

MRSPTU BACHELOR OF MANAGEMENT STUDIES (AIRLINES, TOURISM AND HOSPITALITY) SYLLABUS 2017 BATCH ONWARDS (3 YRS.) UPDATED ON 14.4.2018

BACHELOR OF MANAGEMENT STUDIES (AIRLINES, TOURISM AND HOSPITALITY)

SEMESTER 1 st		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM1-101	Basics of Tourism	4	0	0	40	60	100	4
BHOM1-102	Geography for Tourism	4	0	0	40	60	100	4
BHOM1-103	Indian Society and Culture	3	0	0	40	60	100	3
BHOM1-104	Business Communication	3	0	0	40	60	100	3
BHOM1-105	Principles of Management	3	0	0	40	60	100	3
BHOM1-106	Accounting for Managers	3	0	0	40	60	100	3
BHOM1-107	Event Management Report	2	0	0	100	0	100	2
Total		22	0	0	340	360	700	22

**During first semester student will organise/participate in an event field trip will be after first semester*

SEMESTER 2 nd		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM1-208	Components of Tourism	4	0	0	40	60	100	4
BHOM1-209	Tourism Products of India: Art and Architecture	4	0	0	40	60	100	4
BHOM1-210	Legal Environment for Tourism	4	0	0	40	60	100	4
BHOM1-211	Introduction of Statistics	3	0	0	40	60	100	3
BHOM1-212	Business Economics	3	0	0	40	60	100	3
BHOM1-213	Environment Studies	2	0	0	0	100	100	2
BHOM1-214	Field Trip Report	2	0	0	100	0	100	2
Total		22	0	0	300	400	700	22

***Leadership Development Camp (Adventure Tour) will be after second semester or during third semester*

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SEMESTER 3rd		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM1-315	Travel Agency & Tour Operation	4	0	0	40	60	100	4
BHOM1-316	Dimensions of International Tourism	4	0	0	40	60	100	4
BHOM1-317	Computer Applications	2	0	0	40	60	100	2
BHOM1-318	Computer Applications (Lab.)	0	0	2	60	40	100	1
BHOM1-319	Front Office Operations- Reservation & Registration	4	0	0	40	60	100	4
BHOM1-320	English Language	2	0	0	40	60	100	2
BHOM1-321	Tourism Transportation	4	0	0	40	60	100	4
BHOM1-322	Tourism Products of India (Regional)	4	0	0	40	60	100	4
Total		24	0	2	340	460	800	25

SEMESTER 4 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM1-423	Hospitality Management (focus on F&B and H.K.)	4	0	0	40	60	100	4
BHOM1-424	Airlines Management	4	0	0	40	60	100	4
BHOM1-425	Foreign Language (French)	3	0	0	40	60	100	3
BHOM1-426	Human Resource Management	3	0	0	40	60	100	3
BHOM1-427	Tourism Geography (world)	4	0	0	40	60	100	4
BHOM1-428	Tourism Policy & Planning	4	0	0	40	60	100	4
BHOM1-429	Sales, Marketing & P.R. in Tourism Industry	3	0	0	40	60	100	3
Total		25	0	0	280	420	700	25

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SEMESTER 5 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM1-530	Resort Management	4	0	0	40	60	100	4
BHOM1-531	Itinerary Preparation & Ticketing	4	0	0	40	60	100	4
BHOM1-532	Basics of Entrepreneurship	4	0	0	40	60	100	4
BHOM1-533	Research Methodology	4	0	0	40	60	100	4
BHOM1-534	Conference & Event Management	4	0	0	40	60	100	4
BHOM1-535	Destination Marketing & Management	4	0	0	40	60	100	4
BHOM1-536	Project Report	0	0	4	100	0	100	4
Total		24	0	4	340	360	700	28

SEMESTER 6 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM1-637	Industrial Training- Report & Viva	0	0	0	0	100	100	12
Total		0	0	0	0	100	100	12

MRSPTU

BASICS OF TOURISM

Subject Code: BHOM1-101

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives:

This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.

UNIT-I (12 Hrs.)

