TOURISM MARKETING

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 montinho
4. Marketing, J.C. Gandhi
5. Marketing in Travel & Tourism, Victor T.C. Middleton

LEGAL ENVIRONMENT OF TOURISM BUSINESS

UNIT - I

UNIT - II

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

UNIT - IV

UNIT - V

Suggested Readings:
Mercantile Law, N.D.Kapoor
Mercantile Law, M.C.Kuchhal
Mercantile Law, V.K.Batra & Kalra
UNIT - I
Functions: Meaning of functions, to find \( f(x) \) if \( x \) is known, functions used in business and economics, demand functions, supply function, cost function, revenue function, profit function.

UNIT - II

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

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 :
6. Business Statistics, Dr. S. Sachdeva
MODULE NO.: 304
GUIDES AND ESCORTS

UNIT - I

UNIT - II

UNIT - III
Definition of Interpreter, Role of Interpreter.

UNIT - IV
Tourism, Traveler, Tools of Conducting tours, Traveler with Special needs.

UNIT - V

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

MODULE NO.: 305
ENTREPRENEURSHIP DEVELOPMENT

UNIT - I

UNIT - II

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.

Suggested Readings:
Principles of Management, Dr. D.C. Sharma.

MODULE NO.: 306
FOREIGN LANGUAGE (French)

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 Frontierie - Part I

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

UNIT - I

UNIT - II

UNIT - III

UNIT - IV

UNIT - V