supply of Tourism.

Unit III

Measuring the Tourism demand; Tourism System-Nature, elements and the environments constituting the basic Tourism system. Destination and attraction-The element of tourist destination, understanding tourist destination activities, influences of tourist flow, concepts and patterns of tourist destination use; Tourism statistics-types of tourist statistics, uses and limitations.

Unit IV

Ministry of Tourism and Tourism Department; Tourism policy and National action plan; Concessions granted by State and Central Governments of India; National Trade Associations-origin, location and functions of TAAI, IATO, FHRAI.

Recommended Readings:

1. Sagar Singh: Studies in Tourism: Key Issues for Effective Management
2. Bijendra K. Punia: Tourism Management: Problems and Prospects
3. A.K. Bhatia: Tourism Management and Marketing
4. Pran Nath: Successful Tourism Management: Tourism Products
5. Pran Nath: Successful Tourism Management: Fundamentals of Tourism
6. Pushpinder S. Gill: Tourism: Planning Na Management
7. R.K. Malhotra: Tourism Planning and Management
8. P.C. Sinha: Tourism Management

Code 103 Introduction to Computers

Course Objective: To create general awareness about computers, to make computers part of professional training and to train students for all possible applications of computers in tourism industry.

Unit I

A. Introduction to Computers: Definition, Features, Early History, Evolution, Types, Classification. **B.** Computer Architecture: Block Diagram, Basic Components, Concept of Hardware and Essential Hardware Descriptions. **C.** Data Representation: Binary, Hexadecimal, Bit, Byte, Memory Measurement, Internal Data Representation-BCD, EBCDIC, ASCII, Memory Organization: drive, directory, files, types of files (Text, Graphic, Record file- Fields, Records), Directory and file naming in DOS and Windows. **D.** Computer Application in Tourism Administration: Scope, Environment Impact Assessment (EIA), Computer Application, Introduction to Geographic Information System (GIS).

Unit II

A. Concept of Software: Introduction to Computer Program, Algorithm, Flow Chart, Steps involved in programming, Computer Languages. **B.** Application of Software, System Software, Concept of Operating System-Functions, DOS, Windows, UNIX. **C.** DOS: Function & Structure, Booting of a System (IO.SYS, MSDOS.SYS, COMMAND.COM), Internal Commands, External commands, File Types on PC-Data File, Instruction Files-EXE, COM, BAT files, Print file, Temporary file, Files with Default Extensions. **D.** Windows: Functioning, Feature, Desk Top, Windows Operations, Folders and Files, Desk Top Icons-My Computer, Recycle Bin, My Documents, Program Icon, Control Panel, Settings, Window Explorer, Note pad, Calculator, Calendar, System Utilities.

Unit III

A. Ms-Word: Introduction, Menu Options, Page Set-up, Text Editing, Formatting, Processing of Graphics, Printing Activity. **B.** Ms-Excel: Introduction to Spread Sheet, Cell, Column and Row Editing, Mathematical Operation in Excel Sheet, Charts and Graphs Processing, Printing. **C.** Data Base Management System: Concept of DBMS, Types of Data Base Management Systems and Models-Hierarchical, Relational, Centralized and Distributed Systems. **D.** Data Base Applications using Ms-Office: Daily Diary, Tour Planner, Tour Budgeting, Site Seeing Data Base, Ready Reference, Travels' Hand book, Travel Root-Link Program & Budgeting, Package Tour organization, Miscellaneous Time-Tables.

Unit IV

Computer Network: Introduction, Network Topology, Network Types-LAN, WAN, Network Uses. **B.** Computer communication: Data Communication, Network Protocols, Introduction to Network Hardware and Functioning, Media Utility, E-Mail, Fax. **C.** INTERNET: Concept of International Network, Use and Scope of Internet, Popular Terminology and its use. **D.** Search Applications: Internet Browsers, Internet Explorer-Main Window, Menu Applications, Links, Site Address, Search Engines, Surfing Techniques and Strategy.

Recommended Readings:

1. Amadeus Manual
2. Dienes, Microsoft Office Professional Instant Reference
3. Internet Complete, BPB Publications
4. Leon & Leon, Internet in Nutshell
5. Matthews & Matthews, Window 98-Instant Reference
6. Mehta, Subhash, Dos made Simple
7. Microsoft Office XP, BPB Publications
8. Ram, B., Computers Fundamentals
9. Rajaraman, V., Fundamentals of Computers
10. Windows 98 Complete, BPB Publications

Code 104 Communication Skill and Personality Development

Course Objective: To develop those aspects of the student's personality which will give them success in the profession and to develop and enhance all possible uses of language needed in communication by a professional.

Unit I

Communication Skill-Nature, role and process; Verbal Communication Skill-Situational conversation (at the airport, railway, travel agency, tourist sites etc.); Principles of Public speaking and speech skills; Group Methods of communication- Handling interviews, Committee, Group-Discussion, Role play, Conference, Seminar, Symposium, Presentation with audio-visual aids, listening skills; Body language and gesture.

Unit II

Written Communication Skill-Office correspondence, Memos, Circulars, Press-notes, Minutes, Drafting of Company profile, Brochures, Public-notice, Writing for media (advertisements), Report writing, Drafting of informal communications, Designing letter-pads, Resume, Covering letters, Visiting cards, Invitation cards, Letters of invitation and refusal, Notice board communication, Summarization and expansion of material.

Unit III

Personality development: Personality-Definition and concept, Personality vs. Character, Personality vs. Individuality, Role of heredity and learning, Elements of Personality pattern, Personality syndromes. Personality determinants-Physical, Intellectual, Emotional, Social, Sex, Educational and Family, Time Management.

Unit IV

How the Environment moulds the Personality, Relative importance of heredity and Environment, how the Personality Pattern is moulded, Moulding techniques; Personality Evaluation: Sick Personalities-Determinants, Causes and Danger signal of Personality sickness. Health personalities-Nature, Causes, Syndrome, Aids to achieve health personalities.

Recommended Readings:

1. Diwan, Parag, Advertising Management
2. Thakur, D., Advertising, Marketing and Sales management
3. Sharma, R.N., Fundamentals of Psychology
4. Murphy, Elements of Psychology
5. Pease Allan, Body Language
6. Morgan and King, Psychology
7. Cartright, Measurement of Meaning

Code 105 Tourist Transportation

Course Objective: To impart insight into all modes of transportation related to Tourism; the management and arrangement for single and group tourism.

Unit I

Tourist transport system-Introduction and historical developments in airlines, surface (bus, coach and car rental), railways, cruise ships and other water transport. Travel formalities: Passport, visa, vaccination and other health requirements, taxes, customs, currency, travel insurance, baggage and airport information, Ticketing.

Unit II

Airlines transportation: The airline industry present policies, practices and laws pertaining to airlines. Licensing of carriers. Freedoms of Air function and role of ICAO, IATA, Bermuda Convention and DGCA (Govt. of India) Forces likely to affect the future of the Air Transportation Industry. Functioning of Indian carriers, Air taxi operators, Air Corporation Act, Air charters. Domestic ticketing.

Unit III

Surface transport System: Approved travel agencies, tour operators, transport operators, car hire companies including Rent-a-car Scheme and tourist coach companies. State and inter-state buses and coach networks. Connected documentation namely-Regional Transport Authority, Transport and insurance documents, All-India Permits.

