

M.A. M.Sc. (B.T.M.) Exam. Dec., 2018
FIFTH First/Third Semester
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MODULE NO.: 501
AIR TRANSPORT MANAGEMENT

Max Marks: 50
External: 40
Internal: 10

T - I

Transport, Concept of Air Lines, Domestic and International Airlines in India. General introduction of ICAO - Air Port Authority of India.

T - II

Role of IATA to Manage the International Air Transport, special function of IATA, General Rules and Regulation of Dangerous Goods Transportation.

T - III

Domestic and International Airline Management, Organization structure, Working Process, Network (Indian Airlines, Air India, Air Sahara, Jet Airways).

T - IV

Traffic Control: - Management, Process and function, of Air Traffic Control, Air Craft Procedure.

T - V

Management of Domestic and International Air Port. Excess baggage charge, weight and piece concept. Passenger handling and Services of Airport.

Suggested Readings:

- Airline Agency Management by Surendra Agrawal
- Airline Sales and Customer by Roberta S.
- Business of Airports by Kayak Sikdar

Suggested Readings:

Travel Agency Management by Surendra Agrawal

Travel Sales and Customer by Roberta S.

The Business of Airports by Kayak Sikdar

MODULE NO.: 502

INTERNATIONAL TOURISM MANAGEMENT & FRONTIER FORMALITIES

Max Marks :50

External :40

Internal :10

UNIT - I

Definition, Nature and scope of Domestic and International Tourism, Types of International and Domestic Tourism.

UNIT - II

Role of Government in promotion of Domestic and International tourism in India.

UNIT - III

Economic determinants of international tourism, Characteristics of Inbound tourism and patterns of India's major international market.

UNIT - IV

Patterns and characteristics of India's outbound tourism, Domestic tourism in India, major tourist generating states like Rajasthan, Madhya Pradesh, Kerala.

UNIT - V

International organizations viz. WTO, WTTC, GATS. National tourism organizations viz DOT, ITDC, FHRAI, TAAI, IATO.

Suggested Readings:

1. International Tourism, Fundamental and practices : A.K.Bhatia
2. Tour and Travel, concept and Principles : Dr. Jagmohan Negi
3. Successful Tourism Management : Prannath Seth

MODULE NO.: 503

COMPUTER APPLICATIONS IN TOURISM INDUSTRY - 2

Max Marks :50

External :40

Internal :10

UNIT - I

Computer Networking: LAN, MAN, WAN, Networking topologies, communication technology, Introduction to Internet on how it works, Internet security, Examples of Web search engines, Brief study of its application in tourism industry.

UNIT - II

DATABASE MANAGEMENT SYSTEMS: File, Record, Indexing, Indexing, Sorting, Label, and Queries.

UNIT - IV

Patterns and characteristics of India's outbound tourism, Domestic tourism in India, major tourist generating states like Rajasthan, Madhya Pradesh, Kerala.

UNIT - V

International organizations viz. WTO, WTTC, GATS. National tourism organizations viz DOT, ITDC, FHRAI, TAAI, IATO.

Suggested Readings:

1. International Tourism, Fundamental and Practices, A.K. Bhatia
2. Tour and Travel, Concept and Principles, Dr. Jagmohan Negi
3. Successful Tourism Management, Prannath Seth.

MODULE NO.: 503

COMPUTER APPLICATIONS IN TOURISM INDUSTRY - 2

Max Marks :50
External :40
Internal :10

UNIT - I

Computer Networking: LAN, MAN, WAN, Networking topologies, communication technology, Introduction to Internet on how it works, Internet security, Examples of Web search engines, Brief study of it's application in tourism industry.

UNIT - II

DATABASE MANAGEMENT SYSTEMS: File, Record, Indexing, Indexing, Sorting, Label, and Queries.

UNIT - III

MS-OFFICE PACKAGES: DOCUMENTATION PACKAGES & ELECTRONIC SPREADSHEET PACKAGE, DATABASE PACKAGE.

UNIT - IV

Computer applications in service sector: introduction, MIS applications in tourism, hotels, travel etc. (Introduction to Information Systems).

UNIT - V

Multimedia – History & it's application in tourism industry, tools, Animation, Morphing & Tweening (Introduction to Macromedia Flash)

Suggested Readings:

- I.T., Dr. Deepak Bharioke, Excel Publication,
Computer Fundamentals, V. Rajaraman,
Computer Today, S. K. Basandra.

MODULE NO.: 504

INDIAN SOCIETY & CULTURE

Max Marks :50
External :40
Internal :10

UNIT - I

Elementary knowledge of indian history, cultural heritage, structure of indian society-varnashran vyavastha, development of caste system in india.

UNIT - II

Chief indian communities and religious faiths - Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism. Indian art and sculptures-indus valley art, Mauryan, sunga, Satvahana, Mathura and gandhara school of art, gupta art, chandella art, pallava art, chola and rashtrakuta art.

UNIT - III

Painting- Ajanta , Mughal and Rajput.

UNIT - IV

Indian classical dance and music.

UNIT - V

Indian rituals and ceremonies ,multiplicity of indian culture ,unity in diversity ,main characteristics of indian culture.

Suggested Readings:

- Tourism and Cultural Heritage of india, Acharya R.,
- Indian Paintings, Brown, Percy, I.
- Ancient Indian Culture, Luniya B.N.
- The Heritage of Indian Art, Agrawal V.S.
- A Concise History of Indian Art, Craven Roy.C.
- Story of Indian Music : Its Growth and Systhesis, Goswami O.
- Indian handicraft Ed.2, Govt. of India,
- Dance in India, Bhavani, Enakshi.
- Studies in Indian History, Panikkar, K.M.

MODULE NO.: 505
ENVIRONMENT AND TOURISM

Max Marks :50
External :40
Internal :10

UNIT - I

Eco-tourism- Origin and concept ,growth and development, types of eco tourism, actions taken to safeguard and sustain eco tourism, eco tourism as an attraction.

UNIT - II

Eco tourism resources, Bio-sphere reserve, wildlife sanctuaries, national parks, natural surrounding, sun, sand and sea resources, wet lands, coral reefs.

UNIT - III

Eco tourism market, identification of eco tourism market ,nature and channelisation ,policies and methods adopted for eco tourism marketing ,case study.

UNIT - IV

Eco tourism development guidelines, eco tourism accommodation and construction of eco-lodge, local peoples participation ,job opportunities, eco tourism training programmes.

UNIT - V

Eco tourism organisation , inland eco tourism- Jammu and Kashmir , Himachal Pradesh, Sikkim, Rajasthan, Dessert Safari, Kerala, Island tourism- Goa, Andaman Nicobar, Lakshadweep.

Suggested Readings:

- Tourism Development of Resource Conservation, Negi Jagmohan.
- Hand Book of National Parks Sanctuaries and Biosphere Reserve in India, Negi S.S.
- Tourism Impact Assessment, Sinha P.C.
- Studies in Tourism -Wildlife Parks Conservation.
- Glimpses of Indian Tribal Life, Khanna D.P.S

Arund

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SS. 436
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