

1. TOURISM DEVELOPMENT

Unit-1

Area of Study -Location - Accessibility –Accommodation - Attraction and Amenities

Unit-2

Tourism Development over the Ages in the State of Study - Tourism Policy and Programmes of the Concerned State government .

Unit-3

The concept of Sustainable Tourism- Sustainable Tourism Development
- Community involvement in Rural Tourism- Public – Private Partnerships in Tourism
Development- Visitor Management.

Unit-4

Issues in the Area of Study:Access - Sustainable Transport -
Impact of Tourism Development-Current status.

Unit-5

Empowerment of Women through Tourism- Success Stories –Role of women.

REFERENCES

Kaul R.N. *Dynamics of Tourism , Vols, I, II & III*,Sterling Publication New Delhi, 1985.

Yogesh Kumar, Pragya Sharma ,*Hand Book of Tourism* ,Pointer publication, Jaipur, 2006.

Romila Chawla, *Tourism Research Planning and Development* , Sonali Pubilation New Delhi,2003.

A.K.Sarkar, *Indian Tourism-Management, Motivation and Mobility*, Rajat Publication, New Delhi.2003

Seth Pran Nath, *Successful Tourism Management*,Sterling Publication, New Delhi, 1997.

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2. RURAL AND ECO TOURISM

Unit -1

Understanding Rural and Eco tourism- Countryside: a resource for tourism- Tourism- Environment - Agriculture and Rural Development policies.

Unit-2

Historical Development of Rural and Eco tourism- Planning and Managing Rural Tourism- Measurement criteria.

Unit-3

Rural and Eco tourism- Benefits-Costs- The impact on Rural Communities.

Unit-4

Demand and Supply factors-Motivation factors-Demands- Ecotourists and rural tourists-The supply of Rural tourism- The Rural Tourism Products- Public Sector supply-Private Sector supply.

Unit-4

The definition of marketing- Applying the marketing concept to Rural and Eco Tourism- Problems of Marketing Rural and Eco tourism- Marketing the places.

REFERENCES

- 1, Bramwell, B. *Tourism Strategies and Rural Development* (Paris: :OECD,1993)
- 2, Hitchcock, M. *Tourism in South-East Asia: Tourism and Rural Handicrafts*, (New York: Routledge,1994)
- 3, A.K. Sarkar, *Indian Tourism-Management, Motivation and Mobility*, Rajat Publication, New Delhi.2003
- 4, Internet Sources

3. DESTINATION MANAGEMENT AND MARKETING

Unit -1

Concepts of Tourism Products – Destinations-Management –Service Marketing.

Unit-2

Sustainable Tourism- Tourism Branding- Planning of Destinations.

Unit-3

Events and Tourism –Events in Destination Management-Events and Competitive advantages- Stakeholder Management-Crisis Management.

Unit-4

Tourism Marketing- Marketing Theory and its application to tourism -Strategies Utilized to Market a Destination-Marketing Management and its relation to a Destination.

Unit-5

Public and Private sector involvement- Destination -Structures of destination- marketing organizations-Funding sources and operations- Various careers - Role of Technology in Destination Management and Marketing- Implementation and Evaluation of Marketing Strategies.

REFERENCES

1,Jennifer Stange ,*Tourism Destination Management :Achieving Sustainable and Competitive*

Results (Roberta Hilbruner, USAID Donald E. Hawkins, George Washington University)

2,,**Steven Pike**,*Destination Marketing: An Integrated Marketing Communication Approach*(U.K)

3, **Internet sources**

4. TOURISM PRODUCTS OF INDIA

UNIT I

History and Geography - Ancient- Medieval and Modern – Landscape-Mountains-Hills –Rivers- Beaches-Lakes – Waterfalls-Wildlife

UNIT-11

Forts and Caves

Red Fort(Delhi, Agra),Fort William(Kolkatta), Fort of Chittor (Rajastan), Gwalior Fort (Madhya Pradesh), Golconda Fort (Andhra Pradesh) Fort St.George (Chennai), Vellore Fort (Vellore), Pratab Garh Fort (Maharashtra) Elephanta, Ajanta and Ellora, Nagarjun Konda Caves (Mumbai), Mogalrajapuram, Sitannavassal.

