

**FOR COLLEGE ONLY**

MODULE NO.: 506  
MADHYA PRADESH TOURISM

Max Marks :50  
External :40  
Internal :10

Exam May/June-2017  
B.T.M  
M.A. M.Sc.  
Sixth Second/Fourth Semester  
Pages 153 to 157  
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**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.

**Suggested Readings :**

1. Ancient Geography of M.P., Bhattacharya D.K.
2. M.P. Ek Bhugolik Adhyan, Thakur Promila
3. Regional Geography of India (Relevant Chapter), Singh R.L.
4. All Districts Gazettes of M.P.
5. All the Publications of Archaeological Survey of India.
6. M.P. Ka Puratatvya Sangrah Granth, Sharma R.K.
7. M.P. Tourism Policy Reports.
8. M.P.T.D.C. Publications.

MODULE NO.: 601  
**MEETING INCENTIVES & CONFERENCE MANAGEMENT**

Max Marks :50  
External :40  
Internal :10

**UNIT - I**

Introduction to MICE, components of MICE, evaluation of Meetings, Convention and Expositions.

**UNIT - II**

The nature of conference markets, the demand for conference facilities, role of travel agent management of conferences.

**UNIT - III**

Meeting planner/Convention manager. organising and planning events. major attributes of meeting types of meeting planners.

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**UNIT - IV**

Advancement of science and technology and conference business. trade shows and exhibitions, principal purposes, types of shows.

**UNIT - V**

The economic and social significance of conventions. The impact of conventions on local and national communities. emerging dimensions of convention business in india. ICPB.

**Suggested Readings:**

1. Albert and Zamke (1985) Service America! Warner
2. Coleman, Lee Finkle (1991) Power House Conferences, Educational Institute of AH&MA.  
Hoyle, Dorf and Jones (1995) Managing Conventions and Group Business. Educational Institute of AH&MA.

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**MODULE NO.: 602**  
**AIR CARGO**

Max Marks :50  
External :40  
Internal :10

**UNIT - I**

Growth and development of air transport industry and freight industry, Relevance and importance of cargo industry, Aviation industry regulations and policies, Warsaw convention roles and functions of DGCA, IATA, and IACO.

**UNIT - II**

World Geography, 3 letter IATA recognized codes, transportation time calculations, calculation of flight timings.

**UNIT - III**

OAG Air cargo guide, TACT rates & rules, Air crafty cargo configuration, capacity familiarization, limitations of weight and special loads.

**UNIT - IV**

Introduction to Air Cargo rating, G.C.R & S.C.R, Packing, Marking, Labeling of General goods consignment, Introduction to dangerous goods regulation - classification, labeling, marking, packaging, handling and documentation of non-radio active dangerous goods consignments.

**UNIT - V**

Introduction to Valuation charges, Introduction to Airway bill & S.L.I, Rounding off regulations, weight, dimension and currency, Disbursement fee, charge collect, C.C.R, ADD-ON & L.C.P rate structure.

**Suggested Readings:**

1. The Air cargo Tariff: Rates & Rule Book
2. Live Animals Regulations Guide
3. DGR Manual
4. EXIM

**MODULE NO.: 603**

**TOUR PACKAGE DESIGN AND ITINERARY COSTING**

Max Marks :50  
External :40  
Internal :10

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**UNIT - I**

Introduction, Tour Package designing basics, Voucher - Hotel & Airlines and Exchange order, Pax docket, status report, daily sales record.

**UNIT - II**

Communication-reservation and cancellation, Credit cards, importance, significance and future.

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**UNIT - III**

Concept marketing & selling, Designing a Tour Brochure and Presentation Skills, Planning for a tour package, Components of a tour package, Linkages of tour operation business with principal suppliers and other agencies

**UNIT - IV**

Case study of, Agra-Jaipur-Delhi, Gwalior-Ujjain-Indore-Mandu, Gwalior-Shivpuri-Oorcha, Gwalior-Vidisha-Bhopal Gwalior-Bhopal-Panchmari, Gwalior-Khajuraho-Chitrakoot-Bandhavgarh Tour Package: Definition-Tourist, visitor, excursionist, and their differentiation Tourism Components.

**UNIT - V**

Steps in Tour package designing – Destination Survey, properly survey, seasonal consideration, confidential tariff arrangements, payment procedures, Ground handling etc. Limitations of a package tour, Factors in tour package designing.

**Suggested Readings:**

1. Sales & Marketing, D. L. Foster
2. Group Travel Operating Procedure, Susan Websters
3. Travel & Tourism, Jagmohan Negi

**MODULE NO.: 604**

**DESTINATION STUDIES**

Max Marks :50  
External :40  
Internal :10

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**UNIT - I**

The Role of Destinations & attraction in Tourism, Destinations as product Elements of tourist Destination.

**UNIT - II**

Influence of tourist flows and pattern of tourist destination.

**UNIT - III**

Important of destination life cycle & its application in destination planning.

**UNIT - IV**

Nature base Destination in India: Hill Resorts, Beach Resorts, Ecotourism Destinations, Wildlife Sanctuaries.

**UNIT - V**

Important tourist Destinations of North India, South India, Eastern India & Western India.

**Suggested Readings:**

1. International Tourism, A.K. Bhatia
2. Travel & Tourism, Jagmohan Negi
3. Marketing Tourism Places: Gregory, Ashwarth & Brain Goodall
4. Tourist India : Ratandeep Singh

**MODULE NO.: 605**

**ADVENTURE TOURISM**

Max Marks :50  
External :40  
Internal :10

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**UNIT - I**

Adventure Tourism – the Concept, the Motivation & the precautions.

**UNIT - II**

Adventure Tourism in India: Promises & Challenges.

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### UNIT - III

Air borne adventure sports: typology, facilities, and opportunities in India.

### UNIT - IV

Water based adventure sports in India: Study of Major destinations. Case study of NIWS, Goa surface based adventure sports in India: present, and future.

### UNIT - V

Efforts and Policy framework for development of adventure sports in India. Standard Itineraries for adventure tourism in India.

#### **Suggested Readings:**

1. Lonely Planet
2. Adventure Tourism and Sports – Part I & Part – II, Karishka, New Delhi, 2001.

MODULE NO.: 606

Project & Viva-voce

Max. Marks :50

Viva-voce will be conducted on the basis of all the theory papers of semester VIth and Tour Report.

#### **NOTE :**

1. Educational tour during the course is compulsory.
2. After IInd semester, Summer Training is compulsory.

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