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

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

UNIT - III

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

UNIT - V
Management of Domestic and International Air Port, Excess baggage charge, weight and piece concept, Customer handling and Services of Airport.

Suggested Readings:
Travel Agency Management, Surendra Agrawal.
Travel Sales and Customer, Roberta S.
The Business of Airports, 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:
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. Rajareman,

MODULE NO.: 504
INDIAN SOCIETY & CULTURE
Max Marks :50
External :40
Internal :10

UNIT - I
Elementry knowledge of indian history, cultural heritage, structure of indian society-varnashram 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 Synthesis, 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 leafs.

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

Suggested Readings:
- Tourism Development of Resource Conservation, Negi Jagmohan.
- Handbook of National Parks Sanctuaries and Biosphere Reserve in India, Negi S.S.
- Tourism Impact Assessment, Sinha P.C.
- Glimpses of Indian Tribal Life, Khanna D.P.S.
MODULE NO.: 506
MADHYA PRADESH TOURISM

Max Marks: 50
External: 40
Internal: 10

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.

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 agencies in the management of conferences.

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