

5610 – TOURISM & TRAVEL MANAGEMENT										
Teaching Schedule Per Week			Progressive Assessment		Examination Schedule (Marks)					
Lectures	Practical	Credits			Theory		Practical Ex.		Total	
4	-	4	25		3Hrs.	100	-		125	
Pre-requisite		Source	Semester		Theory	Test	Total	TW	PR	Gr Total
NIL		MOP			75	25	100	25	-	125

RATIONALE: This course aims at providing necessary depth of knowledge to students in the area of travel and tour management so that they can successfully work in any tour and travel business. It also develops the awareness about its growth in Indian parlance, various tourism products, tour-marketing and travel agency business.

COURSE CONTENT	Hrs	MT
1. TOURISM BUSINESS	10	24
Nature and importance, Components & Typology, Concept of Domestic and international tourism with recent trends, Growth & development of tourism in India.		
2. TOURIST PRODUCT	20	30
Tourist Resources, Cultural resources: Art and Architecture, historical Monuments, Religious, Cultural & Spiritual places, Fairs and Festival, Folk customs, costumes, Museums, socio-cultural resources, Architectural Heritage and Style, Ancient, Medieval and modern monuments, religious Shrines/Centres Hindu, Buddhist, Jain, Sikh, Muslims, Christians and others, performing Arts and Handicraft, Man-made Tourist destinations of academic, scientific and Industrial area, Natural tourist centres: Hills, desert, coastal & island		
3. TOURISM MARKETING	10	20
Methodology considerations, Pricing of tour package, Designing and printing of tour brochure. - Concept marketing, Nature, classification & characteristics of services, their marketing implication.		
4. TRAVEL AGENCY & TOUR OPERATION	15	20
Functions of travel agency, Organisational structure, Various types of travel agents, Responsibilities of travel agents, Procedure for becoming a travel agent and tour operator in India, Role of airlines (domestic & international) in the growth of travel agency and tour operators business, Accommodations: Types, organisation & management.		
5. LEGISLATIONS	9	10
Tourism- related legislation and policy in India.		
Total	64	104

NOTE: Short answer type questions are required to be set for examination. Adequate internal choice is to be provided.

REFERENCE BOOKS

1. National Development Council Report.
2. National Action Plan 1992.
3. Report: "Work Shop on Tourism Legislation" (August 10-11-1987) IIITM - New Delhi.
4. Report: "Workshop on Tourism Legislation" (Feb 23 1988) IIITM New Delhi.
5. National Publisher: "The World of Travel" (National) Delhi.
6. Bhatia AK: "Tourism Development: Principles and Policies" (Sterling).
7. Geo Chack: "Professional Travel Agency Management" (PHI).
8. Agarwal surinder: "Travel Agency Management" (Communication).
9. David Howel: "Principles and Methods of Scheduling Reservation" (National).
10. Merissen Jome W.: "Travel Agents and Tourism".
11. Douglas Foster: "Travel and Tourism management".
12. Negi M.S: "Tourism & Hoteliering".
13. Wahab, Grampter and fibbs: "Tourism Marketing".
14. Witt & Moutinch: "Tourism Marketing Management" (tourism in your business, Canadian Hotel Ltd.)
15. Renal A. Nykiel: Marketing In Hospitality Industry". (Van nostrand reinhdd).
16. Maclean Hunter: "Marketing Management" (Tourism in your business, Canadian Hotel Ltd.).
17. Percy Brown: "Indian Architecture: Hindu & Buddhist Period".
18. Harle J.C: "The Art Of Architecture of Indian Sub-Continents".
19. Acharya Ram: "Tourism and Culture Heritage of India" (Rosa-Jaipur). Bashan A.L: The wonder that was India (NBT).
20. Hussain AA: "National Culture of India." (NBT).
21. Mukherjee R. K: "The Culture and Art of India". (George Allen & unwill-London)
22. "The Treasure of Indian Museum". (Marg : Bombay)