UNIT III

Temples and Museum and Heritages

Chennai- Kanchipuram- Tiruvannamalai- Chidambaram- Thanjaur-Tiruchirapalli- Madurai- Rameshwaram- Kanyakumari.

National Museum (Delhi), Indian Museum (Calcutta), Prince of Wales Museum (Mumbai) SalarJung Museum ,Hyderabad, Government Museum (Chennai)- -Word Heritage Sites

UNIT IV

Festivals of India:

Brahmotsvam (Tirupati)- Independence Day (all India-Delhi) Onam (Kerala)- Darasa (Karnataka, Tamilnadu and Bengal)- Pongal (Tamil Nadu & Andhra) Kumbamela (Allahabad)- Boat Festival (Kerala)- Deepavali (All India) Flower Festival (Ooty , Bangalore, Kodaikanal)- Saral festival (Courtallam)

UNIT V

1. Games and Sports (Chennai, Kolkata, Delhi, Bangalore)
2. Exhibitions and Trade fairs (Delhi, Chennai)
3. Health (Kerala, Andhra Pradesh)
4. Ashrams (Pondicherry, Tiruvannamalai)
5. Entertainment Parks (Chennai, Coimbatore, Bangalore)

REFERENCES

1.,K Gupta , *Tourism in India* (Gyan publication , Delhi,1987)

2, Lavkush Mishra , *Cultural Tourism in India*, (Mohit Publication, New Delhi 1999)

3, Internet sources

5.TOURISM MARKETING

UNIT – I

Introduction of Marketing: Introduction of Marketing: Concept of Marketing. Approaches to Marketing-Tradition Vis-à-vis Modern. Components of Marketing Mix. Sovereignty of consumer. Difference, between Product marketing and service marketing. Nature classifications & characteristics of services and their marketing implications.

UNIT-11

Tourism Marketing: Nature , process and growth of tourism marketing, Issues and challenges in tourism marketing , Components of marketing mix with special reference to Tourism , Factors influencing tourist buying , Market segmentation and positioning- Forecasting Methods - Forecasting Tourism Demand.

UNIT – III

Tourism Product:: Concept of Product in Tourism and special issues related to marketing of Tourism products , Product Life Cycle and Destination Life Cycle, Destination Branding and Functions.

UNIT – IV

Planning Tourism Marketing : Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments , Factors influencing tourism pricing, Pricing strategies, components of promotion mix, Important promotion tools in tourism.

UNIT –V

Marketing of Tourism Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other Tourism related services – Challenges and Strategies, Using modern technology in tourism marketing, Role of Govt. and non-govt. organizations for tourism promotion.

REFERENCES:

1. Ajlan Fyall and Brian Garod, *Tourism Marketing- a Collaborative Approach*, (Cannel view publication, Canada, 2005)
2. Basotia,G.R and N.K Sharma, *Advertising, Marketing and Sales Management*, (Mangaldeep Publication, Jaipur, 1998)
3. Bansal S.P., *Marketing Management (Kalyani Publication)*
4. Jha.S.M, *Tourism Marketing*, (Himalaya publication, New Delhi, 1995)
5. Kaul.R.N, *Dynamics of Tourism; A Trilogy*, vol, 3. Transportation and Marketing, (Sterling Publication, New Delhi, 1985)
6. Kotler, Philip , *Marketing Management ,Hospitality and Tourism Marketing*
7. Robert. T. Reilly, *Travel and Tourism Marketing Techniques*, (Delmar publication,New York, 1988)
8. Stonier Freeman, *Management*, Prentice Hall.
9. Shaw S. *Airline Marketing and Management* (3rd Edition, Pitman, London)
10. Sinha, P.C , *Tourism Marketing*
11. Cyber Sources.
12. Travel Information Manual (TIM)

6. TOURISM POLICIES AND PLANNING

UNIT-1

Concept of Policy-Formulations of Tourist policy –Role of Government and non Government- Jha Committee 1963-National Committee on Tourism 1988(Yunus Committee)Tourism Finance Corporation of India 1989-National Tourism Policy-National Action Plan for Tourism - New Tourism Policy of India-National Strategy for Tourism Promotion.

