

TOURISM BUSINESS

Unit 1

Tourism: History, Travel through ages, Definitions, Significance of Tourism, Components – 5A's of tourism, type of tourism, Forms of tourism as per UNWTO.

Unit II

Motivation for Travel: Travel motivators- McIntosh, Purpose of visit, Factors influencing tourism demand and supply- actual demand, potential demand and suppressed demand , barriers of travel, disposable income, health, security and destination features

Unit III

Tourism Impacts: Tourism Impacts- Socio- cultural; Preservation of Art forms, demonstration effect, staged authenticity.

Economic; multiplier effect, economic leakages, employment generation, infrastructure development

Environmental; Preservation of environment-(Brief description on Ecotourism), Pollution and related issues

Unit IV

Tourism and host community, Attitude of hosts on visitors, Tourism Area Life Cycle, destination life cycle and attitude of hosts, community involvement in tourism

B.A.-SECOND PAPER

TOURISM PRODUCTS OF INDIA

Unit 1

Tourism Products: definition, elements, characteristics and classifications: goods, services, person and ideas; similarities and difference between tourism products with other form of service products.

Unit II

Tourism products of India: classification; art and architecture, historical monuments, any four important religious and spiritual centers (Hindu, Buddhist, Jain, Muslim, Christian, Sikh and others).

Unit III

Places of historical importance and religious worship, fairs and festivals: Kite festival, snake boat race etc., dance and music (classical and folk traditions and musical instruments), craft systems, folk traditions, parks and sanctuaries, museums and art galleries, person of importance and repute and Indian souvenir industry as a potential tourism product.

Unit IV

Development of India's Natural Tourist resources for tourism promotion: 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 and special conservation programme

B.A. I: Practical

Assignments	15
Test & Sessional work	15
Viva Voce	20

Recommended Readings: Paper I

1. Pran Nath Seth, **Successful Tourism Management** (Vol.1 & 2), Sterling Publications, New Delhi
2. A.K. Bhatia, **International Tourism**, Sterling Publications, New Delhi
3. Chris Holloway, **The Business of Tourism**, Pearson Education, New Delhi
4. Stephan Page, **Tourism Management**, Viva Books, New Delhi
5. Wall & Matheison, **Tourism Change, Impacts and Opportunities**, Pearson Publications, New Delhi
6. Lew, Hall & Williams, **A Companion to Tourism**, Rawat Publications, Jaipur
7. Sahay, Dr. Shiv Swaroop, **Paryatakon ka Desh Bharat**, Motilal Banarasidas, Delhi
8. Sahay, Dr. Shiv Swaroop, **Paryatan-Siddhant aur Prabandhan**, Motilal Banarasidas, Delhi

Recommended Reading: Paper II

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**

BA -II : FIRST PAPER:

TOURISM MARKETING

75 marks

Unit I

Tourism Marketing Management: meaning, concept and importance, tasks and philosophy-selling, marketing and societal; Marketing Mix 8Ps: Product, Price, Place, Promotion, People, Process, Physical Evidence, Packaging, Programming and Partnership; Market segmentation: meaning, bases of market segmentation.

Unit II

Concept of consumer behavior: Problems, factors influencing consumer behavior; Marketing research-nature, main steps involved in marketing research; PLC (Product life cycle) Introduction, Growth, Maturity and Decline; New product development strategy- concept and uses.

Unit III

Product pricing: meaning, factors influencing pricing, methods of pricing determination, distribution channel: meaning and role, types of intermediaries and factors influencing their choice.

Unit IV

Forecasting methods in Tourism Marketing: conceptual overview; new developments in service marketing; Concepts regarding Destination, Accommodation, Transport and travel services marketing.

BA -II : SECOND PAPER

TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Unit I

Travel trade: history, growth, travel trade Intermediaries. Present status of travel trade: organizational structure and working of travel agency, difference between travel agency and tour operator; Role and contribution of Travel companies in the growth and development of Tourism;

Unit II

Travel Agents: definition, types, and functions of travel agency, Linkages in the travel agency business: sources of income, process for approval of travel agency in India issued by ministry of Tourism.

