

301 TOURISM: PRINCIPLES, POLICIES AND PRACTICES

Objectives:

It is planned to develop and communication basic framework and conceptual heritage of the discipline of tourism: method. Practices and technique of analysis, motivation and processes of decision making. General trend and typology of tourism. Component of tourism management of tourism impact and implications and planning and strategy.

Course Content:

The conceptual framework of tourism definition and distinction between travelers and visitors and tourist. Leisure Recreation and tourism : Definition of Tourism , Tourist, Fveursionist find business Travelrs2 type and Forms of tourism Domestic. Regional and International Tourism, Inter-Regional Infra-Regional Tourism. Linkages and interdependence Between Domestic and International Tourism. Leisure and Rest: Holiday: Cultural : Adventure: Sports: Social: Conventions and Conference. Motivation for Tourism Pleasure: Function, Cultural and Ethnic: Social: Historical: Religious: Health: Sports: Business. Etc. Resource and Mobility Establishment of priorities for Tourism. Availability of Resource for Tourism: Development Strategy and tourism Dynamic of Tourism Unique Feature of the Tourism demand. Derived Demand Complementarily of demand: Highly perishable: A multi-disciplinary subject package of services. Highly sensitive to external events: Human relations more significant Tourism in Historical perspective Correlation between trade and travel the major Exploration of the World. Travel during Roman Empire: the Great World Travels: evolution of the concept of Tourism. Tourism demand and supply Inter-play of economic forces. Spatial Demand and supply Interaction: the nature of Tourism demand, Socio-Economic Benefits of Tourism Employment Generation. Framings of foreign Eve hang: National integration Regional Development: patronage to local handicrafts: Development of Art: International Under-standing and World peace: Cultural Eve change: Development Of Human Relations: Growth of World Tourism.

Data and Information, measurement and Assessment: World Tourism Framings and World GNP: Trends in world Tourist Arrivals: worlds Tourism Farming: Future prospect of World Tourism. Growth of Tourism in India Trends in Foreign Tourist Arrivals in India: Foreign Eve change Earning From Tourism. Preference of Tourists , Evpenences of Tourism, Future prospects of Tourism in India Tourism as an Industry places of tourism in India Constitution: Tourism a state subject: Tourism declared as an Industry in India. Consequences of industry Status Incentives for Tourism promotion in India. Fiscal incentives for Tourism; Non-fiscal Incentives for Tourism: Concessions granted by the Central Government: Concessions extended by the state Governments.

Suggested Reading:

1. Seth. Pran Naih. "Successful Tourism planning's and managements" (Cross Section Publication).....
2. Kaul. R. N. "Dynamics of Tourism" A Trilogy (Sterling) New Delhi.....
3. Anand MM., "Tourism and Hotel Industry in India" (Prenuce Hall of India). New Delhi.....
4. Mathics 'n. Flitter. "Tourism: Economic, physical and Social Impacts" (Longman).....
5. Acharya. Ram."Tourism and Cultural Heritage of India" (RBSA publications)
6. JITTM. "Growth of modern Tourism" monograph(IITTM, New Delhi), New Delhi,1989
7. IITTM, "Socio-Economic Significance of Tourism" Monograph (IITTM, New Delhi), New Delhi,1989.
8. IITTM, "Tourism as an Industry" –monograph(IITTM, New Delhi), New Delhi,1989.
9. NCAER, "Cost benefic Study of Tourism" Report(NCAER, New Delhi), New Delhi.....
10. Buihat and Medlik, "Tourism-past, Present and Future" (Hememann, London)
11. Peters. Mieshael, "International Tourism", (Hutchinson of London).....
12. World Bank, UNESCO, "Tourism: passport to Development" (Oxford)

302 MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATIONS

Objective:

The course gives sufficient exposure to the prevalent procedures and processing style in aspects of tourism.travel and tours management. It gives details regarding basic rudiments of procedures adopted by agencies in the specify fields and focuses on the prescribed requirement by the administrative and bureaucratic machinery looking after specific aspects of tourism and allied activities. Management becomes meaningless if does not care for the requirement of the profession. It exposes the students to the inner working mechanism of the tour operators and travel agency.

Course Content:

Definition and scope of a travel agency. Definition of a tour operator history and present status of travel agency systems. Procedure for approval of travel agency and tour operator. Main functions of travel agents and tour operators. Ticketing itinerary preparation and marketing of tourism packages organizational structure of a travel agency and tour operator. Travel agency and tour operator's linkages and arrangements with hotels. Airlines and transport agencies on-the-job training in travel business and need of professionalization of travel business. A study of mentees to travel agencies and travel responsibilities of travel agencies management of India tourism development corporation. S2 management of state tourism development corporations management of airlines Indian airlines. Air India vayudoot pewits bans.