Unit IV

Rail transport network: Major Railway Systems of World, British Rail, Euro Rail and Amtrak-Types of tours available in India, indrail Pass, special schemes and packages available, Palace-on-Wheels and Royal Orient Planning of itineraries on Indian Railways, Reservation procedures. GSAs abroad. Facilities offered- Rail Yatri Niwas, Tourist Police, and Railway Tourist Guide.

Water transport system: Historical past, Cruise Ships, Ferries, Hovercrafts, River and Canal boats, Fly-cruise. Prospects and future growth of water transport in India. Terms commonly used in shipping.

Recommended Readings:

1. Howell David W, Passport, an Introduction to Travel and Tourist Industry
2. Negi, Travel Agency and Tour Operators
3. Negi, Tourism and Travel
4. Mohinder Chand, Travel Agency Management

Code 106 Indian History (I) & Archaeology

Course Objective: To make students abreast with India's early past along with the archaeological information and the sites of tourist interest.

Unit I

Pre-History in India: A brief Survey of Palaeolithic, Mesolithic, Neolithic and Chalcolithic stages and their main features. Proto-History: Indus Valley Civilization: Major sites and features. Vedic Age: Early Vedic and Later Vedic stages: Trends of Social and Cultural development. Sixth century B.C.: Political landscape and Religious movements (Jainism and Buddhism).

Unit II

Chronology of Major Dynasties and their place in Indian History. Ashoka, Pushyamitra Shunga, Kanishka, Samudragupta, Chandragupta II, Harshavardhana.

A brief survey of South and South-Western kingdoms with special reference to Satavahanas, Vakataka Pravarsena I, Rashtrakutas, Pallava Narasimhavarman I, Chola Rajraj I and Rajendra Chola.

A brief survey of Rajput dynasties of Northern India with special reference to Palas, Chalukyas, Kalachuris: Gangeyadeva and Laxmidhar; Chandelas: Yahsovarman and Dhang; Govindachand Gagarwala, Prithviraj Chahamana.

Unit III

A brief survey of the Archaeological Map of India-Pre Independence to the present. Kalibanga, Lothal, Dholavira, Banawali: Main features and finds, Purana Quila (Delhi), Kosambi, Saranath, Nalanda, Kurukshetra, Ayodhya and Vidarbha sites.

Unit IV

Meaning and Understanding of digging: Horizontal digging and Vertical digging. Sections and Layers: Their Chronological and Cultural sequence. Knowing to Artifacts and Finds: Scientific methods. How to visit an Archaeological site.

Recommended Readings:

1. Archaeological Survey of India-Reports
2. Alchins, B. & R., the Birth of Indian Civilization
3. Chatterjee, B.(edit.), History and Archaeology
4. Mazumdar, R.C., Gen. Editor, The History and Culture of the Indian People, Vol.I-Vol.V
5. Yazdani, G., the Early History of the Deccan
6. Shastri, K.A.N., A History of South India

Course Objective: To give a better and scientific understanding of different social and cultural systems, institutions, elements, life-styles, patterns and processes of change and major philosophical streams of India.

Unit I

Genesis of Indian Society: Aryan Stereotype and Other elements. Structure of Indian Society: Hindu Social Organization-Varna, Castes, Lineage and Clan. Marriage: Types, Sanctioned and unsanctioned, Inter Caste, Remarriage, Women, Widow and Sati. Education: Gurukul, Math, Pathashala.

Unit II

Hindu Concepts and way of Life: 'Ashramas', 'Purushartha', 'Samskaras', 'Panchamahavratas'; Hindu Religion: Deities and Rituals; Changes in traditional philosophy and outlook: Vedic, Upanishadic, Bhakti, Pauranic and Vedantic, 'Shada-darshan'.

Buddhism: Concept and Philosophy of Life, Communities, Buddhist Monasteries and Universities.

Jainism: Concepts and Philosophy of Life, Communities.

Unit III

Tribal Society: A brief Survey.

Islamic Religion and Society: Sects, Communities and Classes, Way of life.

Christian Religion and Society: Sects, Communities and Classes, Way of life.

Sikh Religion and Society: Sects, Communities and Classes, Way of life.

Unit IV

Modernization of Indian Tradition: Factors of Modernization: Modern Education and Social Reasons, Political and Economic Reasons. Spheres of Modernization: Marriage, Family, Castes and Life-style.

Recommended Readings:

1. Basham, A.L., The Wonder that was India-I
 2. Ghurye, G.S., Caste and Race in India
 3. Kosambi, D.D., The Culture and Civilization of Ancient India
 4. Pandey, Rajbali, Hindu Samaskaras
 5. Rizvi, S.A.A., The Wonder that was India-II
 6. Srinivas, M.N., Social change in Modern India.
 7. Singh, Yogendra, Modernization of Indian Tradition
 8. Tarachand, Influence of Islam on Indian Culture
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SECOND SEMESTER

Code 201 Tourism Products

Course Objective: To develop an understanding of products, resources, arts, crafts and artifacts as well as of events and institution of India and Indian people which become the rational and cause of travel for a tourist within the country and from abroad.

Unit 1

Product: meaning, definition and concept; Tourism Products: definition, elements, characteristics and classifications: goods, services, person and ideas; difference between tourism products and other consumer products; natural and human made resources in India; world heritage zones as per UNESCO; declared world heritage sites of India.

Unit II

Tourism products of India: classification; art and architecture, historical monuments, religious and spiritual centers (Hindu, Buddhist, Jain, Muslim, Christian, Sikh and others), fairs and festivals, dance and music (classical and folk traditions and musical instruments), craft systems, folk traditions, flora and fauna, India's landscape, parks and sanctuaries, museums and art galleries, person of importance and repute.

Unit III

Means and method of promotion and marketing of tourism products in India: service, preservation of centers and places of historical importance and religious worship, creation of centers of yoga and meditation, schools of classical and folk dances, music (vocal) and musical instruments and Indian crafts, museums and art galleries, libraries and Indian souvenir industry as a potential tourism product, organizing fairs and festivals.

Unit IV

Development of India's landscape for tourism promotion: sea tourism, coastal areas, beaches and important islands of India; hill stations and hill tourism, (mountaineering, trekking and skiing); India's main desert areas and desert tourism, development of desert tourism; wildlife conservation and management, values and wildlife, national parks, wildlife sanctuaries and biosphere resources, special conservation programme.

Recommended Reading:

1. Dixit, Manoj and Charu Sheela, Tourism Product
2. Batra, D.s and Dangwal, R.c., Tourism Promotion and Development
3. Singh, Ratandeep, Tourism in India
4. Ambrose, Kay, Classical Dances and Customs of India
5. Brown, Percy, Indian Architecture Volume 1 & 2
6. Oki, Morihiro, India- Fairs and Festivals
7. Gandhi, J.C., A Managerial Introduction
8. Rao, T.V. Subba, The Studies of Indian Music
9. Govt. of India, Indian Handicrafts
10. Gupta, I.C., Tourism Products of India
11. Handbook of National Parks, Wildlife Sanctuaries and Biosphere Reserves of India
12. Jha, S.M., Tourism Marketing
13. Kotler, Philip, Marketing Management
14. Malik, Satyendra, Adventure Tourism

15. Punja, Shobhita, Great Monuments of India
16. Punja, Shobhita, Museums of India
17. Sinha, P.C., Tourism Marketing
18. Vearn, Morrison Alison, Hospitality Marketing

Code 202 Tourism Marketing Management

Course Objective: This paper will expose the students to the principles and strategies of marketing of tourism and tourism products, market research, services marketing, destination marketing and transportation and travel services marketing.

