MODULE NO.: 401
Human Resource Development & Planning in Tourism

UNIT - I
Human Resource Planning - Concept & Importance, Forecasting, Determining Human Resources, Statements, The Human Resources Processes

UNIT - II

UNIT - III
Composition of Employment in the Tourism industry. The image of work & future of work in the Tourism industry.

UNIT - IV

UNIT - V

Suggested Reading

2. Managing the development and implementation of national Human Resource policies for Tourism-Baum
3. Practical Manpower Planning. Brainham J
MODULE NO.: 402

ORGANISATIONAL BEHAVIOUR

UNIT - I
Introduction to Organizational behavior: its' nature & scope, Significance of O.B. in Business.

UNIT - II
Influence of Socio-cultural factors on organization, management of change.

UNIT - III
Perceptions, attitudes, values, personality, learning : Process of learning, theories.

UNIT - IV
Theories of Motivation, Need theories, Goal Theory, Expectancy theory.

UNIT - V
 Transactional analysis of management, group dynamics, management of conflict

Suggested Readings:
1. Essentials of management : Harold Koontz & Heinz Wehrich (KW)
2. Organizational Behaviour : Fred Luthans
3. Organizational Behaviour : Stephen P. Robbins
4. I am OK, You are OK : Thomas Harris
MODULE NO.: 403

COMPUTER APPLICATIONS IN TOURISM INDUSTRY-1

Max Marks: 50
External: 40
Internal: 10

UNIT - I

UNIT - II
Data representation: Binary number system, Binary addition & subtraction, Hexadecimal, Octal.

UNIT - III
Input & Output devices: Description of input devices, Description of output devices, CPU (registers, Buses, CU, ALU).

UNIT - IV
Computer storage: Memory cells, memory units, memory classifications, RAM, ROM, EPROM, EEPROM, CACHE, VIRTUAL MEMORY, Memory storage devices (Floppy Disk, Hard disk, CD).

UNIT - V
Operating System (i.e. DOS), Windows, Introduction to Computer Languages.

Suggested Readings:
1. I.T. by Dr. Deepak Branioka, Excel Publication
2. Computer Fundamentals by V. Rajaraman
3. Computer Today by S. K. Basandra
4. Computers Today by Ronald H. Sanders
MODULE NO.: 404
FOREIGN LANGUAGE (French)

Max Marks: 50
External: 40
Internal: 10

1. Translation of simple sentences from English into French.
2. Questions based on grammar of unit 3 and unit 4 of the prescribed book.
5. Essay writing (small paragraph):
   Topics: MON ami(e), MON cours de français, MA ville, MON pays, UN site touristique.

BOOK PRESCRIBED:
1. Initial (Part - I) - Unit 3 and Unit 4 - Sylvie Poisson-Quinson, Marina Sala.

BOOKS RECOMMENDED:
1. Bonne Route
2. Sans Frontière - Part I
MODULE NO.: 405

SALES & ADVERTISING MANAGEMENT IN TOURISM

UNIT - I
Introduction of sales management

UNIT - II
Multitude responsibility, personal selling objectives, formulation of sales policies

UNIT - III
Licensing size of sales force, managing and motivating & supervising the sales force

UNIT - IV
Sales forecasting & analysis

UNIT - V
Tourism Promotion Methods: Advertising & publicity

Suggested Readings:
1. Marketing Management, Namkumar & Rama Swami, McMillan
UNIT - I

Study of Mountains and their flora and fauna.

UNIT - II

Main rivers of India and their role in the development of Indian Tourism.

UNIT - III

Geography of coastal region and their significance in the Indian Tourism.

UNIT - IV

Brief History of India upto 1200 AD with reference to Tourism.

UNIT - V

Brief History of India from 1200 AD to 1947 with reference to Tourism.

Reference Books:

1. Regional Geography of India - R.L. Singh.
2. Geography of India - Mamoria
4. Geology of India - Wadia, D.N.
7. Political History of Ancient India - Choudhary, H.C. Ray
8. Bhartiya Sanskriti Ke Char Adhayay - Dinkar Ramdhari