Suggested Reading:

1. Agency, sacks, pattern of public in underdeveloped economies. Bombay.1954.
2. Mathur. B.A., public enterprises in perspective. Orient Longman Ltd. New delhi.1973.
3. Narayan, laxmi, principle and practices of public enterprises managements.S.Chand & company. New delhi.1980.
4. Saihe, vacant, restructuring of public sector in India. Vikar. New delhi.1989.
5. Middkton. V.T.C., marketing in travel and tourism. Heinemann. Oxford.1988.
6. Negi. J.M.S. tourism and hotelieing. A world-wide industry. Gitangali publishing house. New delhi.1982.
7. Negi .J.M.S. OECD. Tourism in OECD member countries.parts.1967.
8. Gunn. C.A. tourism planning (2nd ed) Taylor and heners. New York.1988.
9. Bhatia. A.K. tourism development principle and practices strong. New delhi.1986
10. Seth.pran nath. Successful tourism management sterling. New delhi.

303 TOURISM, ENVIRONMENT AND ECOLOGY

Objective:

The course is designed to give insight to the participants about an intimate relationship and cause and effect dimensions of the environment and tourism. It places pertinent focus on the fact that any attraction or destination worth developing and promoting is worth preserving. It deals with the fragile environmental framework and the necessary conservation practices and legislation and takes special ambience and possibilities of developing tourism without the ecological cost. Which is very often very high in the case of developing countries which are great enthusiasts to promote tourism to get more of foreign exchange for development. It also discusses the necessary strategy which would help in developing tourism resources without much ecological hazards.

Course Content:

Man-environment Syndrome. Theoretical Framework and Approaches: Stages and development and Growing imbalance: Environment Ecology versus development and Agents of Changes, Ecology. Conservation and concern Global Concern and Environment issues. Limits to growth and Awareness: State of India environment and Consciousness: Peoples Orientation And Involvement: nongovernmental Organization and Conservations practices and Legislation Approaches and practice. Legislation and conservation laws and environment acts and monitoring polities of environment .environment tourism and development Ecology. Tourism and development Relationship: Geography and Climatology of tourism Bio-Geographical provinces and Habitat: Concept of Carrying capacity and assessment techniques Economics of out-door recreation and Leisure Activates and Ecological Dimension of Leisure Activates New Tourism. Emerging frontiers and increased Environment sensitivity typology of Tourism and Environmental parameters. Energy-Syndrome and increasing pollution possibilities: Health-care and medical concern: planning and monitoring Global Concern. Environmental planning: UN Initiatives: Efforts of national Governments Sea beaches and Resorts and their Environmental Conditioning: goa its ecology and mounting mess and concern: Kovalan Beach its environment and limits to development: Impact Assessment and planning for infrastructure and support services. Himalayan Ecology, Hill Resorts irking and Adventure Tourism. Assessment and review: Possibilities and Compulsions : New thrust Areas And Forms: Infrastructure planning and support services- case Studies Kashmir Himalayans. Himachal Pradesh. Garhwal and kumaon tract and North-East: future Realm: Adventure Tourism as new product and its marketing prospects . Tribal Ambience, Tour packaging and Infrastructure. Rich Heritage and attractions: Identification and marketing precaution: National parks. Wild-life Sanctuaries and safaris ecological frame and Existing Infrastructure: Existing Dimensions of

related Tourism. Norms, practices and impact Assessment: case study of one national park. Sanctuary and Desert safari: product formulation and pricing and publicity. Water-based Recreation Forms and Activities Ecological Framework and possibility of development and water-sport spots: Existing forms and future prospects: planning and Infrastructure development: product Formulation. Pricing and promotion, island Tourism, Ecology and Development Ecological Fragility and recuperate. Possible Areas, planning of infrastructure and support services: Optimum carrying capacity and impact assessment. Product formulation and pricing, industrial places. Tourism and ecological planning industrial development and places of tourist interests. Tourism infrastructure environmental pollution and impact Assessment. A case study cultural ecological, environment in Religious places and tourism Religious places and tourists inflow: Ecological Constraints and impact Assessment Planning And Conversion of cultural Herbage. Rural ecology multiplicity of user and limits: Conservation and Issues. National Committee on Tourism, ecological and provision Assessment and Review: Environment concern and provisions, recommendations and measures.