Unit I

Marketing Management: meaning, concept and importance, tasks and philosophy of marketing management, strategic marketing and marketing process, components of marketing mix, market segmentation: meaning and bases of market segmentation.

Unit II

Concept of consumer behavior, problems, factors influencing consumer behavior, buying motives and habits, marketing research-nature, main steps involved in marketing research, product strategy and planning, product mix, product life cycle, new product development strategy, branding and packaging.

Unit III

Product pricing: meaning, factors influencing pricing, methods of pricing determination, distribution channel: meaning and role, types of intermediaries, factors influencing their choice, promotion-advertising, personal selling and sales force management.

Unit IV

Tourism marketing: service characteristics of tourism, unique features of tourist demand and tourism product, forecasting methods, tourism marketing mix, new developments in service marketing, destination marketing, accommodation marketing, transport and travel services marketing.

Recommended Readings:

1. Bhatia, A.K., Tourism Management and Marketing
2. Kotler, Philip, Marketing Management
3. Kotler, Philip & Armstrong, G., Principles of Marketing
4. Jha, S.N., Tourism Marketing
5. Ramaswami V.S. & Namakumari, S., Marketing Management, Planning and Control
6. Sethi, Praveen, Business Tourism
7. Sherlekar, S.A., Marketing Management
8. Sinha, P.C., Tourism Marketing
9. Sontakki, C.M., Marketing Management
10. Mamaoria, C.B., Satish and Suri, R.K., Marketing Management
11. Foster, Denniks, L., Sales and Marketing for the Travel Professionals
12. Cravens, Mills, Wood Stuff, Marketing Management
13. Goodall, Brian and Ashworth, Gregory, Marketing in the Tourism Industry.
14. Gandhi, J.C., Marketing: A Managerial Introduction
15. Vearne, Morrison Alison, Hospitality Marketing

Code 203

Travel Agency and Tour Package Management

Course Objective: This course aims at providing proper understanding to the students about the nature and functioning of travel agency and tour operators besides acquainting them with the role of travel agents as well as planning and handling of tour packages.

Unit I

Travel Agency: history, growth, definition, types and present status of travel agency, organizational structure and working of travel agency, differentiation between travel agency and tour operation business, process for approval of travel agency in India, rules and regulations issued by the Ministry of Tourism, Acts applicable to travel agency.

Unit II

Travel Agents: definition, types, rights and duties of travel agent, functions: understanding the functions of a travel agency, Travel information and counseling of the tourists, itinerary preparation, Travel retailing and operation, reservation, ticketing, preparation and marketing of tour packages, handling business/corporate clients including conferences and conventions, sources of Income: commission, service charges and mark upon tours.

Unit III

Tour Operators: types of tour operators, rules for recognition of tour operators, role of tour operators functions: marketing research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of itineraries, tour operations and post tour management, sources of income from tour operation, practical exercise and basic requirements in setting up a travel agency and tour operation unit.

Unit IV

Tour Package Management: concept, nature, features and methods, types of tours, tour package pricing: nature, need and determination, formulation, printing and distribution of tour package brochure, tour package strategy, Inbound and Outbound Tourism: definition, operations, handling booking techniques and procedures, maintenance of different registers, planning package tours, itinerary planning and their costing and communicating with clients and principles.

Recommended Readings:

1. Chandra, Mohinder, Travel Agency Management: An Introductory Text
2. Negi, Jagmohan, Travel and Tourism; Travel Agency and Tour Operation
3. Foster, Dennis L., The Business of Travel Agency, Operators and Administration
4. Foster, Douglas, Travel and Tourism Management
5. Malik & Chatterjee, Asim, The Indian Travel Agency
6. Syrat Gwenda, Manual of Travel Agency Practice
7. Stevens, Laurence, Guide to Starting and Operating Successful Travel Agency
8. Seth, P.N., Successful Tourism Management, Vols. 1 &2

Code 204

Hotel and Resort Management

Course Objective: To give a general introduction of the nature, types, functioning and management of the hotels and resorts to the students.

Unit I

Definition, size and scope of hotel industry, principles and concepts of Hoteling and its objectives, organization, departments and classification of hotels, star categorization types of rooms and types of plan, license, permits and regulatory condition and guidelines for hotel.

Unit II

Front Office Techniques-Front office layout and activities, guest activities in hotel reservation, role of reception-forecasting room availability, registration procedure, Handling guests on arrival, food and beverage, billing and departure activities, group handling, role of front office manager and personals.

Unit III

Banquet function, convention halls, meeting room- arrangement for general and business meetings, organization and procedure for arrangement of conferences and exhibition and outdoor catering, national and international hotel association and their operation, incentives and subsidies extended to hotel in tourist areas.

Unit IV

Resort Management- historical perspective, Indian scenario, basic characteristics, phases of resort planning and development, trends and factors in developed tourist markets leading to growth of resort concept, basic element of a resort complex-loading facilities, land escaping, dining and drinking facilities, family oriented services, shops and entertainment services.

Recommended Reading:

1. Tarachand, Hotel and Restaurant Management
2. Andrews, Sudhir, Hotel Front office Training Manual
3. Andrews, Sudhir, Hotel House Keeping
4. Aggrawal, Ravi, Hotel Front Office Malhotra, R.k, Hotel Management and Tourism
5. Gill, Pushpinder S., Tourism and Hotel Management
6. Zulfikar Mohammad, Introduction to Tourism And Hotel Industry

Code 205 Management Information System

Course Objective: To prepare the students for organizing information data and to acquaint them with the system and tools required in it.

Unit I

Management information system (MIS)-meaning, nature, role, evolution, development, managerial use of MIS, system development life cycle (SDLC), management levels and MIS organization, strategic planning for management information system-steps in short and long range planning.

Unit II

Information-definition, concept, types and values of information, information elements and data sources, system concept, system analysis, constraints in MIS design, system development tools, (system flow charts, DFD, data dictionary, decision tree, decision table), forms, documentation in MIS.

Unit III

Implementation, evaluation and maintenance: methods and task in implementation, planning for implementation, selection of computer system, software and hardware, system and users training, evaluation of MIS, control and maintenance of the system, data base analysis-tour net and its uses in tourist office, business application of computers.

Unit IV

Business application of information technology-Internet-management information system, office automation, e-mail and electronic highway internet, computer networking- CRS-meaning and function, CRS for Rail transport, hotel booking, Airlines, different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc.

Recommended Readings:

1. O'Brien James, Management Information System (Tata McGraw Hill)
2. Murdick, R.G., Information System for Modern Management (Prentice Hall I)
3. Bansal, S. Information system Analysis and Design (New Age)
4. Arora and Bhatia, Information system for managers (Excel)
5. Jawedekar, W.S. Management Information System (TMH)
6. Schulthesis, Management Information System
7. Davis, Gordon B. & Olson, Margrethe H. Management Information System (TMH)
8. Gupta, A.K., Management Information System (S.Chand)
9. Munesh Kumar, Business Information System (Vikas Publishing House)
10. Prasad, L.M., Management Information System (S. Chand & Co.)

