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B.T.M. III sem.
M.A. M.Sc. Exam. Dec, 2018
First/Third Semester
Pages..... to.....

MODULE NO.: 301

TOURISM MARKETING

Max. Marks :50
External :40
Internal :10

UNIT - I

Introduction to marketing, Marketing of Tourism & travel services, Tourism Marketing : special features, Marketing Environment : Global Marketing Environment, Domestic Marketing Environment.

UNIT - II

Market segmentation, Market identification & selection, 8P's of Marketing

UNIT - III

Product decision & Formulation, Life Cycle, Branding & packaging decisions

UNIT - IV

Pricing Policies & practices, Advertising & publicity

UNIT - V

Distribution channels in Travel and Tourism, Marketing destinations.

Suggested Readings:

1. Marketing for Hospitality and Tourism, Philip Kotler, Jon Bower, and James Maken
2. Marketing for Tourism, J. Christopher Holloway & Chris Robinson
3. Tourism marketing and management handbook, Stephen F. Wilt & Luiz mountinho
4. Marketing, J.C. Gandhi
5. Marketing in Travel & Tourism, Victor T.C. Middleton

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LEGAL ENVIRONMENT OF TOURISM BUSINESS

Max. Marks :50
External :40
Internal :10

UNIT - I

Indian Contract Act, 1972, Contract of Indemnity and Guarantee, Contract of Agency.

UNIT - II

Partnership Act, 1932, Sale of Goods 1930.

UNIT - III

Companies Act 1956: Nature and Types of Companies, Formation, Memorandum and Article of Association, Prospectus.

UNIT - IV

Negotiable Act 1881: Nature and types Negotiation and Assignment, Types of Negotiable Instrument, Cheques, Letter of Credit, Traveler letter of Credit, Commercial, Letter of Credit.

UNIT - V

Consumer Protection Act and tourism, FEMA, Environment Protection Act, 1986.

Suggested Readings:

- Mercantile Law, N.D.Kapoor
- Mercantile Law, M.C.Kuchhal
- Mercantile Law, V.K.Batra & Kalra

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MODULE NO.: 303

MATHEMATICS & STATISTICS FOR MANAGEMENT

Max Marks :50
External :40
Internal :10

UNIT - I

Functions: Meaning of functions, to find (x) if x is known, functions used in business and economics, demand functions, supply function, cost function, revenue function, profit function.

UNIT - II

Limits & Derivatives: Meaning of limits, meaning of Derivatives, Working rules of derivatives, application of derivatives to business & economics - marginal cost, marginal revenue, maximisation & minimisation.

UNIT - III

Determinants: Meaning of determinants, Evaluation of second & third order determinants, Cramers rule.

Matrices - Meaning of matrix, order of matrix, addition of subtraction & multiplication of matrices, unit matrix, transpose of matrix, equality of two matrices, adjoin of matrix, universe of matrix, scaler multiplication of a matrix, application of matrices in business.

UNIT - IV

Meaning of Central Tendency - Concept of Mean, Median & Mode, problems only on Mean, Measure of Dispersion-range, Mean Deviation, Quartile Deviation, Standard Deviation & Variance.

Correlation - Definition of correlation, Types of Correlation Karl Pearson's Correlation, Coefficient & its interpretation (continuous data be omitted).

Regression - Meaning of regression, least square method, linear & non-linear regression, explained & unexplained variations.

UNIT - V

Probability : Meaning and importance of probability, calculation of probability, addition theorem.

Index Numbers : Meaning and uses of index number methods of constructing index numbers, Fisher's ideal index number's.

Note: Use of Calculator is allowed. Examples based on Trigonometry should be avoided.

Reference Books :

1. Business Mathematics with Applications, S.R. Arora & Dinesh Khatter
2. Fundamentals in Statistics, S.C. Gupta
3. Statistics for Management, Richard I. Levin & David S. Rubin
4. Business Mathematics, Q. Zamiruddin & V.K. Khanna, S.K. Bhambri
5. Business Statistics, S.J. Gupta & Indra Gupta.
6. Business Statistics, Dr. S. Sachdeva
7. Business Mathematics and Statistics, Dr. S. Sachdeva.

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MODULE NO.: 304
GUIDES AND ESCORTS

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Max Marks :50
External :40
Internal :10

UNIT - I

Definition of tour Guide, Education of the Guide, Scope of work, Mannerism, Guiding in Monuments, Guiding in Wild life, Wild life Park, Subsidiary duties of a Guide Responsibility of a Guide, Training of a Guide, Earning of a Tourist Guide, Leadership & Social skill of a Guide.

UNIT - II

Definition of Escort, Qualities of a good Escort, Difference between Guide & Escort, Presentation & Speaking Skill of an Escort & a Guide, Personality of an Escort & a Guide.

UNIT - III

Definition of Interpreter, Role of Interpreter.

UNIT - IV

Tourism, Traveler, Tools of Conducting tours, Traveler with Special needs.