Suggested Reading:

1. Mumtamayee.C.Rural Ecology, Ashish. New Delhi,1989
2. Meneely.J.A. and pill, D (ed) culture and ation
The Human Dimension in environment planning. Croom Helm.London,1985.
3. Faludi.Andeas. A Decision-Centered View of Environment planning pergamon press.Oxford,1987
4. Tivy.Joy and O'Hare.G.Human Impact on the Eeosystem. Olover & Boyd. Edinburg,1982
5. Ahmad. Y.J and Muller. F.G. (ed) Integrated Physical, socio-economic and environment planning. Tycooly International publishing.Dublin,1982
6. Tolba. M.K Development without destruction: evolving environment perceptions. Tycooly international publishing. Dublin,1982
7. Boughey. A. man and the environment an introduction to human ecology and evolution. Macmillan,1971
8. Yadav.C.S. (ed) Conternporary city ecology.vol.6. concept publishing. New Delhi,1987
9. Johanssons.P.O. The economic Theory and measurement at environmental Benefits. Cambridge university press. London,1971
10. Johansson.P.O. and Lofgren.K.G. the economics of Forestry and natural resources. Basic Blackwell.Oxford..
11. Victor.P.A. pollution Economy and Environment. George Alien and Unwind. London,1972
12. Harvey. Brian and hallett.J.D ,Environmentv and Society:
An Introductory Analysis. Macmillan.London, 1977

13. Medford derck Environment Harassment or aTechnology Assessment. Elsevier Scientific publishing. New York,1973
14. Lohuni.B.N .Environment Quality Management. South Asian publishing. New Delhi,1984
15. Kboshoo. T. N Environment Concerns and strategies. Indian environment Soc. New Delhi,1984
16. Lamb .JLC.water Quality and its control. John wiley & Sons. New York,1985
17. Agarwal .Anil. The state of India's Environment,1984-1985(the second citizens reports). Center for science and environment. New Delhi,1986
18. Sinh.Digvijai. The Eco-Vote. New Delhi,1987
19. Thomas. W. Wilson. IONternational Environment Action: A Global Survey,1971
20. Calder. R., The Future of the Troubled World. London, 1983
21. Calhown. J.B. (ed). Environment and Population : Problem of Adaptation Prager,1983.
22. Budyko. M.L., Global Ecology, Progressive publishing, 1980
23. Khoshoo. T. N., Environment Concern and strategies, New Delhi,1984
24. Vohra. B.B., The Greening of India. INTACTI,1985
25. UN.Report on the U.N. Conference on the Human Environment. Stockholm. June,1972

304 HOTEL MANAGEMENT-1 (Introductory Aspects)

Objective:-

Hotel is an essential component of tourism and travel management and very complex in terms of management as it incorporates varying nature of resources in accordance with the market forces along with the dynamic ambiances of the receiving country. It assumes greater responsibility in the case of the developing countries where capital investment are limited and trained manpower always posing series question in the manning of this sector. The proposed courses will please pertinent focus on the management principals and practice to the functioning of hotel and examines the role of private and public sector in the developing fields.

Course Content:

Principal and practice in hotel management. Hightailing and catering sector over time general and India in particular. Typology and hierarchy among hotels. Methods and techniques of hotel management. General and specific linkages and integration problem s in hotel management. Rules and regulation for motels and their types. Infrastructure development and supply. Demand factors burgeoning tourism and challenges for hotel industry. Problem and prospect. Components of hotel management and techniques of management. Housekeeping front office. Accounting and supplies multinationals and hotel chains: assessment and treads. Public enterprise management in India. Case study of India tourism development corporation. Private enterprise management in india-oberoi international. maurya-sheraton taj group. Manpower requirement and planning for hotel management in India. Training institute and facility trends in accommodation sector and strategic planning and developing cooperation,

Suggested Reading:

1. Wahab.S.E. tourism management tourism international press London.1986
2. Brymer.Robert A. Introduction to hotel and restaurant management. Hunt pub co. Iowa. 1984
3. Ritcline.J R Brent. Travel and torisum hospitality research. London 1982
4. Smith VL. Hotel and guests university of pennsylvanra. Philadelphia. 1977
5. Nykiel.Ronald A, marketing in hospitality industry (2nd Edition).1986 Van Nostrand. Reinhold New York.

401 TOURIST PRODUCTS OF INDIA

Objectives:

India being the destination for a diverse group of people and nationalities has to perform the interest of many lakes of international tourist. It has to be multiple package to be sold to those who come with some perception, images and planning. This course intends to develop a focus on the various aspects of tourism and travel management in India. It exposes the richness of India ambience-both natural and anthropological in natural. Therefore, many details of tourist attraction are being incorporated and many new thrust areas are being projected in the details of this courses. However, it does not deviate from the much to a diversified group of international tourist, who are coming in incessantly increasing numbers.