Code 206 Indian History (II) and Constitution

Course objective: To make students understand the historical past related to medieval and modern periods of Indian history in the proper perspective of tourism industry.

Unit I

India on the eve of Muslim Invasion, a brief survey of the Dynasties and Kings of Sultanate period (Kutub- ud-din Aibak, Iltutamish, Balwan, Zala-ud-din Khalzi, Alla-ud-din Khalzi, Ghiyas-ud-din Tughluq, Muhammad-bin-Tughluq, Feruz Tughluq, Sikandar Lodi).

Brief note on important regional dynasties: Vijayanagar and Behamani Kingdoms, Malwa, Gujrat, Bengal, Jaunpur and Kashmir.

Unit II

Great Mughals: Babur, Humayun, Akbar, Jahangir, Shahjahan, and Aurangzeb;

Shershah Suri, Sikhs and Jats; Rajput dynasties of Mewar, Marwar and Jaipur;

Marathas: Shivaji, Peshwa Baji Rao I & II, Raghuji Bhonsle, Jasawanta Rao Holkar, Mahadji Sindhia, Hyder and Tipu Sultan.

Unit III

A chronological survey of British Governors of India. Indian Renaissance and Reforms: Raja Ram Mohan Roy, Dayananda Saraswati, Keshob Chanda Sen, Vivekananda, Jyotiba Phule, Perriyar and Sayyid brothers. Freedom Struggle: Important events and personalities: 1857,

Indian National Congress, Disobedience movement, Non-cooperation movement and Quit India movement. Mahatma Gandhi, Dr. Ambedkar, Subhash Chandra Bose.

Unit IV

Partition of India and birth of Indian Republic.

Indian Constitution-Preamble, Fundamental Rights and Duties, Directive Principles and State Policy.

Division of Power-Judiciary, Executive and Legislative.

Recommended Readings:

1. Bipin Chandra, Amlesha Tripathi and Barun Dey, Freedom Struggle
2. Gokhale, B.G., The Making of the India Nation
3. Habibullah, A.B.M., Foundation of Muslim Rule in India
4. Kapoor, A.C., Constitutional History of India
5. Lal, K.S., The Twilight of the Sultanate
6. Mazumdar, R.C., Gen. Editor, The History and Culture of India People, Vol. VI-X
7. Mazumdar, R.C., Raichaudhary, H.C. and Dutt, K.K., An Advance History of India
8. Pogue, H.H., A Short History of the Sikhs
9. Rizvi, S.A.A., The Wonder that was India- II, Rupa & Co.
10. Sarkar, Sumit, Modern India
11. Sharma, S.R., Mughal Empire in India

Code 207 Air Travel Management

Unit I

Air Transportation Industry-International Organization-ICAO, IATA, bilateral agreement, freedom of air, Warsaw convention, evolution of hub & spokes, facilities to the passenger's procedure at Airport (policies practices and rules).

Unit II

Airline Geography-definition, latitudes, longitudes, international date line/time zone, calculation of time, time deference, GMT variation, concept of elapsed time, flying time, ground time, standard time, summer time (day light saving time), minimum connecting time, IATA sub area regions, IATA three letter city and airport codes.

Unit III

Travel formalities-Passport, Visa, Health regulation, airport tax, customs and currencies, Baggage Allowance: Weight concept, piece concept, checked and unchecked baggage, free baggage allowance and lost-found baggage, OAG-Airline schedules, planning an itinerary, reservation, Reservation: how to take reservations, computerized and booking (an overview) and OAG books.

Unit VI

Basic International Air Fare & Ticketing: domestic and international tickets, different kind of tickets, mileage, principal, higher intermediate fares, circle trip and round trip fares back haul check, add-ons, mixed class travel special fares, forms of payments, excursion fares and fair policy.

Recommended Readings:

1. OAG Airline Guide (Red & Blue Volume)
2. IATA Tariff Book
3. Travel Information Manual
4. IATA Ticketing Handbook
5. Chand, Mohinder: Travel Agency Management

Code 208

Viva-Voce

THIRD SEMESTER

Code 301 Organization and Consumer Behavior

Course Objective: The courses aim at providing the understanding of behavioral aspect of the organization and consumer to the students.

Unit I

Concept, Nature and scope of organizational behavior, Organizational Goal, influence of Socio-culture factors on organization Individual Behavior- Personality perception Attitude interpersonal Behavior, Transactional Analysis.

Unit II

Group and Inter Group Behavior, Organizational power and Politics, Organizational culture. Organizational effectiveness, conflict management Managing conflicts causes and effects: Organizational change-causes process of change, Resistance to change Organizational Development concept, process and component.

Unit III

Consumers Needs and Motives, Consumer as a perceiver and learner, Influence of personality and attitude of buying Cultural, Social and Economic factors affection consumer behavior, Group influence- Role, status, norms; family influences: Life cycle effects, family decision making.

Unit IV

Consumer decision process, Factors affection purchase decision, pre and post purchase behavior, Purchase process rationality in buying, Models of buying behavior (Nicosia, Howard Sheth, Engel, Blackwell Kollat model)

Recommended Readings:

1. Luthans Fred; Organizational Behavior
2. Newstrom & Keith Davis: Organizational Behavior
3. Stephen P. Robbins: Organizational Behavior
4. L.M. Prasad: Organizational Behavior
5. J. Mullins: Management and Organizational Behavior
6. Schiffman and Kanuk: Consumer Behavior
7. Hill Roy W and Hiller: Organizational Buying Behavior
8. Dr. S.L. Gupta & Sumitra Pal: Consumer Behavior (Text & Cases)
9. Shaughnessy John: Why People buy

Code 302 Geography of Tourism

The Knowledge of Geography is essential requirement for Tourism planning and Marketing. The course is meant to give appropriate knowledge of geography for tourism to the students.

Unit I

Fundamentals of geography, Climatic regions of the world, Study of Maps Latitude Longitude, International Date Line.

Unit II

Importance of geography in Tourism, Definition, Scope and Contents of Geography of tourism, Tourism Models.

Unit III

Political and physical features of world Geography: America South America, Europe, Asia, Africa and Australia.

Unit IV

Indian geography: Physical and political feature of Indian Subcontinent, climatic Condition Prevailing in India Some important locations prevailing in famous for international Tourism.

Recommended Readings:

1. P.C. Sinha: Geography and structure of tourism and travel
2. David Collins and the Diagram Group: The travel and tourism pack
3. K.K. Gupta and V.C. Tyagi: Working with maps, Survey of India Dehradun
4. Savinder Singh: Environmental Geography
5. Savinder Singh: Physical Geography
6. Boniface, Borian G. et al: The geography of travel and tourism, England
7. Burton Rosemary: Travel Geography Pitman Pub. London.
8. Devies D: The art of managing tourism Mc Graw Hill
9. Rashtriya Atlas

Note: Consulting general book and maps on basic physical and environmental geography is advisable. A social and economic Atlas of India.

Code 303 Indian Art

Course Objective: It is to acquaint the students with different architectural, sculptural and painting patterns of India which form one of the biggest attractions for tourists.