Historical Development, Transportation advances, the Concept of Tourism, Definition and meaning of tourist, traveller, visitor, excursionist & transit visitor, International tourist & Domestic Tourist, Typologies of Tourists.

UNIT-II (12 Hrs.)

Concept of demand & supply in tourism, factors affecting demand and supply in tourism. Tourism Product, Features of Tourism Product, Types of Tourism Product (TOPs, ROPs, BTEs), Difference of tourism product from other consumer products.

UNIT-III (11 Hrs.)

Tourism paradigms – Eco tourism, Green tourism, Alternate tourism, Heritage tourism, sustainable tourism, cultural tourism

UNIT-IV (10 Hrs.)

Factors inhibiting growth of tourism, travel industry in the 21st century, future tourism scenario.

Recommended Books

1. A.K. Bhatia, 'International Tourism: Fundamental and Practice', Sterling Publisher, New Delhi.
2. E.L. Hudman and D.E. Hawkins, 'Tourism in Contemporary Society: An Introductory Text, New Jersey, Prentice Hall.
3. K.K. Kamra and M. Chand, 'Basics of Tourism: Theory, Operation and Practice', Knishka Delhi.
4. D.E. Lundberg, The Tourist Business. New York: Van Nostrand.
5. Reinhold Mill, R.C. and A.M. Morrison, 'The Tourism System', Prentice Hall, New Jersey.
6. Robert McIntosh, W. Goeldner, R. Charles, 'Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc., New York, 1990.
7. P.N. Seth, 'Successful Tourism Management', Sterling Publisher, New Delhi.

GEOGRAPHY FOR TOURISM

Subject Code: BHOM1-102

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives:

Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.

UNIT-I (12 Hrs.)

Importance of Geography in Tourism: Geography and Tourism Interface, Geography- Locational Aspects: Latitude, Longitude, Location of Places, Map Reading, International Date Line, Time Zones.

UNIT-II (10 Hrs.)

Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, Transportation & Communication.

UNIT-III (12 Hrs.)

Case Studies of selected Indian States: Himachal Pradesh, Rajasthan, Uttar Pradesh and North Eastern Hill States (Relief, Climate, Natural Vegetation, Wildlife, Economy, Transportation, Fairs & Festivals, Important Tourist Centres of each State).

UNIT-IV (11 Hrs.)

Case Studies of selected Indian States: Madhya Pradesh Orissa, Kerala & Tamil Nadu (Relief, Climate, Natural Vegetation, Wildlife, Economy, Transportation, Fairs & Festivals, Important Tourist Centres of each State).

Recommended Books

1. B.G. Boniface and Chris Cooper, 'The Geography of Travel and Tourism Oxford', Butterworth Heinemann.
2. C.M. Hall and J. Page Stephen, 'The Geography of Tourism and Recreation: Environment, Place & Space', Routledge, London.
3. Pearce Douglas, 'Tourism Today: A Geographical Analysis', Longman, New York.
4. R.L. Singh, 'India- A Regional Geography', Varanasi: National Geographical Society of India.
5. N.P. Seth, 'Successful Tourism Management', Sterling Publisher, New Delhi.
6. Sarina Singh et. al., 'India', Lonely Planet Publications.

INDIAN SOCIETY AND CULTURE

Subject Code: BHOM1-103

**L T P C
3 0 0 3**

Duration: 40 Hrs.

Course Objectives:

It is the Indian society and culture, which is the main tourist product of India. A thorough knowledge about this is required for any tourism professional, so that it can be utilised in future. This course will brief learner about the core understanding of Indian society, culture and various religions in India

UNIT-I (10 Hrs.)

Structure of Indian Society, Dharma, Varnashrama, development of caste system in India, Rites and Rituals, Multiplicity of Indian culture, unity in diversity, main characteristics of Indian culture

UNIT-II (10 Hrs.)

Major Religions of India

1. Hinduism, Buddhism, Jainism
2. Islam, Christianity and Sikhism

UNIT-III (10 Hrs.)

