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B.T.M. III SEM. NOV
M.A. M.Sc. Exam. Dec., 2014
First/Third Semester
Pages 01 to 04

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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, scalar 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.

MODULE NO.: 305

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ENTREPRENURSHIP DEVELOPMENT

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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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UNIT - V

Management 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

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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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