MODULE NO.: 501
AIR TRANSPORT MANAGEMENT

UNIT - I
Air Transport, Concept of Air Lines, Domestic and International Airlines in India. General introduction of DGCA and Air Port Authority of India.

UNIT - II
The Role of IATA to Manage the international Air Transport, special function of IATA, General Rules and Regulation of Dangerous Goods Transportation.

UNIT - III

UNIT - IV
Air Traffic Control - Management, Process and function, of Air Traffic Control, Air Craft Procedure.

UNIT - V
Management of Domestic and International Air Port, Excess baggage charge, weight and piece concept, Customer handling and Services of Airport.

Suggested Readings:
Travel Agency Management by Surendra Agrawal
Travel Sales and Customer by Roberta S.
The Business of Airports by Kayak Sikdar
Suggested Readings:
Travel Agency Management by Surendra Agrawal
Travel Sales and Customer by Roberta S.
The Business of Airports by Kayak Sikdar

MODULE NO.: 502
INTERNATIONAL TOURISM MANAGEMENT & FRONTIER FORMALITIES
Max Marks 50
External 40
Internal 10

UNIT - I
Definition, Nature and scope of Domestic and International Tourism, Types of International and Domestic Tourism.

UNIT - II
Role of Government in promotion of Domestic and International tourism in India.

UNIT - III
Economic determinants of International tourism, Characteristics of Inbound tourism and patterns of India's major international market.

UNIT - IV
Patterns and characteristics of India's outbound tourism, Domestic tourism in India, major tourist generating states like Rajasthan, Madhya Pradesh, Kerala.

UNIT - V
International organizations viz. WTO, WTTC, GATS. National tourism organizations viz DOT, ITDC, FHRAI, TAAI, IATO.

Suggested Readings:
1. International Tourism, Fundamental and practices : A.K.Bhatia
2. Tour and Travel, concept and Principles : Dr. Jagmohan Negi
3. Successful Tourism Management : Prannath Seth

MODULE NO.: 503
COMPUTER APPLICATIONS IN TOURISM INDUSTRY - 2
Max Marks 50
External 40
Internal 10

UNIT - I
Computer Networking: LAN, MAN, WAN, Networking topologies, communication technology. Introduction to tourism industry.

UNIT - II
DATABASE MANAGEMENT SYSTEMS: File, Record, Indexing, Indexing, Sorting, Label, and Queries.
UNIT - III
MS-OFFICE PACKAGES, DOCUMENTATION PACKAGES & ELECTRONIC SPREADSHEET PACKAGE, DATABASE PACKAGE.

UNIT - IV
Computer applications in service sector: introduction, MIS applications in tourism, hotels, travel etc. (Introduction to Information Systems).

UNIT - V
Multimedia – History & its application in tourism industry, tools, Animation, Morphing & Tweening (Introduction to Macromedia Flash).

Suggested Readings:
1. T. by Dr. Deepak Bharioke, Excel Publication,
   Computer Fundamentals by V. Rajaraman,
   Computer Today by S. K. Basandra

MODULE NO.: 504
INDIAN SOCIETY & CULTURE

UNIT - I
Elementary knowledge of Indian history, cultural heritage, structure of Indian society-varnasrama,
vyavastha, development of caste system in India.

UNIT - II
Chief Indian communities and religious faiths – Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism.
Indian art and sculptures-Indus valley art, Mauryan, sunga, Satavahana, Mathura and Gandhara school of art, gupta art, chandelia art, pallava art, chola and rashtrakuta art.

UNIT - III
Painting: Ajanta, Mughal and Rajput.

UNIT - IV
Indian classical dance and music.

UNIT - V
Indian rituals and ceremonies, multiplicity of Indian culture, unity in diversity, main characteristics of Indian culture.

Suggested Readings:
1. Acharya R.- Tourism and cultural heritage of India.
2. Lunkye B.N.- Ancient Indian culture.
3. Craven Roy C.- A concise history of Indian art.
5. Govt. of India.- Indian handicraft Ed.2.
6. Bhavanit, Enakshi.- Dance in India.
8. Agrawal V.S.- The heritage of Indian art.
MODULE NO.: 505
ENVIRONMENT AND TOURISM

UNIT - I
Eco-tourism- Origin and concept, growth and development, types of eco tourism, actions taken to safeguard and sustain eco tourism, eco tourism as an attraction.

UNIT - II
Eco tourism resources, Bio-sphere reserve, wildlife sanctuaries, national parks, natural surrounding, sea, sand and sea resources, wet lands, coral reefs.

UNIT - III
Eco tourism market identification of eco tourism market, nature and channelisation, policies and methods adopted for eco tourism marketing, case study.

UNIT - IV
Eco tourism development guidelines, eco tourism accommodation and construction of eco-lodge, local peoples participation, job opportunities, eco tourism training programmes.

UNIT - V

Suggested Readings:
Negi Jagmohan: Tourism development of resource conservation.
Negi S.S.: Hand book of national parks sanctuaries and biosphere reserve in India.
Khusana D.P.S.: Glimpses of Indian tribal life.

MODULE NO.: 506
MADHYA PRADESH TOURISM

Max Marks: 50
External: 40
Internal: 10

UNIT - I
Madhya Pradesh - Its Geography, Geology, Climate, Flora, Fauna, River, Mountain.

UNIT - II
Brief History of Madhya Pradesh - Ancient, Medieval and Modern with special reference to tourism perspective.

UNIT - III
Heritage, Pilgrimage, Sanctuaries, National Park and Fair and Festivals of Madhya Pradesh.

UNIT - IV
Transport, Accommodation, Other Facilities and Amenities available in M.P.

UNIT - V
Tourist flow in M.P. and their social and economic impact, role of government, private and public sector in the promotion of tourism in M.P.