Course Content:

Definition of tourism product; difficulty of tourism products and characteristics of tourism product. Tourism product of India and their typology, nature and characteristics of India's tourism products season ability of India's tourism products; diversities in india's tourism products and their appeal. Cultural tourism India's glimpse of India's architectural history; evolution of India's architectural significance of India's architecture; medieval history; evolution of India's architectural heritage. The meaning of 'culture' and 'heritage'. Cultural heritage of India's; forms of culture Tourism in India; Diversification of India's Cultural Tourism; fairs and Festival; Festivals of India abroad and Festivals of other Countries in India, India's Historical Monument: Explanation of India's Historical Monuments, incorporating the ancient, medieval and modern monuments, depicting the different architectural Styles adopted over the ages; Spatial and Regional Dimensions; Regions and Regionalism performing Arts of India, forms and Types of Performing Arts; placement of prances and their evolution; Concentration and the facilities available for learning Indian dances- the Folklores of India, Schools of India music: the Status of Indian Vocal and Instrumental music; the Great musicians of India and their appeal, Indian music Abroad and Impact in West Indian Museums, Art Galleries and Libraries and their location assets and characteristics.

Nature-based Tourism:

Wildlife Tourism and National parks: survey of India's flora and fauns; Types of flora and fauna in India; Wildlife sanctuaries, national parks and national marine parks; wildlife reserves and tourism promotion; Guide Lines and predicaments for wildlife tourism; problems of coordination and preservation. Trekking and mountaineering; Definitions of Trekking and mountaineering; Identification of trekking routes;

Infrastructure and Facilities available for Mountaineering Himalayan Tourism Nature and Scope of Himalayan Tourism; Hill Resorts and their Camping capacities; characteristics of Himalayas; Himalayan Ecology; packages and Cooperation among Himalayan States in promoting Tourism, Desert Tourism: India's main desert Ares, Geological structure of India's deserts Development of desert Tourism as an Adventure; presents Facilities available for Desert Tourism; future prospects of Desert Tourism in Indi. Beach Tourism: Beaches of India; Special Features of India's Beaches; Case Study of one or two beaches; **ISLAND Tourism:** Characteristics of an island; India's (Esperance in Island Tourism; Case Study of Andaman's and Nicobar Islands. Nature and Scope of Adventure Tourism in India; Types of Adventure Tourism ; Thrust Areas of Adventure Tourism; Trends in Adventure Tourism; Future Prospects of Adventure tourism in India. Sports and Youth Tourism: Characteristics of Sports and Youth Tourism; Measures taken for Youth Tourism; major sporting events at annual feature; problems and prospects of sports and Youth Tourism in India; Role of youth Conferences in promoting Tourism. Present status of the souvenir industry of India; Distribution of Souvenir shops and Establishment in major Tourist sports; management of souvenir Shops within Hotels. The Concept of Duty Free Shops; management and control Duty Free Shops in India; mechanizes of a Duty Free Shop; major items stroked by Duty Free shops as a means to promote Tourism; future projection of the Growth Of Duty Free Shops. Future Planning and prospects-theme parks, specialized fairs and Safaris, etc.

Suggested Reading:

1. Sheshadri, A., India's Wildlife, Universal-publishing,-New Delhi,1985.
2. Basham, A.L., A Cultural History of India,1988.
3. Armington, S., Trekking in Himalayas, Universal Publishers,1984.
4. Panola, T.S. joshi, B.K, development of hill Areas, Bombay,1983.
5. Singh, Tejvir (ed), integrated mountain development, Himalayan Books,1985.

And References suggested for courses on Geography of Tourism ,and Indian History, Society and Culture.

402 HOTEL MANAGEMENT-II (Catering and Food Services)

Objectives:

The basic objective of this course is to acquaint the students with the working of the hospitality.

Course Content:

Hotel Industry-Introduction and Evolution – classification of hotels- type of accommodation- intermediary accommodation and grouping of accommodation. Development of hotel industry in India- industry denned- Early history of hotel management- hotel Industry Vs Tourism Industry: (Characteristics of hotels – actives of gHotels- Accommodation Management – front Office- hours Keeping- bar and Restaurant- supporting services- working of hotels- maintainers of equipment- maintenance of accounted: Room Occupancy rate management- estimation of demand. Season pattern of guest occupancy- Factors affecting the determination of room rate during season and off season: marketing function and its relevance to the hotel industry- sales – purchasing- storage systems- inventory levels- ordering levels- costing- food cost reports- recipe costing – menu pricing – hotel security: Licenses- permission from Statutory authorities- labour department- city corporation- police- state excise- customer- department of tourism- employee state msurance -food and beverage services- problems and prospects of hotel Industry.

Suggested Readings:

1. Anand. MM tourism and hotel management m India. Prentice-hall. Delhi1976
2. Doswell. Roger Approach to hotel planning. New University Education. London, 1970
3. Meslik. S., The british Hotel and catering Industry, Sir Issae Pitman and Sons Ltd., London,1961
4. Negi. Jagmohan , hotel for tourism Development, Metropolitan books, Delhi,1983
5. Paige.G. and D.K paige The Hotel Receptionist. Casseu.London,1979
6. Sutton. Donald F. Financial Mangement in Hotel and Catering Operation , Heinemann,1979.