Unit I

Salient feature of Ancient Indian Art.

Landmarks of Indian Art from Medieval period to the 19th century A.D.

Main features of Harappan Art.

Development of Art traditions: Mauryan Art.

Rock-cut-caves and Origin and development of Stupa architecture.

Unit II

Ancient India: Temple architecture, Development of Regional styles with special reference to Ellora, Kanchi, Mahabalipuram, Tanjoure, Khajuraho and Orissa temples. Medieval India: Basic elements of Indo-Muslim architecture; Hindu architecture during medieval period.

Modern India: A brief survey of British & contemporary indigenous architecture of India. General features of important forts from early medieval to late medieval period.

Unit III

Sculptures and Images: origin and development of sculptures in India.

Early Buddhist images: Gandhar, Mathura and Sarnatha schools.

Early Images of Hindu Gods and Goddesses. Hindu sculptures during medieval period. British and contemporary images.

Unit IV

Paintings: Ancient Indian Painting with special reference of Ajanta and Bagh. Mughal, Rajputa, Kangra, British and contemporary paintings.

Recommended Readings:

1. Agrawal, V.S., The Heritage of Indian Art & Indian Art
2. Aschwin, Lippi, Medieval Indian Sculpture
3. Basham, A.L., A Cultural History of India
4. Brown, Percy, India Architecture Vol. I (Hindu and Buddhist period)
5. Coomaraswami, A.K., History of Indian Indonesian Architecture
6. Harle, J.C., Art and Architecture of the Indian Sub-continent
7. Kramrich, Stella, The Art of India & Indian Sculpture
8. Krishna Deva, North Indian Temples
9. Murti, C. Shrvram, Indian Painting & South Indian Bronzes
10. Roland, Bengamin, The Art and Architecture of India
11. Rai Krishna Das, Indian Painting
12. Srinivasan, South Indian Temples
13. Tiwari, Maruti Nandan, Madhyakalina Bharatiya Murtikala (In Hindi)

Code 304 Foreign Language: French

Course Objectives: To import functional knowledge of French grammar.

To use French language effectively in the field of Tourism

To enable students to understand and explain tourist oriented Literature.

To create brochure, slogans, leaflets and advertisements.

To write professional letters.

Unit I

Knowledge of fundamental French grammar: article, conjugation of verbs, pronouns, adjectives etc.; French expressions relevant for tourism. Expressions used for introduction, greetings, salutation. Name of days, months, seasons, colors, animals and birds, Number, Time.

Unit II

Name and description of Indian festivals (time, place). Important Indian dishes, their preparation and ingredients. Festivals and their importance. (Objective type questions and their written answers in short sentences).

Unit III

Name of Provinces in India, their situation, population, climate, language, culture (dance, music, literature), religion, food, specialties, bird and animal sanctuaries, tourist sites and religious shrines, temples etc.

(Objective type questions and their written answers in one or two sentences).

Unit IV

Role games, conversations, dialogues, slogans and advertisements.

Recommended Readings:

1. Max Dany and Jean Robert Lalay: Le Francais de l'Hoetellerie et du Tourisme Industry
2. S Bhattacharya: French for hotel management and tourism industry

3. Chandrashekhar, Hangal, Krishanan Mokashi: A Votre Service Francais Pour l'Hoetellerie et du Tourisme
4. Larousse dictionary: (French to English) (English to French)
5. G Mauger: Cours de Langne et de Civilization Francaises
6. Dondo: Modern French Course, Oxford, India
7. Kiran Chaudhary: Teach Yourself French

Code 305 A Accounting and Financial Analysis

Course Objective: Accounting and financial analysis have a major role in the functioning and operation of Tourism industry. This course is designed to train the student in the field.

Unit I

Nature and scope of Accounting External and Internal users of Accounting information. Accounting principals. Concepts & Convention, Accounting Mechanics- Doubles Entry system, Account preparation of journals, Ledger Trail Balance. Preparation of cash Book.

Unit II

Deprecation Accounting: Causes, objectives and methods; provision and Reserve- concept, objective and types, capital & revenue items.
Final Account: Trading, Profit and Loss Account and Balance Sheet with normal closing entries.

Unit III

Analysis of Financial statement through ratio-Analysis-Meaning, advantage, limitation, types of ratio and their usefulness.
Fund flow statement and cash flow statement budget and Budgetary Control-framework of Budgeting.

Unit IV

Costing- Nature, importance and methods, Classification of cost, preparation of cost sheet. Cost Analysis for decision making-cost volume-Profit Analysis- its assumptions and calculation. Managerial use of Break Even Analysis- Construction and Limitations.

Recommended Readings:

1. Von Home: Financial Management and Policy
2. Keown: Financial Management: Principles and Applications
3. Robert N Anthory: Accounting Principles
4. M.Y. Khan and P.K. Jain: Cost Accounting and Financial Management
5. I.M. Pandey and Bhatt: Cases in Financial Management
6. S.N. Maheshwari: An Introduction to Accountancy

Code 305 B International Financial Management

Objective: To introduce the students macro level picture of International financial system and how multinational corporations operate.

Unit I

International Finance: Nature, Scope and Objectives, domestic Vs. International Financial Management, Methods of International Investment- Direct and Indirect investment, Return and Risk in international investments. Balance of Payment and Policies.

Unit II

International Monetary System-Nature, Components and Importance. International Capital Market- Main Instruments, Equity Market, Debt Market, Forming Optimum International Portfolio.

Unit III

Foreign Exchange Markets, Exchange Rates-Spot and Forward Rates, Theories of Exchange Rates, Exchange risk, Exchange Rate Determination.

Unit IV

International, Financial Institutions- IMF, IBRD (World Bank), IFC, ADB, EXIM, Multinational Working Capital Requirements.

Recommended Readings:

1. Apte P.G.: International Financial Management
2. Avadhani V.A.: International Financial Theory and Practice
3. Bhalla V.K.: International Financial Management
4. Douglas W.: International Business Finance.
5. Francis A. Lass: International Financial Management
6. Henning, Pigott & Scott: International Financial Management
7. Kester: Case Problems in International Finance
8. Levi,M.: International Finance
9. Rita, M. Rudriguer,E. & Engene Carter: International Financial Management
10. Shapiro, Alan C.: Multinational Financial Management

Code 305 C International Accounting

Objective: To acquaint the students with the accounting needs of International Financial Markets and to analyze the accounting measurement and reporting issues unique to multinational business transactions.

Unit I

Meaning, Nature, Importance and scope of International Accounting, Comparative Development Patterns of International Accounting, Currency Transactions.

Unit II

Managing International Information System, International perspective on Inflation Accounting, Financial Reporting and Disclosure.

Unit III

Analysis and Interpretation of Foreign Financial Statements, Accounting practices of Multinational entities.

Unit IV

Transfer Pricing and International Accounting, International Accounting Standards, Multinational Corporations and International Accounting Standards.

Recommended Readings:

1. Arpon, Jeffrey, S. & Radebaugh, Lee H. Management Radebaugh, Lee H.: International Accounting and Enterprises
2. Choi, Frederick & Mueller: International Accounting
3. Evans. Thomas G.: International Accounting & Reporting
4. Gray,S.J.: International Accounting and Transnational Decisions

5. Holzer,H.Peter: International Accounting
6. Prodhhan, Bimal: Multinational Accounting
7. Rathore,shirin: International Accounting

Code 306 A Research Methodology in Tourism

Course Objective: It is to prepare the students for innovative planning evolution of new systems and programmers for the promotion of Tourism.