Fairs and Festivals of India

1. Ganapati-puja, Diwali, Holi, Dussehara, Puja-Navaratra, Pongal, Onam, Id, Muharram, Gurpurab, Christmas
2. Kullu-Dussehra, Maghi Mela, Baisakhi, Pushkar, Kumbh-Haridwar, Allahabad, Kurukshetra-Solar Eclipse

UNIT-IV (10 Hrs.)

1. Indian Cuisine, Traditional Dresses and Ornaments.
2. Dance and Music of India.

Recommended Books

1. V.S. Agrawal, 'The Heritage of Indian Art', Govt. of India Publication.
2. A.L. Basham, 'The Wonder that was India', Tapling Publishing Co., New York.

3. Tadgell Christopher, 'The History of Architecture in India', Penguin, New Delhi.
4. Daljeet and P.C. Jain, 'Indian Miniature Paintings', Brijwasi Art Press.
5. Dalmia Yashodhra, 'Contemporary Indian Art: Other Remedies', Marg Publisher, Mumbai.
6. Jagannathan Shankutala, 'Hinduism-An Introduction', Vakils, Feffer and Simon, Mumbai.
7. Keya John, 'India: A History', Harper Collins.
8. Pattanaik Devdutt, 'A Handbook of Hindu Mythology', Penguin Global.
9. Thapar Romila and Percival Spear, 'History of India', Orient Longman, New Delhi.

BUSINESS COMMUNICATION

Subject Code: BHOM1-104

L T P C
3 0 0 3

Duration: 40 Hrs.

Course Objectives:

The primary objective of Business Communication is to introduce the student to various forms of written and oral communication that are necessary in real-life business situations, perfecting verbal and non-verbal communication skills. Further this course will try to develop overall personality of students

UNIT-I (10 Hrs.)

Meaning, types, barriers and mechanism of communication, Non-verbal communication, organizational setting of business communication, Face to face conversation.

UNIT-II (10 Hrs.)

Professional use of telephone, interviews, group discussion and presentations

UNIT-III (10 Hrs.)

Customer care, appropriate mannerism, handling customers, nature of complaint, handling objections, responding to a complaint & negotiation, resolving conflict

UNIT-IV (10 Hrs.)

Basic personality traits-dress, address, gestures and manners; self-evaluation and development-identification of strength & weaknesses; overcoming hesitation & fear of facing public; corrective & developmental exercises- confidence building, mock interviews, role plays.

Recommended Books

1. Lynn Vander Wagen, 'Communication, Tourism & Hospitality', Hospitality Press Pvt. Ltd.
2. M.D. Jitendra, 'Organizational Communication', Rajat Publications.
3. Jon & Lisa Burton, 'International Skills in Travel & Tourism', Longman Group Ltd.
4. Rayon, V. Lesikar, John D. Petit, J.R. Richard, D. Irwin, 'Business Communication', INC.

PRINCIPLES OF MANAGEMENT

Subject Code: BHOM1-105

L T P C
3 0 0 3

Duration: 40 Hrs.

Course Objectives:: This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about manager's role in handling the individuals in an organization will also be the focus of course

UNIT-I (10 Hrs.)

Introduction: Concept of Management, Scope, Functions and Principles of Management, Evolution of Management Thought

UNIT-II (10 Hrs.)

Planning: Process of Planning, Objectives:, Policy & Procedures, Forecasting & Decision Making.

UNIT-III (10 Hrs.)

Organizing: Meaning, Importance, Patterns of Organization, Life & Staff relationship, Centralization & decentralization, Staffing: Nature & scope of Staffing, Manpower planning, Selection & Training, Performance & Appraisal

UNIT-IV (10 Hrs.)

Directing: Nature & scope of directing, Motivation & Leadership, Communication. Controlling: Concept of Managerial Control, Responsibilities of Managers

Recommended Books

1. R. Srinivasan and S.A. Chunawalia, 'Management Principles & Practice', Himalaya Publishing House, New Delhi.
2. L.M. Prasad, 'Principles & Practice of Management', Sultan Chand & Sons, New Delhi.
3. Koontz Harold and Heinz Weihrich, 'Management', Mc Graw Hill.
4. Burton and Thakur, 'Management Today- Principles and Practices', Tata McGraw Hill.

