MODULE NO.: 201
POLICY & PLANNING FOR TOURISM DEVELOPMENT

UNIT - I
Introduction to Tourism planning. Objectives, methods, and steps of tourism planning.

UNIT - II
Importance, role, and responsibilities of various stakeholders in the development and growth of tourism.

UNIT - III
Elements of tourist destination and their influence on tourism planning, tour components and problems of standards.

UNIT - IV
Planning for new thrust areas in tourism (like eco, sustainable, responsible tourism): Process, catalysts, and hindering factors.

UNIT - V
Tourism Policy: need, and principles. Factors influencing tourism policy. Policy formulation in India from retrospect to prospect, planning for youth and sports tourism.
Suggested Readings:
1. Indian Tourism Beyond the Millennium, Bezbaruah M.P.,
2. Tourism: Past, Present, Future, Burkart A J. & Medlik
3. Tourism Planning, Gunn, Clare A. (New York Taylor)
4. Essays On Tourism, Chib, Somnath

MODULE NO.: 202

BUSINESS ENVIRONMENT

UNIT - I

UNIT - II

UNIT - III
Industrial Environment: Critical Analysis of Industrial Policy and Industrial Sector Reforms (Recent Industrial Policy, Industrial Development during Five Year Plans Achievements and Failures), Industrial Sickness.

UNIT - IV

UNIT - V
Natural, Technological and Ecological Environment, Role of MNC's in Indian Economy, Problem of Pollution and its control, Role of Business and Management in Controlling Pollution.

Suggested Readings:
3. Economic Environment of Business, Ashwathapa, K.
4. Business Environment, Sachdeva S
MODULE NO.: 203
TRANSPORT IN TRAVEL & TOURISM

UNIT - I

UNIT - II
Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India.

UNIT - III
Surface Transport System, Approved Transit Transport, Document connected with Road Transport, RTO, Transport and Insurance Documents, Road Taxies Fitness Certificates.

UNIT - IV

UNIT - V

Suggested Readings:
1. Travel Industry, Chunk Y. Gee
2. Transport for Tourism ,Stephen Page
3. Successful Tourism Management , P.N.Seth
4. Tourism System ,Mill,R.C. And Morrison

MODULE NO.: 204
BUSINESS ECONOMICS

UNIT - I

UNIT - II

UNIT - III
Demand Analysis, Law of Demand, Determinants of Demand, Elasticity of Demand, Demand forecasting, In difference curve analysis.
UNIT - IV

Economics of Production Analysis: Return to scale, Law of Returns and Production function, Concept of Profit and Break – even Analysis.

UNIT - V

Concept of Price determination. Price determination under perfect, imperfect, monopoly oligopoly.

Suggested Readings:

MODULE NO.: 205

GEOGRAPHY FOR TOURISM

Max Marks 50
External 40
Internal 10

UNIT - I

Importance of Geography in Tourism. Latitude, Longitude. International Data Line. How to read map – Location of tourist destinations India/world.

UNIT - II

Elements of weather and climate. Itinerary planning by Air. Factors affecting global and regional tourist movements.

UNIT - III

Time Zones, Time differences, GMT variations, concept of Elapsed time and Flying time.

UNIT - IV

Case studies of selected Indian states like Rajasthan, Kerala, Madhya Pradesh and Orissa.

UNIT - V

Case studies of selected Indian State -Tamilnadu, U.P., Utteranchal, J&K, and H.P.

Suggested Readings:
1. Geography of Tourism, Robinson H. A.
2. The Geography for Travel and Tourism, Burton, Rosemary
3. Geography of Travel and Tourism, Boniface B. And Cooper C.
UNIT - I


UNIT - II

Written Communication:
A) Business Letters - Types, Inquiries, Circulars, Quotations, Orders, Acknowledgements, Executions, Complaints, Claims & Adjustments, Collection Letter, Banking Correspondence, Agency Correspondence.
C) Report writing - Types of reports, Components of formal reports, Business Reports, Reports by individual, Report by committee, Meetings - Notice - Agenda, Resolution & minutes.

The students are required to submit a written of the topics as per the schedule by the Course instructor. The report is evaluated on various dimensions of written communication and suggestions for improvement will be offered.

UNIT - III

Oral Communication:
A) Listening & Speaking, Meeting speeches, & techniques of eliciting response, probing questions, recording and closing, Observations, methods, Group discussions & Interviews.
B) Non verbal Expressions: Body Languages, Gestures, postures, Facial Expressions, Dress codes.

The students are required to identify topics of interest and to make oral presentation in the class. The course instructor shall evaluate the student's presentation skill and suggests methods for improvement.

UNIT - IV

Group Communication:
Effective Group Discussion, essentials - role - playing, Team building, Integrated Communication, In-basket exercises.

Group Communication exercise will also be given and evaluated by the Course instructor.

UNIT - V

Application of Electronics media & Communication, Telecommunication, teleconferencing, FAX, E-mail.

Reference Books:
1. Basic Business Communication, Robert Ma Archer.
2. Effective Business Communication, Murhy.
4. Handbook of Business Correspondence, Frailey.
7. Business Communication, Balsubramaniam M.
8. Handbook of Case Writing, Culliton & James W.