UNIT-II

Five year plans- objectives- Tourism as an industry-Training for service Providers-Incredible India campaign- Athithi Davo Bhavo (Guests are like Gods).

UNIT-III

Types of Tourism Planning- Sectoral -Spatial integrated- Complex- Centralized and Decentralized Tourism Planning- HR Planning in various sectors of Tourism.

UNIT-IV

Tourism Planning Process-Objective setting-Goal setting and Plan formulation-Evaluation of tourism Project- Plan implementation- Development and Monitoring-Tourism Master plan- Planning at Regional-National- State Level-Government of Tamil Nadu and India's Tourism Polices-Public Private Partnership (PPP)

UNIT-V

Tourism Statistics- Types of Tourist Statistics and their sources and limitations - Domestic Tourism sources- methods and dimensions- International Tourism: Sources- methods- dimension- Emerging trends- cause of variation of tourism trends.

REFERENCES:

1,Colin Michael Hall and John M.Jenkins,*Tourism and Public Policy*, (Routledge publication, USA, 2003)

- 2, Praveen Seth, *Tourism Planning and Development* , (Rajat publication., New Delhi,1999)
- 3, Premnath Dhar, *International Tourism: Emerging Challenges and Future Prospect*, (Kanishka publication ,New Delhi, 2000)
- 4, Romila Chawla, *Tourism Research Planning and Development*, (Sonali Publication, New Delhi, 2003).
- 5, Sarkar,A.K. *Indian Tourism-Management, Motivation and Mobility*, (Rajat Publication, New Delhi,2003)
- 6, Yogesh Kumar, Pragya Sharma ,*Hand Book of Tourism* ,(Pointer publication, Jaipur, 2006)
- 7, Cyber Sources

7.GEOGRAPHY OF TOURISM

UNIT- I

Concept of Resource, Attraction and Product in Tourism, Tourism products: Typology and Unique features

UNIT- II

Geographical Divisions of India – Mountains, Great Plains, Peninsular plateau, The Coast and Inlands.

UNIT- III

Geographical Divisions and Tourism -Urban, Rural, Cities, Towns, Mountains – Hill Stations

–UNIT- IV

Natural Resources and Tourism- Flora, Fauna in India, National Parks, Wild Life Sanctuaries Safaris, Afforestation Programs.

UNIT- V

Agriculture Related to Tourism - Plantations – Tea, Coffee, Cardamoms, Pepper and Rubber – Horticulture – Floriculture.

REFERENCE BOOKS

- 1, Stephen Williams, *Tourism Geography*, Routledge publication, London, 1998
- 2, Acharya Ram, *Tourism in India*, National publication, New Delhi, 1997
- 3, Jayal.H.D, Motwani Mohan, *Conservation, Tourism and Mountaineering in Himalaya* Neeraj publication 1986
- 4, Lavkush Mishra, *Cultural Tourism in India*, Mohit Publication, New Delhi 1999
- 5, Robinson .H.A, *Geography of Tourism.*, MacDonal and events publication, London 1979
- 6, Internet sources

8 HOSPITALITY MANAGEMENT

UNIT- I

Hospitality Industry:

Origin, Growth and Diversification, Classification-Registration and Gradation of Hotels, Organizational Structure Functions and Responsibilities of the various departments of a Standard hotel/other Catering Outlets viz Bars, Restaurants.

UNIT- II

Hotel Management:

Organization and Staffing, Technology, Room Plans, Reservation, and Registration procedure, Check-in/Check-out, History Card, Over Booking -Guest Relations, Telephone Handling, Night Audit, Computerization, Handling Emergencies”.

