MODULE NO.: 301

TOURISM MARKETING

Max Marks: 50
External: 40
Internal: 10

UNIT - I
Introduction to marketing, Marketing of Tourism & travel services, Tourism Marketing - special features, Marketing Environment: Global Marketing Environment, Domestic Marketing Environment.

UNIT - II
Market segmentation, Market identification & selection, 8P's of Marketing

UNIT - III
Product decision & Formulation, Life Cycle, Branding & packaging decisions

UNIT - IV
Pricing Policies & practices, Advertising & publicity

UNIT - V
Distribution channels in Travel and Tourism, Marketing destinations.

Suggested Readings:
1. Marketing for Hospitality and Tourism: Philip Kotler, Jon Bower, and James Makens
2. Marketing for Tourism: J. Christopher Holloway & Chris Robinson
3. Tourism marketing and management handbook: Stephen F. Wit & Luiz mountinho
4. Marketing: J. C. Gandhi
5. Marketing in Travel & Tourism: Victor T. C. Middleton
MODULE NO.: 302
LEGAL ENVIRONMENT OF TOURISM BUSINESS

UNIT - I

UNIT - II

UNIT - III
Companies Act 1956: Nature and Types of Companies, Formation, Memorandum and Article of Association, Prospectus.

UNIT - IV

Consumer Protection Act and tourism, FEMA

Suggested Readings:
- Mercantile Law: N.D.Kapoor
- Mercantile Law: M.C.Kochhia
- Mercantile Law: V.K.Batra & Kalra

Max Marks: 50
External: 40
Internal: 10
UNIT - I
Functions: Meaning of functions, to find \( f(x) \) if \( x \) is known, functions used in business and economics, demand functions, supply function, cost function, revenue function, profit function.

UNIT - II

UNIT - III

UNIT - IV
Meaning of Central Tendency - Concept of Mean, Median & Mode, problems only on Mean. Measure of Dispersion-range, Mean Deviation, Quartile Deviation, Standard Deviation & Variance.
Correlation - Definition of correlation, Types of Correlation Karl Pearson’s Correlation, Coefficient & its interpretation (continuous data be omitted).
Regression - Meaning of regression, least square method, linear & non-linear regression, explained.

UNIT - V
Probability: Meaning and importance of probability, calculation of probability, addition theorem.
Index Numbers: Meaning and uses of index number methods of constructing index numbers. Fisher ideal index number’s.

Note: Use Of Calculator is allowed. Examples based on Trigonometry should be avoided.

Reference Books:
1. Business Mathematics with Applications : S.R. Arora & Dinesh Khatter
MODULE NO.: 304
GUIDES AND ESCORTS

UNIT - I
Definition of tour Guide, Education of the Guide, Scope of work, Mannerism, Guiding in Monuments, Guiding in

UNIT - II
Definition of Escort, Qualities of a good Escort, Difference between Guide & Escort, Presentation & Speaking

UNIT - III
Definition of Interpreter, Role of Interpreter.

UNIT - IV
Tourism, Traveler, Tools of Conducting tours, Traveler with Special needs

UNIT - V
become Government Approved Guide.

Suggested Readings:
1. Travel Agency & Tour Operator
2. The Cultural Tourism of India
3. Travel Tourism
4. The Professional Guide (Dynamic of tour Guiding)
   by Dr. J.M.S. Negi
   by K. Subramaniam
   by Dr. J.M.S. Negi
   by Kathleen Lingle Pond
MODULE NO.: 305
ENTERPRENURSHIP DEVELOPMENT

UNIT - I

UNIT - II

UNIT - III
Ownership structure and organization framework of Small Scale Enterprises in Tourism Industry, Preparation of Business Plan by Small Scale Enterprise.

UNIT - IV
Planning for Small Scale Enterprises, Organizing, and Controlling of Small Scale Enterprises.

UNIT - V

Suggested Readings:
Small Scale Enterprises Management by C.B. Gupta
Principles of Management by Dr. D.C. Sharma.
MODULE NO.: 306
FOREIGN LANGUAGE (French)

1. Translation of simple sentences from French into English.

2. Questions based on grammar of unit 1 and unit 2 of the prescribed book.


UNIT - V
Simple dialogue writing on a given topic.

BOOK PRESCRIBED:
Initial (Part - I) - Unit 1 and Unit 2 - Sylvie Poisson-Quinton, Marina Sala.

BOOKS RECOMMENDED:
1. Bonne Route
2. Sans Frontieres - Part I