

SS 420
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B.T.M. I SEM
M.A. M.Sc. Exam. Dec., 2014
First/Third Semester
Pages 07 to 09

MODULE NO.: 101

TOURISM CONCEPTS & IMPACT

Max. Marks: 50
External: 40
Internal :10

UNIT - I

Introduction: concepts, definitions and historical development of tourism, Tourism system & environment

UNIT - II

Types of tourists: tourist, traveler, excursionists, form of tourism: inbound, outbound, domestic, international, Manila Declaration.

UNIT - III

Introduction to demand for tourism patterns. Patterns and characteristics of the supply of tourism, Determinants and motivations of tourism demand.

UNIT - IV

Impacts of tourism at the destination, types of international and domestic tourism, travel agents and tour operations.

UNIT - V

Factors affecting the future of tourism business, tourism and travel organisations, national and international department of tourism.

Suggested Readings:

1. Tourism Systems, Mill & Morisson
2. Successful Tourism Management, Prannath Seth
3. Tourism Development, R. Gartner
4. Tourism Planning And Management, J.K. Sharma
5. Tourism Principles And Practice, Mcclontosh , R.W.

MODULE NO.: 102

TRAVEL AGENCY AND TOUR OPERATIONS

Max. Marks: 50
External: 40
Internal :10

UNIT - I

History and growth of Travel, Definition of Travel Agency, Tour operation Unit, Tourist, Visitor, and Excursionist, Nature and forms of Travel, its components and elements.

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UNIT - II

Brief History and development of Travel Trade in India and abroad, significance of Travel (Domestic and International)

UNIT - III

International Conventions: Warsaw 1924, Chicago 1944, Brussels 1961, 1966 & 1970, Athens 1974, Helsinki 1976.

UNIT - IV

Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO, Products of a Travel Agent.

UNIT - V

Govt. Rules for getting approval, How to set up travel agency/Tour operation Business, IATA approval for Travel Agents.

Suggested Readings:

1. Travel Agency & Tour Operation, J.M.S. Negi
2. Professional Travel Agency Management, Chunk, James, Dexter, Boberg
3. The Business of Travel Agency Operations & Management, D. L. Foster

MODULE NO.: 103

MANAGEMENT CONCEPTS

Max.Marks:50
External :40
Internal :10

SS-421 = 213 2
214
215
218

SS-422 = 213
214
215
218

UNIT - I

Introduction to Management, its' meaning, nature and scope, Functions of management, Principles of management.

UNIT - II

The Evolution of Management Theories, Ethics and Social Responsibility, Levels of Management.

UNIT - III

Planning - Concept, nature and scope, steps in planning process, types of plans, Characteristics of programmes, Planning premises.

UNIT - IV

Organising - Concept, nature and scope, types of organisation structure, principles of organisation, Organisation theories - classical and neo-classical approach.

UNIT - V

Directing and Control - Concept and scope of direction, concept of leadership and its types, concept of control, techniques of controlling..

Suggested Readings:

1. Principles and Practices of Management, L.M. Prasad, S. Chand Publication
2. Management, Stoner, Freeman and Gilbert
3. Essential of Management, Harold Koontz and Heinz Wehrick
4. Management Concepts And Pratices, Tim Hannagan
5. Principles and Practice of Management, S. Sachdeva.

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MODULE NO.: 104
TOURISM PRODUCTS OF INDIA

Max. Marks: 50
External: 40
Internal :10

UNIT - I

Definition, Concept and classification of tourism product.

UNIT - II

Different categories of tourism product natural and man made

UNIT - III

Historical buildings, gardens, museums with emphasis on India.

UNIT - IV

Cultural Heritage of India, Understanding of Indian History, Spirit of Indian Culture, The early Vedic Age & later Vedic Age, Caste system of India, Indian Rituals, Fairs and Festivals of India, Indian cuisine with regional variations, classical dances of India, Handicrafts & Craft Melas of India.

UNIT - V

Elementary knowledge of chief Indian communities and religions Hindu, Buddhist, Jain, Muslim, Sikh, Christian, tribes.

Suggested Readings:

1. Tourism Product of India , I.C. Gupta
2. A Cultural History of India , A.L. Basham
3. Indian Architecture , Percy Brown
4. Travellers Indian , H.K. Kaul

MODULE NO.: 105

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213
214
215
218

BUSINESS COMMUNICATION

Max. Marks: 50
External: 40
Internal :10

UNIT - I

Meaning, types, barriers and mechanism of communication.

UNIT - II

Non-verbal communication, organizational setting of business communication, Face to face conversation.

UNIT - III

Professional use of telephone, interviews, group discussion, and presentations.

UNIT - IV

Customer care, appropriate mannerism, handling customers, nature of complaint, handling objections, responding to a complaint & negotiation, resolving conflict.

UNIT - V

Basic personality traits- dress, address, gestures and manners; self evaluation, and development- identification of strength & weaknesses; overcoming hesitation & fear of facing public; corrective & developmental exercises – confidence building, mock interviews, role play.

Suggested Readings:

1. Communication, Tourism & Hospitality, Lynn Vander Wagen, Hospitality Press Pvt. Ltd.
2. Organizational Communication, M.D. Jitendra, Rajat Publications.

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3. International Skills in Travel & Tourism, Jon & Lisa Burton, Longman Group Ltd.
 4. Business Communication, Rayon and V. Lesikar, John d. Petit, JR Richard D. Irwin, INC

MODULE NO.: 106

BASIC ACCOUNTING

SS. 424 / 2
 28-13
 214
 2-18 (M)

SS. 425 / 2
 28-13
 214
 2-18
 Max. Marks: 50
 External: 40
 Internal: 10

UNIT - I

Nature of Accounting, Accounting Concepts Principles and Standards.

UNIT - II

Basic Accounting Records and Books of Accounts, Double Entry System.

UNIT - III

Journal Ledger Trial Balance, Cash Book, Depreciation Accounting.

UNIT - IV

Final Accounts with Adjustments, Cost Accounting objective concepts and terminology, Cost sheet/Tender.

UNIT - V

Marginal costing and break even Analysis, Profit volume Analysis.

Suggested Readings:

1. Cost Accountancy, Khan & Jain.
2. Cost Accountancy, Jain & Narang.
3. Financial Accounts, S.N. Maheshwari.
4. Basic Accounting, T.S. Ganewal
5. Financial Accounting, S.M. Shukla.
6. Accounting and Management Control, S.Sachdeva.

MODULE NO.: 201

POLICY & PLANNING FOR TOURISM DEVELOPMENT

SS. 142 / 1
 28-14
 2-18
 Max. Marks: 50
 External: 40
 Internal: 10

UNIT - I

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

UNIT - II

Importance, role, and responsibilities of various stake holders in the development and growth of tourism.

UNIT - III

Elements of tourist destination and their influence on tourism planning four 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.

Amul