

SEMESTER II

COURSE: TOURISM PRINCIPLES, POLICIES AND PRACTICES

CODE:07ABATH17211

CREDITS:04

UNIT I: TOURISM DEMAND

Tourism Demand – Meaning, Definition, Measurement of Tourism Demand, Tourist Statistics – Types of tourist statistics, methods of measurement, Problems – Statistical review of spenders and earners of tourism , Satellite Tourism Account – meaning, statistical trends of tourism in India,

UNIT II - TOURISM IMPACTS

Tourism Impacts an overview, Economic benefits and issues with examples from the national context – Applicability of Multiplier effect in tourism , Social impacts (Positive and Negative), Cultural impacts (negative and positive) Environmental impacts (positive and negative) – Green’s checklist of Environment impacts.

UNIT III : PLANNING AND DEVELOPMENTS IN TOURISM

Planning and Developments - Development of tourism, Evolution of destination, Tourism Area Life Cycle concept (TALC), stages of development, Tourism Planning – needs and importance of planning, steps in tourism planning, environmental and other considerations in tourism planning, Carrying Capacity- meaning, types. Visitor management - meaning, various visitor management measures.

UNIT IV: TOURISM POLICIES

Tourism Policy – meaning and scope, importance of tourism policy in India, Familiarization of recent Policies (82, 92, 2002), Familiarization of Tourism vision 2025 , Responsible tourism policies – implementation process.

UNIT V: ETHICS IN TOURISM

Ethics – meaning and importance, level of business, ethics, stakeholders level, social level, internal policy level, ethical issues concerning tourism, Environment consideration, Cultural ethics, Waste management in tourism, Need for the involvement of local community, Ethics in Marketing.

References:

- Bhatia A.K “Fundamentals of Tourism” Cooper, C., Gilbert, D., Fletcher, J., Fyall, A. and Wanhill, S. (2008) Tourism

- Principles and Practice, Pearson, Harlow. A comprehensive leading tourism text.
- Goeldner, C.R. and Brent Ritchie, J.R. (2009). Tourism: Principles, Practices, Philosophies, 11th edn, Wiley, Hoboken, NJ. A comprehensive textbook with a strong North American flavour.
- Hall, C.M., Williams, A. and Lew, A. (2008) A Companion to Tourism, Blackwell, Oxford. An excellent and thorough tourism handbook
- Sudhir Andrews: Introduction to Tourism and Hospitality, Tata Mcgraw Hill Company

COURSE: TRAVEL AGENCY AND TOUR OPERATIONS (TATO)

CODE:07ABATH17212

CREDITS: 04

UNIT I: INTRODUCTION TO TRAVEL AGENCY AND TOUR OPERATIONS (TATO)

Introduction, definitions, functions, Structure and organization of Travel Agency and Tour Operations(TATO),Types and importance of TATO 1.3 - Historical growth and development of travel agency and tour operation business. Itinerary Planning & Development- Meaning, Importance and of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation-Tour Formulation and Designing Process - FITs & Group Tour Planning and Component - Special Interest Tours (SITs).

UNIT II: TRAVEL AGENCY AND TOUR OPERATIONS BUSINES

Types of TATO, Procedure of becoming a Travel Agent or Tour Operator in India, Duties and Responsibilities of staff members and Manager, Organizational Structure of Travel Agency and Tour-Operator. The Changing Scenario of travel trade

UNIT III: ROLES AND RESPONSIBILITIES OF TRAVEL AGENCY AND TOUR OPERATIONS (TATO)

Travel Trade Association and Organizations, introduction Airline Ticketing, Geography, Fare Calculation Indian Railways, Brief Study of International Railways, &Cruise liners, Bus Transport etc, Inbound and outbound regulations, passport, VISA, Permits, health regulations, Airport tax, Customs. Diversification of Business – Travel Insurance, Forex, Cargo &MICE.

UNIT IV-ITINERARY PLANNING AND DEVELOPMENT

Meaning, Importance, and Types of Itinerary. Resources and steps for Itinerary Planning - Do's and Don'ts. Tour Formulation and Designing Process - FITs & Group Tours Planning Components - Special Interest Tours (SITs). Itinerary Planning and designing with costing and market viability, and customer demand.

UNIT V -TOUR PACKAGING AND COSTING

Tour Packaging & Costing – importance of tour packaging, Classifications of Tour Packages, components of Package Tours. Pricing - calculation of tour Price, Pricing Strategies. Study of Tour packages of reputed Tour Operators like Cox & Kings, SOTC, SITA, Thomas Cook and TCI.

References:

- Bhatia A.K: The Business of Travel Agency and Tour Operation, Sterling Publishers, 2012
- JagmohanNegi: Travel Agency and Tour Operations, Kanishka Publishing, 2006
- Wayne Steinberg: Travel Agency Operations, Prentice Hall, 2000
- Gee, Chuck and Y. Makens,(2000) Professional Travel Agency Management, Prentice Hall, New York.Mohinder Chand, (2007)

COURSE: HOSPITALITY MANAGEMENT

CODE: 07ABATH17213

CREDITS: 04

UNIT I: INTRODUCTION TO CATERING INDUSTRY.

An overview of the Global Hospitality Industry and Catering Services, Introduction to Art of Cookery, & Culinary History, Development of Culinary Art from the Middle Ages to Modern Cookery, Classification of Catering establishments.

UNIT II: MAJOR DEPARTMENTS, MAINTENANCE AND ENGINEERING CONCEPTS

Major departments in the Hospitality Sector, Engineering and Maintenance division, Marketing and Sales Division, Critical issues in maintenance and their handling techniques in HVAC, Customer Relationship Management in a Hotel.

UNIT III: INNOVATION AND FUTURE OF HOSPITALITY.

Future trends in Hospitality Industry, Usage of CRS in Hotel Industry, operational usage through chain of hotel agencies, Role of Associations in Hospitality Management- their functions and operations. IT and hospitality industry.

UNIT IV: ETHICAL AND REGULATORY ISSUES CONCERNED WITH HOSPITALITY

Fiscal and non-fiscal incentives offered to the hotel industry in India. Ethical and regulatory aspects of a hotel. International Hotel Regulations and Laws. Hotel Laws & Regulations on ethical issues.

References:

- Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
- Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
- Andrews: 'Hotel front office training manual' Tata McGraw Hill, Bombay, 1980
- Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
- Arthur & Gladwell: Hotel Assistant Manager(London communica, Barrel, Jenkins)
- Negi: Professional Hotel Management(Delhi: S.Chand)