Unit I

Concepts and types of social investigation. Selection and formulation of Problem. Research Design. Sampling: Concept, Types-Random and Non-Random. Methods of Drawing Sample, Size of Sample, Sampling Distribution. Tools of data-interview guide. Schedule Questionnaire and Observation guide. Methods of Data collection: Interview, Questionnaire, Observation and Projective techniques. Processing of Data: Classification and Tabulation, Analysis and Interpretation of Data. Report Writing.

Unit II

Measurement Concept, Significance and Theories, Tools of Measurement, Scaling and Testing. Scaling: Meaning, Characteristics, Problems and Major Types: Testing Concept, Characteristics, Steps and Types.

Unit III

Measures of Central Tendency: Arithmetic Mean, Mode, Median and Percentiles. Measures of Dispersion: Mean Deviation, Quartile-Deviation, Standard Deviation. Correlation: Karl Pearson's Co-efficient of correlation, Rank Correlation Co-efficient. Association of Attributes: Yule's Co-efficient of Association. Index Number: Concept, Use. Important Methods of Construction- Laspeyre's, Panache's and Fisher's Ideal Index. Consumer Price Index. Analysis of Time-Series (Elementary).

Unit IV

Probability: Concept, Theorems- Addition Theorem, Multiplication Theorem, Conditional Probability and Bayes' Theorem. Some Important Theoretical Distribution- Binomial Distribution, Multi-nominal Distribution, Poisson distribution and Normal Distribution. Statistical Inference- Test of Hypothesis- Types of Hypothesis and Types of Errors, Student's "t", "z" test, Chi-Square Test, Analysis of Variance-F test, Statistical Inference Estimation: Concept, Point and Interval, Regression Analysis.

Recommended Readings;

Kothari, C.R., Research Methodology

Code 306 B Managerial Skills and Research Methodology

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

Unit I

Nature and importance of Business Communication, effective communication skills; Process of Communication, Barriers and Gateways in Communication. Business Writing; Commercial Letters; Writing Business Reports. Oral Communication- Presentation of Reports, Public Speaking, Negotiations.

Unit II

Nature and Scope of Research Methodology, Formulation of Research, Statement of research objectives, research Process, Research Design- Exploratory, descriptive and Experimental Research Design; Testing of Hypothesis, sampling Design.

Unit III

Methods of Data Collection; Observation Design, Interviewing for Research and Formulation of Questionnaire, Scaling Techniques and Techniques of Data Analysis.

Unit IV

Awareness of Software Packages Relevant to Management Researches, Interpretation of Data and Drawing Inferences, Research Report Writing, Research Publication.

Recommended Readings:

1. Andrews, F.M. & Withey, S.B.: Social Indicators of Well being
2. Bennet, Roger: Management Research
3. Bapat and Datar: A textbook of Business Correspondence
4. Bhende, D.S.: Business Communication
5. Bowman, Joel, P. & Branchaw: "Business Communication: From Process to Product"
6. Fowler, Floyd, J. JR.: Survey Methods
7. Gupta, S.P.: Statistical Methods
8. Hatch, Richard: Communication in Business
9. Kothari, C.R.: Research Methodology
10. Murphy, Hetra, A. & Peck, Charles, E.: Effective Business Communications.

Code 306 C Surface Transport in travel & Tourism

Unit-I

Understanding Surface Transport Industry: Meaning importance and overview of Surface Transport Industry, Trends Demands and Supply for Surface Transport Industry, for cost for the future. Tourist Transport and Govt. Policies-A few case studies
Human and environmental consequences of Surface Transport. Towards Sustainable Tourist Transport systems

Unit-II

Rail Transport: History of rail transport for Tourism. Benefits of Rail Transport, Some important Rail Transport Systems For tourism in the World and schemes/facilities they provide.

Unit-III

Road Transport: Deferent kind of Road Transport system available, major Road Transport Companies, and tie-ups & negotiations with the other Tourism industry Segments of tourist that prefers road transport some importance road transport routes of the world.

Unit-IV

Road & Rail Transport Systems In India: Approved transport operators. Car hire companies including rent-a-car scheme and tourist Coach Company's state and inter-state bus and coach network connected documentation regional Transport Authority, Transport and insurance documents, road taxes and fitness certificate, contract carriage and state carriage, All India permits.

Railway system of India-Ind-Rail pass, special schemes and packages available. Palace on Wheels and Royal Orient. Planning of itineraries on Indian Railways Reservation procedures, GSA abroad facilities offered.

Management of Car/Coach rental firms, Entrepreneurship.

Recommended Readings:

1. Chand, M.: Travel Agency Management
2. Singh, J: Travel & Tourism
3. Singh, R.: Dynamics of Modern Tourism
4. Sinha, P.C.: Tourism Transport and Travel Management
5. Negi, J: *Paryatran evam Yatra ke sidhant* (in Hindi)

Code 306 D Management of Inbound and Outbound Tour

Unit-I

Concepts of Tourism Markets

1. Meaning, importance & catenations of Tour Packaging.
2. Terms widely used and there meanings Travel Dictionary.
3. Understanding the tourist and there markets with pervading trends kind of tourist markets.

Unit-II

Travel Formalities

1. Passport and Visa Requirement
2. Legalities of packaging and forex regulations
3. Currency Regulation
4. Information on restricted area in India
5. Income Tex Clearance
6. Health Regulations
7. Credit Cards

Unit-III

Itinerary Development

1. Tailor made and ready made FIT's and groups (GIT)
2. Costing of tailor made, ready made, groups & FIT's
3. Rate negotiation including routing of tours
4. Booking and correspondence, filling systems, communication
5. Customer service
6. Tour Escorting, Tourist feedback (after sales)

Unit-IV

Travel Motivation Destination Development & Promotion

1. Study of Would geography with relation to outbound tourist movement
2. Study of Indian history and Geography with relation to Inbound/Domestic Tourist Movements
3. Stage in Identification and development of a destination.
4. Marketing the destination (selling techniques, brochures, trade journals, periodicals and books)
5. Organization that influence Tourism development.
6. Brochure Planning: Printing a tour brochure using tour brochures effectively for marketing.

Recommended Readings:

- a. Negi, Jagmohan: Travel Agency and Tour Operation

- b. Shakunthala & Jagannath: Plan your own Holiday
- c. Dennis Foster: An introduction to Travel and Tourism
- d. Lonely Planet, Rough and Fodder's Guide Book

Code 307 Training Report

FOURTH SEMESTER

Code 401 Emerging Trends in Tourism, Policy & Laws

Unit-I

Emerging Trends: Different, new types of concepts emerging in Tourism and its dimension. Tourism Impact: Economic, Environmental, Physical and Socio-Cultural Impacts, Approaches to evaluation impacts and control measures. Measuring economic cost and benefits.

Unit-II

Ecotourism and Sustainable Tourism-concepts, Management and impact.

Adventure Tourism-Concepts, Types of adventure sports and tourism-Land based, water based, Air based adventure.

