

## ***Paper I***

### ***Tourism Marketing***

Introduction: Meaning and Definition of Tourism, Purpose of Tour, Distinction between Tourist and Visitor, Role of Tourism, Travel and Tourism in 21<sup>st</sup> Century. Trends and Future prospects of Tourism. Role and Functions of RTDC, ITDC, Department of Tourism. Marketing of Tourism: Meaning and Definition of Tourism marketing, Need and Importance, Marketing Mix, Marketing Environment, Trends in marketing, marketing Communication Tourist market Segmentation. Seven P'S of Tourism marketing, Product, Place, Promotion, Place, People, Process, Physical evidence, Comparison of Indian Tourism with International Tourism-Medical, Cultural, Religious, Historical, National Perspective

#### **Books Recommended**

1. Khan, Tourism Marketing, Anmol Publication, New Delhi
2. Batra & Chawla, Tourism Marketing : Global Perspective, Deep & Deep Publication, New Delhi
3. Sharma, Shashi Prabha, Tourism Education: Principles theories and practices, Kanishka Publishers, Distributors, New Delhi

## ***Paper II***

### ***Tourism Product Management***

*Problems faced by tourists & Tourism Industry: Private Sector, Public Sector, transport System & Sight Seeing, Tourism Industry and Pollution. Geographic Features, Climate, Waterbodies, Flora & Fauna, Tourism Resources Potential in Mountains with Special Reference to Himalayas, India's main Desert areas, Their Geological Structure Development As Desert Tourism, Existing Trends And Facilities Available, Tourism Development Strategies with reference to Natural resources tourism in India, Art & Architectural Heritage of India, Architectural styles, Historical Monuments, Fairs & Festivals, Craftsmanship, Customs, Costumes & Dresses, Handicrafts, Man-made resources in India.*

#### **Books Recommended**

1. Sinha, P.C. Tourism Management, Anmol Publications Pvt. Ltd.
2. Singh, Ratandeep, Tourism Marketing, Kanishka Publishers, New Delhi
3. Bhatia, A. K., Tourism Development: Principles and Practices, Sterling Publishers Pvt. Ltd.

## ***Paper III***

### ***Hospitality Management***

Introduction, Brief History, Evolution of Hotel industry, Definition of Hotels, Classification of Hotels, Supplementary accommodations, Grading Systems of Hotels Changing Profile. Introduction, Brief History of Palace Hotels, Holidays Inns, Methods of management, Types of Hotels. Management of Tourist Hospitality: Meaning, Historical Development of Hotel Industry, Package of Hotel facilities, Management of Front Office & Reception, Duties of Receptionist,

The Guest Cycle. Functioning of Hospitality Industry in India: Introduction, Classification of Hotels by Physical Characteristics, Classification of Hotels by Price Level. Introduction, Brief History, functioning of Hospitality Industry in India, Evolution of Hotel Industry, Definition of Hotels, Classification of Hotels by Physical Characteristics and Price Level, Supplementary Accommodations, Grading System of Hotels, Changing Profile, Brief History of Palace Hotels, Holiday Inns, Methods of Management, Management of Tourist Hospitality, Package of Hotel Facilities, Management of Front Office and Reception, Duties of Receptionist, The Guest Cycle

### **Books Recommended**

1. Singh, Ratandeep, Tourism Marketing, Kanishka Publishers, New Delhi
2. Sinha, P.C., Tourism Management, Anmol Publications Pvt. Ltd.
3. Sharma, Shashi Prabha, Tourism Education: Principles theories and practices, Kanishka Publishers, Distributors, New Delhi

### ***Paper IV***

#### **Travel Agency & Tour Operation Management**

Organisational Structure, need and role of a Travel Agency and Tour Operator, their functions, different types and their responsibilities. Role and importance of Sub-agents, Procedures for becoming a Travel Agent and tour operator in India, Travel Agency organization Changes in the organization IATA Vs Non IATA Agents, Group Tours, Special Interest Group Tours, Religious Tours, Pilgrimage Tours, Convention Tours, Adventure Tours, Cultural tours, Incentive Tours, Executive Tours, Excursions, Travel Documentation-Passports, Visas, Health Documents ECNR, Miscellaneous services for Documentation, Role of Airlines, Railways and Roadways

### **Books Recommended**

1. Chawla, Romila, Tourism Marketing and Development, Sonali Publication, New Delhi
2. Sinha, P.C., Tourism Management, Anmol Publications Pvt. Ltd.
3. Bhatia, A. K., Tourism Development: Principles and Practices, Sterling Publishers Pvt. Ltd.