ACCOUNTING FOR MANAGERS

Subject Code: BHOM1-106

**L T P C
3 0 0 3**

Duration: 40 Hrs.

Course Objectives::

The course intends to give learners an understanding of the accounting procedures in an organization. It will help to students to understand and apply the concepts of accounting to solve business problems.

UNIT-I (10 Hrs.)

Accounting-Meaning, Objectives:, Classification, Accounting Equation, Accounting concepts and conventions, Profit and Loss Account and Balance Sheet

UNIT-II (10 Hrs.)

Finance & Financial Management: Meaning, aims, Nature, Scope, Objectives: and functions of financial management. Sources of finance, Statement of Changes in Financial position – Funds flow Analysis. Cash Flow Analysis – Ratio analysis.

UNIT-III (10 Hrs.)

Working Capital Management: Significance, Classification, Theory and Planning of Working Capital, estimating need for working capital, Techniques of Forecasting Working capital requirements.

UNIT-IV (10 Hrs.)

Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.

Recommended Books

1. M. Pandey, Financial Management, Vikas Publishing, New Delhi.
2. M.Y. Khan, 'Financial Management', Tata Mc. Grand Hill Publishing Co. Ltd., New Delhi.
3. R.K. Sharma and Shashi K. Gupta, 'Management Accounting', Kalyani Publisher, Ludhiana.
4. R.L. Gupta, 'Booking keeping & Accounting', Sultan Chand, New Delhi.
5. T.S. Grewal, 'Introduction to Accounting', S. Chand.
6. Khan and Jain, 'Cost Accountancy', Tata McGraw Hill.

EVENT MANAGEMENT REPORT

Subject Code: BHOM1-107

**L T P C
3 0 0 3**

Duration: 40 Hrs.

Course Objectives::

The objective of this course is to enable students to

- a) Develop and relate theory to practice
- b) Help themselves in making an informed career choice after exposure to the actual work environment
- c) Observing the systems, processes, interactions and human relations

Evaluation: Student presentations would be organised based on their reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their reports. Based on feedback, students would submit a final report which would be evaluated by an internal examiner, nominated by the University, out of 50 points.

COMPONENTS OF TOURISM

Subject Code: BHOM1-208

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives::

This course will brief learners about the various components of tourism, enabling them to understand the concept of tourism in detail. In this course learner will try to relate tourism with its core sectors. This knowledge will be helpful in shaping a future tourism professional.

UNIT-I (12 Hrs.)

Approaches to study tourism: Product, Institutional, Managerial, Geographical and Economic Approach; Concept of interdisciplinary approach to study tourism; Travel Motivation: Categorization of tourists according to their motive of travel; S.C. Plog's Psychographic classification of tourist Motivations. Components of the tourism System.

UNIT-II (12 Hrs.)

Tourism Product; Tourism market- a basket of goods and services; Various types of Tourism Attractions; Linkages between the major components of Tourism Industry.

UNIT-III (11 Hrs.)

Transport as a Component of Tourism, Different types of transportations (Rail, Road, Water and Air); Travel Business through the ages.

UNIT-IV (10 Hrs.)

Accommodations Industry, Meaning of Accommodation, Types of Accommodation; Accommodation industry through the ages.

Recommended Books

1. R.A. Cook, L.J. Yale and J.J. Marqua, 'Tourism: The Business of Travel, New Jersey', Prentice Hall of India.
2. S. Medlik, 'Managing Tourism', Oxford, Butterworth Heinemann.
3. R.C. Mill and A.M. Morrison, 'The Tourism System', New Jersey, Prentice Hall of India.
4. J.R. Walker, 'Introduction to Hospitality', New Jersey, Prentice Hall of India.
5. P.N. Seth, 'Successful Tourism Management', Sterling Publisher, New Delhi.

TOURISM PRODUCT OF INDIA: ART AND ARCHITECTURE

Subject Code: BHOM1-209

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives::

A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the product development and in product sales & marketing.

UNIT-I (10 Hrs.)