Rural Tourism-Concept and management, Protection conservation and preservation, heritage, marketing criteria for selection as heritage acts and monuments in India and abroad.

Unit-III

Tourism Policy-concept and formulation, role of government, public and private sectors, role of International, Multinational, state and local tourism Organization in carrying out Tourism policy, Study of National Tourism Policy 1982 and 2000, National Action Plan on Tourism 1992, Special Tourism Area Development Programme, Open Sky Policy, National Tourism Board, National Committee on Tourism, Case study of Tourism Policies of selected states (U.P., Rajasthan, Kerala)

Unit-IV

Tourism Laws: A study of laws relation to accommodation, travel agency, airways and surface transportation, Ethical and Legal responsibility of Travel Agency and role of MRTTP Commission in this regard, Consumer Protection Act 1986, Laws related to foreigners act 1946, Foreign Exchange Regulation Act 1973, Passport Act 1967, Wildlife protection Act 1972, Ancient Monuments Preservation Act 1904.

Recommended Readings:

1. A.D. Banerjee: Criminal Minor Act
2. M. Dixit: Tourism Products of India
3. Jagmohan Negi: Adventure Tourism
4. Navi Gulab: Socio-Economic Impact of Tourism
5. Praveen Seth: Heritage Tourism
6. J.K. Sharma: Tourism and Development
7. Ratnadeep Singh: Hand book of environment guideline for Indian Tourism
8. Bezbaruah: Frontiers of Tourism

Code 402 Foreign Language: French

Unit-I

Fundamental French Grammar: Continued grammatical exercises (written and oral)

Unit-II

French expressions used in air travel

French expression used in journey by taxi and train

Expressions used for money exchange

French expressions used for accommodation

French expressions used in daily life (Post, Railway, cinema, hotel, pharmacy, hospital etc.)
To give and receive information in French (Oral and written expressions in French) written exercise, game role and dialogues.

Unit-III

Travel agency, tour operators, Travels and adventures sports in India
To give and receive information in French (oral and written expressions in French)
To advise and advertise
To create slogans, publicity and advertisement. To write and reply professional letters

Unit-IV

Important events in Indian History (dates, sites and historical persons). Interesting cities and sites (situation, climate and importance). Objective type questions and short answers.

Recommended Readings:

1. Dendo, Modern French Course
2. Contact-Learn French
3. Collins, French Dictionary
4. Hachette, French Dictionary
5. Chaudhary kiran-Teach Yourself French
6. Manger G- cours de langue et de civilization francaises I
7. Longenes cheidt- Universal French Dictionary

Code 403 International Tourism

Unit-I

International Tourism: Meaning, definition, trends models in International Tourism, Economic and accounting indicator in International Tourism. Theory Of demand and role of demand in International Tourism Method of Forecasting the future trend for the destination of the world.

Unit-II

International Tourism Industry- Method of operation, Corporate strategies for International tourism, International Tourism Development, Planning and policies.

Unit-III

International Tourism in industrialized countries, Features of Industrialized Countries Tourism policies and strategies in selected industrialized countries, International Tourism in developing countries-Features of developing Countries, International Tourism in India, Tourism policies in selected states of India.

Unit-IV

International Tourism Organization and trade association-origin, Location, Functioned Policies of world Tourism organization (WTO, TATA, ASTA, UFTAA, ICAO, IATA, AITA)

Recommended Readings:

1. A.K. Bhatia: International Tourism
2. Mohinder Chand: Travel Agency Management
3. P.N. Dhar: International Tourism
4. R.K. Malhotra: Tourism Planning and Management
5. Chand and Kamra: Basics of Tourism

6. Motiram: International Tourism
7. J.K. Sharma: Tourism and Development
8. Yasodhara Jain: Tourism Development

Code 404 Financial Management in Tourism

Unit-I

Meaning, role, Scope and importance of Financial Management, goal of financial management, finance Function, Scope and Classification, Role of the Finance Manager, Financial Planning- Meaning, Objective, Steps, Estimating long term and short term financial needs.

Unit-II

Capitalization- Meaning, concept, need. Over capitalization and under capitalization. Capital structure-Forms and importance, Optimal capital structure, Factors determining the capital structure, Cost of capital- Meaning, significance, classification, determinants, Computation cost of debt, preference, shares, equity, retained earning.

Unit-III

Capital Budgeting-Nature, Need and importance. Investment evaluation criteria- pay back period, accounting rate of return, Net present value, Internal rate of return, profitability index, NPV and IRR comparison

Sources of long term Finance- Share, Debentures, Internal Financing, retained earning, sources of short term finance- Loans from commercial Banks, Trade Credit, Public Deposits

Unit-IV

Working capital management- Concept, need, determinants of working capital, Financing of Working Capital, Cash Management, Receivable Management, Inventory Management, Investment Opportunities and government policy for investing in tourism industry. Sources of funding, Tourism Finance Corporation India: Times, Objective and functions

Recommended Readings:

1. B.L. Mathur: Financial Management
2. I.M. Pandey: Financial Management
3. D.Davis: The Art of Managing Finance
4. Van Horne: Financial Management and Policy

Code 405 A Human Resource Management

Unit-I

Concept, role and function of Human Resource Management, Quality of H.R. manager, emerging challenges in human resource management, Development of human resource management- The Indian Scenario.

Unit-II

Manpower planning-concept, need and process, job analysis- concept, use, process, and Methods, Recruitment- Process, Policy, Sources and Techniques, Selection- Meaning and process: Placement and Induction.

Unit-III

Career Planning and Development- Meaning, Objective and process. Training- Concept and Importance. Identifying training needs, Methods of Training, Designing a training programme. Executive development- concept, objective, methods and techniques.

Unit-IV

Job Evaluation-Concept, process and methods, wages and salary, Administration-Objectives and principles and methods factors effecting Wages, Fringe benefits, Performance personnel control- Research and audit collective bargaining, Industrial disputes- Causes and settlement.

Recommended Readings:

1. Bon Tom (ed): Human resource in international tourism, Butter Worth 1994
2. P.P. Arya and B.B. Tondon: Human resource development 1998
3. R.S. Dwivedi: Managing Human Resource
4. B. Ghosh: Human resource development and management
5. Dessler: Human resource management
6. Milkovich and Boudreau: Personnel human resource management
7. Diwan Parag: Human resource management 1997
8. French, W: Human resource management 1997

Code 405 B Legal Framework Governing Human Relations

Objective: To provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues.

Unit I

Emergence and Objective of labour laws and their socio-economic environment, Industrial Relations law-laws relating to Industrial Disputes, Trade Unions and standing orders.

Unit II

Laws relating to discharge, Mis-conduct, Domestic Enquiry, Disiplinary Action, Social Security Laws- Laws relating to workmen's compensation, Employee's State Insurance Provident Fund, Gratuity and Maternity relief.

Unit III

Wages and Bonus Laws: The law of minimum wages, Payment of Wages, Payment Of Bonus.

Unit IV

Interpretation of Labour Laws. Their working and implications for Management, Union and Workmen. The Economy and the Industry.