Unit III

Tour Operators: types, rules for recognition of tour operators, role of tour operators; functions of Tour operator and sources of its income. Itineraries and its preparation.

Unit IV

Tour Package Management: concept, nature, features and methods, types of tours, significance of tour package. Tour information: need of tour package brochure, tour package designing, planning package tours, itinerary planning and their costing and communicating with clients and principles.

B.A. II: Practical

Field Trip	20
Assignment & Sessional work	20
Viva Voce	10

Recommended Readings: Paper I

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

Recommended Readings: Paper II

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

BA -III : FIRST PAPER:
EFFECTIVE TOURISM DEVELOPMENT

Unit I

Tourism Development: meaning, nature, relevant concept and approaches to effective Tourism Development.

Unit II

Tourism Policy-concept and formulation, role of government, public and private sectors, role of International, state and local tourism Organization in carrying out Tourism policy, Study of National Tourism Policy 2002, National Action Plan on Tourism 1992.

Unit III

Ecotourism and Sustainable Tourism-concepts and impact. Tourism Impact: Economic, Environmental, Physical and Socio-Cultural Impacts.

Unit IV

Concept, role and function of Human Resource Management/Development in Tourism, Essential management strategies for Tourism Development, SWOT analysis, short comings and suggestions.

BA -III : SECOND PAPER:

INFORMATION, COMMUNICATION AND AUTOMATION IN TOURISM

Unit I

Information System

Business application of information technology. Internet, Management information system :meaning and its usage.

Unit II

Communication: Nature, role and process; Verbal Communication, Non-verbal Communication listening skills; Body language and gesture. Written Communication Skills: Office correspondence, Memos, Circulars, Press-notes and Minutes.

Unit III

Automation

Office automation:e-mail, fax and Internet: LAN, MAN and WWW, and computer networking. Conceptual framework of Computer reservation system.

Unit IV

Marketing research; meaning, nature and significance, evaluation process and its usage in the present scenario. Need for co-ordination in airlines, hotels and hotels. Consortium of Airline, hotel and Wholesaler. Tourism education Institutes like IITTM.

BA -III : THIRD PAPER:

TOURISM DYNAMICS IN A DEVELOPING REGION:

UTTAR PRADESH AND UTTRAKHAND

Unit I

Tourism Industry in UP: growth and structure, Tourism products of UP: Agra region, Central U.P., Varanasi region.

Unit II

Tourism Industry in Uttrakhand: growth and structure and seasonal variation, Tourism products of Uttrakhand: Badrinath, kedarnath, Gangotri , Yamunotri Nainital, Massourie and Dehradun.

Unit III

Impacts of Tourism on Uttar Pradesh (Varanasi and Agra).

Varanasi: Geographical, Historical and Religious aspects, transportation and communication, Tourist attraction and facilities.

Agra: Geographical, Historical and Religious aspects, transportation and communication, Tourist attraction and facilities. The city of Taj Mahal

Unit IV

Impacts of Tourism on Uttrakhand with special reference to Dehradun covering Geographical, Historical and Religious aspects, transportation and communication, Tourist attraction and facilities

B.A. III: Practical

Job Training/ Project work 40

Assignment & Sessional work 20

Viva Voce 15

Recommended Readings:

1. National Development Council report
2. Bansal, S. Information system Analysis and Design (New Age)
3. National Action plan 1992
4. Reports of WTTC
5. Prasad, L.M., Management Information System (S. Chand & Co.)
6. Murdick, R.G., Information System for Modern Management (Prentice Hall I)
7. Batra, D.s and Dangwal, R.c., Tourism Promotion and Development
8. Singh, Ratandeep, Tourism in India
9. Stephan Page, **Tourism Management**, Viva Books, New Delhi
10. Wall & Matheison, **Tourism Change, Impacts and Opportunities**, Pearson Publications, New Delhi
11. Lew, Hall & Williams, **A Companion to Tourism**, Rawat Publications, Jaipur
12. Sahay, Dr. Shiv Swaroop, **Paryatakon ka Desh Bharat**, Motilal Banarasidas, Delhi
13. Sahay, Dr. Shiv Swaroop, **Paryatan-Siddhant aur Prabandhan**, Motilal Banarasidas,