UNIT - V

Tour Guide, Urban Guide, Driver Guide, Business & Industry Guide, Adventure Guide, Tour Manager, How to become Government Approved Guide.

Suggested Readings:

1. Travel Agency & Tour Operator, Dr. J.M.S. Negi
2. The Cultural Tourism of India, Subramaniam
3. Travel Tourism, Dr. J.M.S. Negi
4. The Professional Guide (Dynamic of tour Guiding), Kathleen Lingle Pond.

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ENTREPRENEURSHIP DEVELOPMENT

Max Marks :50
External :40
Internal :10

UNIT - I

Entrepreneurship and Small Scale Enterprises in Tourism. General Introduction of entrepreneur and Entrepreneurship.

UNIT - II

Institutional Interference for Small Scale Industries, Opportunity, Scanning and Identification, Market Assessment, Small Scale Industries in Tourism.

UNIT - III

Ownership structure and organization framework of Small Scale Enterprises in Tourism Industry, Preparation of Business Plan by Small Scale Enterprise.

UNIT - IV

Planning for Small Scale Enterprise, Organizing, and Controlling of Small Scale Enterprise.

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ement Performance, Managing family enterprises in Tourism Industry, Future Prospectus of Small Scale Enterprises in Tourism Industry.

Suggested Readings:

- Small Scale Enterprises Management, C.B. Gupta.
- Principles of Management, Dr. D.C. Sharma.

MODULE NO.: 306
FOREIGN LANGUAGE (French)

Max Marks :50
 External :40
 Internal :10

UNIT - I

Translation of simple sentences from French into English.

UNIT - II

Questions based on grammar of unit 1 and unit 2 of the prescribed book.

UNIT - III

Questions on the lesson of unit 1 of the prescribed book.

UNIT - IV

Questions on the lesson of unit 2 of the prescribed book.

UNIT - V

Simple dialogue writing on a given topic.

BOOK PRESCRIBED :

1. Initial (Part - I) - Unit 1 and Unit 2 - Sylvie Poisson-Quinton, Marina Sala.
 2. Bonne Route
 3. Sans Frontiere - Part I
- Dictionary : Larousse, Cassels, Oxford, Collins.

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MODULE NO.: 401

Human Resource Development & Planning In Tourism

Max Marks :50
 External :40
 Internal :10

UNIT - I

Human Resource Planning - Concept & Importance, Forecasting, Determining Human Resources, Requirements. The Human Resources Processes.

UNIT - II

Tourism and Labour markets - Concept of Labour Markets, Global Labour markets. Tourism work Environment and its determinants.

UNIT - III

Social composition of Employment in the Tourism industry. The image of work & future of work in the Tourism Industry.

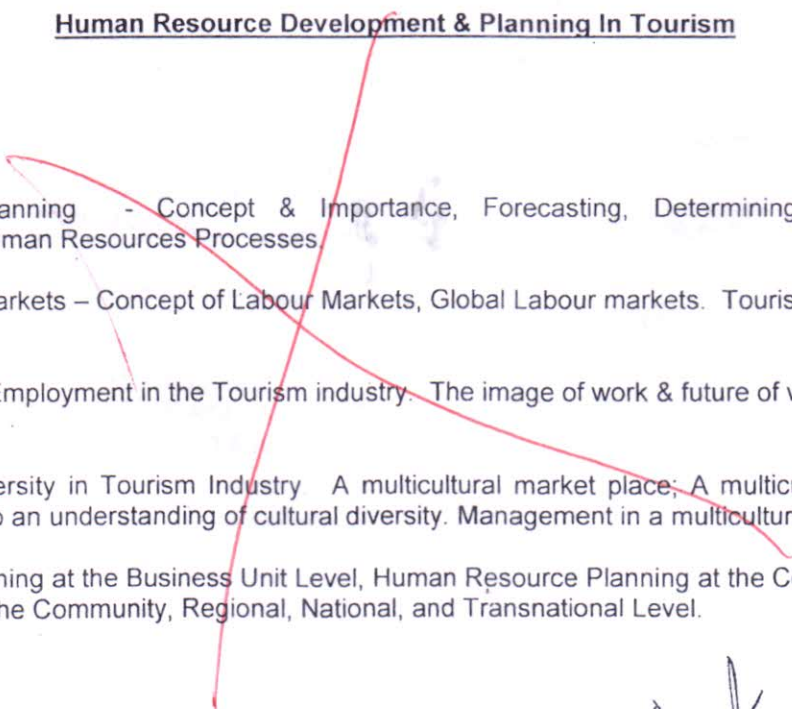
UNIT - IV

Managing Cultural diversity in Tourism Industry A multicultural market place; A multicultural workforce. The contribution of theory to an understanding of cultural diversity. Management in a multicultural environment.

UNIT - V

Human Resource Planning at the Business Unit Level, Human Resource Planning at the Corporate Level, Human Resource Planning at the Community, Regional, National, and Transnational Level.

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