Recommended Readings:

1. Ghaiye, B.R.: Laws and Procedure of Developmental Enquiry in Private and Public Sector.
2. Malhotra,O.P.: Law of Industrial Disputes
3. Malik, P.C.: Handbook of Industrial Law.
4. Saini.Debis: Labour Judiciary, Adjudication and Industrial Justice.
5. Saini.Debis: Redressal of Labour Grievances.
6. Seth, D.D.: Industrial Dispute Act, 1947.
7. Srivastave,S.C.: Industrial Relations and labour law.

Code 405 C Rural Tourism

Unit-I

Defining urban, rural and low periphery areas. Geographic, socio-economic, cultural and ecological basis to define rural areas. Concept and philosophy of rural tourism and its relationship with farm, agree-green and cultural tourism. Aims and objective to promote rural tourism to match the growing demand for rural/country side destination, offer non-traditional resorts to allocentric tourists, decentralize tourism and spread to over wider geographic areas.

Unit-II

Resource base for rural tourism in India, rich diversity in socio-cultural and economic environments rural India unique features of rural tourism in plains, deserts, mountains, regions, forested tracts, islands and seacoast. Existing and needed infrastructure for development of rural status of transport and communication, accommodation, recreation and entertainment, priority areas for immediate attention rural tourism in India context an agent to holistic development of rural areas.

Unit-III

Planning and development approach for promotion or rural tourism, Identification, assessment and mapping of potential rural destination, market research. Examining the existing infrastructure facilities and projection the future demand on time, frame basis, carrying capacity studies, actions to motivate the host population and private entrepreneurship to actively participate in the program. Publicity and promotion, planning the entire strategy on lines of community approach synchronizing rural tourism efforts with the comprehensive integrated area development program.

Unit-IV

Rural Tourism: Benefits of Burden? Cross examination of positive and negative implications of rural tourism. Incentives available for development of tourism in rural areas. Other potential areas for fiscal and non-fiscal incentives.

Recommended Readings:

1. Shalini Singh: Cultural Tourism and Heritage Management
2. Ranga Mukesh: Tourism Potential in India
3. Tribhuwan D. Robbin: Fairs and festivals of Indian Tribe
4. P.E. Murphy: Tourism: A Community Approach
5. B.S. Nagi: Rural Geography
6. D.N.Murphy and T.N. Madan: An introduction to social anthropology

Code 406 A Guiding Skills and Visitor Interpretation

Unit-I

Guiding concept: veining, concept and types of guides conceptual meaning of tourist Guide, Duties and responsibilities, How guide are appointed in tour.

Unit-II

Responsibilities of guides: preparation of tour review of itinerary, Participants list accuracy, timings and practicality identifying the group of individual traveler special needs. Checking vehicle, Locating Vehicle and contracting driver, standard of dress and personal grooming, Greeting participants and introducing self, leading the participant (s) skill in leading the group,

General instruction to participants at Monuments, scared places crowded areas. Giving commentary answering questions concluding a tour.

Unit-III

Co-ordination: Co-coordinating with the main office, conducting various types of Tours ability to deliver all information imaginatively and accurately relevant to the clients needs. Establishing good security measures.

Unit-IV

Interpreting sites: Characteristics of Natural, historical and Urban sites. Potential of public and private agencies interpretation of specific groups specialty the young.

Professional Development: Interpretive planning training staff for interpretation evaluation techniques, sources of professional assistance.

Recommended Readings:

1. Davies Philip: The Penguin Guide to the Monuments of India (Vol I & Vol II)
2. Singh, Rana PB: Where the Buddha Walked
3. Uttar Pradesh Travel Guide Manual
4. Mehrotra, R.K.: Tourism Planning & Management

Code 406 B

Cultural Tourism

Unit-I

Outline of Indian history: Ancient, Medieval and Modern

Unit-II

Indian culture traditions and customs. Settlement patterns, religious observation, costumes Interaction of Indian culture with deferent alien cultures.

Unit-III

Music: Classical and folklore musical instrument, different schools of India music Dance, Historical evolution, Indian Classical Dances. Indian folk dances.

Fairs and Festivals: Social, Religious and commercial Tourism promotional festivals-Kite Festival snake boat race etc.

Handicraft: Popular traditional art and craft of India.

Cuisine: Varied cuisine's of India.

Unit-IV

Case Studies of promotional cultural activities in the field of tourism in India (Centre, State and Private sectors)

Recommended Readings:

1. Gupta, SP and Lal, Krishna: Cultural Tourism in India
2. Dixit, Manoj: Tourism Product
3. Vatsayayan, Kapita: Indian Classical Dance
4. Oki, Mori: Indian Fair and Festivals

Code 406 C Pilgrimage Tourism

Unit-I

Hindu Pilgrimage: Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra, Kashi, Prayag, Gaya, Ayodhya, Mathura-Vrindavana, Badrinath, Puri, Rameshwaram, Kanchi, Dwarka. Vindhya (Mirzapur, V.P.) Kamru (Assam), Vaishnavadevi, Ujjain, Hardwar, Amarnath.

Unit-II

Buddhist Pilgrimage: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

Unit-III

Jain Pilgrimage: Kashi, Pavapuri (Bihar), Shatrunjaya, Girnar, Mt. Abum Sharavanbelgola.

Unit-IV

Muslim Pilgrimage: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri.

Unit-V

Sikh pilgrimage: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar. Saint

Unit-VI

Pilgrimage: Kabir, Tulasi, Paidas, Sankaracharya.

Recommended Readings:

1. Eck, Diana, L.: Banaras-City of Light, New York. Dube, D.P.(ed) : Triveni.
2. Chandra, Moti: Kashi Ka Itihas (Hindu)
3. Shukla, Kuber Nath: Varanasi Vaibhava (Hindu)
4. Dixit, M, Shila, C, Tourism Products of India Dube, D.P.(ed) : Pilgrimage Studies vols.
5. Tirthank of Kalyan (Hindu) and Samarg (Hindu)

Code 406 D Adventure and wild life Tourism

Unit-I

Concept of Adventure Tourism, classification of adventure tourism.

Adventure on Ground:-

Mounting climbing, Trekking, Skiing, ice skating, Motor car rally, rock climbing, camel safari bunjee jumping etc.

Unit-II

Adventure in Water:- River running, canoeing Kayaking, white water rafting, diving rowing, surf boating. Wind surfing etc. river reading.

Adventure in Air:- Ballooning Parachuting & sky diving Paragliding, Para sailing, gliding seating Para Gliding Micro lighting Weather observation.

Unit-III

India's Wild Life: Introduction, wild life conservation and management, Values of wildlife.

Protected area Protected area network in India National parks, Wildlife sanctuaries & biosphere reserve (meaning and charectic).

Special conservation Programmers.

Unit-IV

Selected important National parks & sanctuaries in India (List given below)

Dachigam national park, corbet national park, Dudhawa national park, Kanziganga national park, Manas Tiger Reserve, Kanha national park, Gir national park & Senturies, Panthambore national park, Keolader Ghana national park, The sunder van national park, Simlipal national park, Bandhi pur & Nagarhole national park, Madumalai sanctuary, Pperiyar national park, Desen sanctuary, wild Ass sanctuary.

Recommended Readings:

1. Hawkings, RE: Encyclopedia of Indian Natural History
2. Dixit, Manoj: Tourism Product
3. Sethi, Praveen: Handbook of Sustainable Tourism
4. Gupta, IC: Tourism Product of India

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