UNIT- III

Food Beverage Management:

Food Service : English, French, Russian, American, Cafeteria, counter, Buffer and Room, The Cover – Breakfast, Lunch, Dinner, Beverage Service : Non alcoholic and Alcoholic, Wine Service, Sauces, Soups. Taking an Order : Placing Kitchen order – Food Pick-up Preparing Check, Water’s skills: Carrying Trays And Services- Spoons and Fork, Laying a table cloth Changing table cloths during service, Cleaning a table, Opening Wine, and Champagne, Clearing Glasses- The Supervisor : Table Selling, Discipline, Cost Reduction, Briefing, Staff training, Tip Distribution -Staff Assignment and Scheduling Appraisals, Attendance, After closing points to Check, Banquet management, Special Food Service.

UNIT IV

House Keeping Methodology:

Staff and their Duties, Equipment for cleaning, Laundry and Linen Management, Flower Arrangements, Room preparedness, Maintenance of Rooms, Corridors, Lobby and Front Office.

UNIT- V

Restaurants:

Food Specially – State Wise food specially – North India, South India – Different States Gujarathi, Hyderabad, Chennai, Mumbai – Megalia, Chinese, Vegetarian, Non-Vegetarian – Fast Food joints.

REFERENCE BOOKS

- 1, Michael J & O. Fallow, *Hotel Management and Operations*, John Wiley & Sons Publication, New Jersey, 2007.
- 2, Ahmed Ismail, *Front Office Operation and Management*, Thomson Learning Publication, USA, 2002.
- 3, S.K. Bhatnagar, *Front Office Management*, Frank Publication, New Delhi, 2008
- 4, Richard Kotas & Micael Conlan, *Hospitality Accounting*, Thomson learning publication, U.K, 1981
- 5, Anupama Mukherjee, *Food and Beverage Management*, Isha book publication, New Delhi, 2006
- 6, Internet sources

09. ECOLOGY, ENVIRONMENT AND CONSERVATION

UNIT I

Tourism and Environment: Define Environment – Ecology - Relation between Environment and Tourism – Impact of Tourism on Environment – Positive and Negative – Geographical – Resources for Tourism.

UNIT II

Coastal Resources : The Composition of beach –Waves –Tides enclosed seas – Impact of Beach Resort on Environment – Legal Acts pertaining to India –Sea Pollution – Tourism Development on the coast – Conservation and Development of resources.

UNIT III

Landscape and Wildlife : Rural and Urban Demand – Impact of Tourism in Rural regions – Plans and Policies for Rural Tourism Development – Motivation for Nature based tourism – Demand – Impact of Tourism on Wildlife -Legal Acts pertaining to India for the preservation of wild Animals and Birds Conservation and Development of Resources.

UNIT IV

Historical Resources: The Market for Historical Tourism – Demand – Problems involved in Preserving Historical Resources – Steps to Conserve Existing Resources.

UNIT V

Cultural Resources : Cultural and Ethnic Tourists – Various art forms of India – Steps to conserve Art forms –Dance-Music

REFERENCE BOOKS

- 1,Burton Rosemary, *Geography of Tourism*, London, 1995.
- 2,Chriscooper, John Fletcher, *Tourism Principles and Practices*, London, 1993.
- 3,Holloway Christopher J., *The Business of Tourism*, Singapore, 1991.

4,Internet sources

10. CUSTOMER CARE AN FRONT OFFICE MANAGEMENT

UNIT-1

Front Office –Basic functions-Job descriptions-competencies-Room rates-Budgeting-Administration-Reservations –types

UNIT -11

Services-Reception-Uniformed Services-Concierge services

UNIT-111

Guest Relations Executive=Organization of GRE-Important departments for GRE-General Duties and Responsibilities –GRE Log Book

UNIT- 1V

Front Office Cashier- Duties-Night audit-Task of the Night Auditor-Yield Management-Quality Guest Service

UNIT- V

Managing Front Office Human Resources-Recruitment and selection-Sources of HR supply-Basic Interviewing skills-Joining formalities-Orientation-training and development-Interpersonal communication.

REFERENCES

1. Singaravelavan, R. *Food and Beverage Service*(Oxford University Press, New Delhi, 2011)
2. Sudhir Andrews, *Front Office Management and Operations*(New Delhi,2008)
- 3 , **Internet sources**

