

B.T.M. (FIFTH SEM) <sup>SEM</sup> ~~ADV.~~

~~M.A. M.Sc.~~ Exam. Dec., 2016

First/Third Semester (FIFTH SEM) Pages.....to.....

MODULE NO.: 501  
**AIR TRANSPORT MANAGEMENT**

Max Marks 50  
External 40  
Internal 10

S. 432  
2013  
216

S. 432  
2013

1

T - I

Transport, Concept of Air Lines, Domestic and International Airlines in India. General Introduction of DGCA, 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 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

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FOR COLLEGE ONLY

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 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 it's 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.

SS. 435  
4-15  
2  
2/16  
4

**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**

SS. 436  
4-15  
2/16

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, Desert 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

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