

TOURISM AND HOTEL MANAGEMENT

Unit-I :

- Tourist / Visitor / Traveller / Excursionist-definition and differentiation. Tourism recreation and leisure inter-relationship(s). Tourism components, Elements and infrastructure. Types and typologies of Tourism.
- **Emerging concepts** : Eco / rural / agri. / farai / green / wilderness / country side / special interest tourism.
- **Tourism Trends** : Growth and development over the years and factors responsible therein. Changing market-destination patterns, Traffic flows / receipt trends. Travel motivator and deterrents. Pull and Push forces in tourism.
- **Tourism organization / Institutions** : Origin, Organisation and functions of WTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA.

Unit-II :

- Concept of resource, Attraction and product in tourism. Tourism products : typology and unique features.
- **Natural Tourism Resources in India** : Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and Islands), Water bodies and biotic wealth (flora-fauna).
- Popular tourist destination for land based, air based and water based tourist activities. Tourism in National parks, Wildlife sanctuaries and biosphere reserves.
- **Cultural Tourism Resources in India**: Indian Culture and society. Indian **History**-Ancient, Medieval and Modern.
- Traditions, Customs and costumes; Life style and settlement patterns. Food habits and cuisine. **Music**, Musical instruments and Dance forms; Drawing and painting; Craftsmanship.
- Religion / religious observances and important pilgrim destinations.
- Architectural Heritage-Forts / palaces / other architectural marvels-Location and unique features.

Unit-III :

- **Accommodation** : Concept, Types and Typologies, Linkages and Significance with relation to tourism.
- Emerging dimensions of accommodation industry-Heritage hotels, Motels and resort properties. Time share establishments.
- **Hotel and Hoteliering** : Origin, Growth and diversification. Classification, registration and gradation of hotels. Organisational structure, Functions and responsibilities of the various departments of a standard hotel / other catering outlets, viz., bars, restaurants, fast food centres. In flight catering.
- Leading multinational hotel chains operating in India. Public sector in hoteliering business-Role, Contribution and Performance.
- HRD perspective with special reference to India-Requirements, Training facilities, Constraints and Scope.
- Fiscal and non-fiscal incentive available to hotel industry in India. Ethical, Legal and regulatory aspects.

Unit-IV :

- **Transportation** : Dynamically Changing needs and means.
- **Airlines Transportation** : The Airlines Industry-Origin and Growth. Organization of Air Transport Industry in International context. Scheduled and non-scheduled Airlines services; Air taxis. Multinational Air Transport Regulations-Nature, Significance and Limitations. Role of IATA, ICAO and other agencies.
- Air Transport Industry in India-DGCA and other key players; Regulatory Framework; Air Corporation Act, Indian carriers-Operations, management and performance. Marketing strategies of Air India.
- **Significance of Road Transport in Tourism** : Growth and Development of road transport system in India;
- State and inter-state bus and coach network, Rail Transport Network-Major Railway Systems of World-British Rail, Euro Rail and Amtrak.
- Types of special package offered by Indian Railways to tourists-Indrail pass, Palace on Wheels and Royal Orient.
- **Water Transport System in India**-Historical past, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise. Future prospects.

Unit-V :

- **Travel Agency and Tour Operations Business** : Origin, Growth and development; Definition, Differentiation and linkages; Organisation and functions-Travel information counselling, Itinerary preparation, Reservation, Tour costing / pricing. Marketing of tour packages. Income sources.
- **Airlines Ticketing** : Operational perspectives of ticketing-ABC codes, Flight schedules, Flying time and MPM/TPM calculation, TIM (Travel Information Manual) consultation. Routine and itinerary preparation, Types of fare, Fare calculation and rounding-up. Currency conversion and payment modes, Issuance of ticket.
- **Cargo Handling** : Baggage allowance, Free access baggage. Weight and piece concept. Accountability of lost baggage, Dangerous goods; Cargo rates and valuation charges, Automation and airport procedures.
- Requirements for setting-up travel agency and tour operations business, Approval from organisation and institutions concerned. Incentives available in Indian context. Constraints and limitations.

Unit-VI :

- **Tourism Planning** : Origin, Concept and approaches. Levels and types of tourism planning-Sectoral, Spatial, Integrated, Complex, Centralized and Decentralized. Product life cycle theories and their applicability in tourism planning, Urban and rural tourism planning.
- Tourism planning and policy perspectives; planning at national, state and regional levels. India's tourism policies.
- **Tourism planning process** : Objective setting, Background analysis, Detailed research and analysis, Synthesis, Goal setting and Plan formulation, Evaluation of tourism project-Project feasibility study; Plan implementation, Development and monitoring. Tourism master plan.
- Tourism impacts and **need** for sustainable tourism planning : Socio-cultural, Economic and physical, Tourism carrying capacity and environmental impact analysis (EIA).
- Law and legislation relating to tourist entry, Stay, Departure, Passport, Visa and Health.