Elements of Indian Art; (Dance, Music, Literature, Cinema, Handicrafts).

UNIT-II (11 Hrs.)

Indian Sculptures- Ancient, Medieval and Modern; Evolution through the ages; Main tourist centres in India.

UNIT-III (12 Hrs.)

Indian Architecture- Ancient, Medieval and Modern; growth and development through the ages; Different style of architecture in India - Hindu, Buddhist and Islamic.

UNIT-IV (12 Hrs.)

Indian Paintings - Ancient, Medieval and Modern; Various schools of Paintings; Important Museums, Art Galleries and Libraries of India.

Recommended Books

1. V.S. Agrawal, 'The Heritage of Indian Art', Govt. of India Publication.
2. A.L. Basham, 'The Wonder that was India', Tapling Publishing Co., New York.
3. Tadgell Christopher, 'The History of Architecture in India', Penguin, New Delhi.
4. Daljeet and P.C. Jain, 'Indian Miniature Paintings', Brijwasi Art Press.
5. Dalmia Yashodhra, 'Contemporary Indian Art: Other Remedies', Marg Publisher, Mumbai.
6. Jagannathan Shankutala, 'Hinduism-An Introduction', Vakils, Feffer and Simon, Mumbai.
7. Key John, 'India: A History', Harper Collins.
8. Pattanaik Devdutt, 'A Handbook of Hindu Mythology', Penguin Global.
9. Thapar Romila and Percival Spear, 'History of India', Orient Longman, New Delhi.

LEGAL ENVIRONMENT FOR TOURISM

Subject Code: BHOM1-210

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives::

A thorough knowledge about legal and regulatory environment for tourism is needed for any tourism professional. This knowledge is required for entrepreneurial and vocational endeavours.

UNIT-I (11 Hrs.)

Indian Contract Act, 1972, Contract of Indemnity and Guarantee, Contract of Agency; Partnership Act 1932, Sale of Goods 1930.

UNIT-II (10 Hrs.)

Companies Act 1956: Nature and Types of Companies, Formation, Memorandum and Articles of Associations Prospectus.

UNIT-III (12 Hrs.)

Negotiable Act 1881: Nature and types Negotiation and Assignment, Types of Negotiable Instrument, Cheques, Letter of Credit, Traveller letter of Credit, Commercial, Letter of Credit.

UNIT-IV (12 Hrs.)

Consumer Protection Act and Tourism, FEMA; Important regulations related with tourism and hospitality business.

Recommended Books

1. S.S. Malik, 'Ethical, Legal and Regulatory Aspects of Tourism Business', Delhi.
2. M. Rahul Sajani, 'Indian Tourism Business – A Legal Perspective'.
3. N.D. Kapoor, 'Mercantile Law', S. Chand and Co.
4. M.C. Kuchhal, 'Mercantile Law' Vikas Publishing House.
5. V.K. Batra & Kalra, 'Mercantile Law', Tata McGraw Hill.

INTRODUCTION TO STATISTICS

Subject Code: BHOM1-211

**L T P C
3 0 0 3**

Duration: 40 Hrs.

Course Objectives::

The objective of this course is to make the student acquaint with the basic knowledge of statistics, enabling them to appreciate and implement this knowledge in developing business strategies. The objective of this course is also to acquaint the participants with concepts and techniques used in statistics

UNIT-I (10 Hrs.)

Statistics – Definitions, Importance, uses in Business, Conducting Statistical Enquiry, Classification & Tabulation, Graphical Presentations, Frequency Distribution; Measures of Central Tendency, Measures of Variation, Skewness.

UNIT-II (09 Hrs.)

Correlation Analysis & Regression Analysis

UNIT-III (10 Hrs.)

Theory of Index Numbers – Meaning & Uses, Methods of Construction, Test of Consistency, Fixed & Chain Base, Wholesale & Consumer price index

UNIT-IV (10 Hrs.)

Time Series Analysis – Components, Trends, Least Square Methods, Moving Average & Ratio-&-Trend Methods

Recommended Books

1. S.P. Gupta, 'Statistical Methods', Sultan Chand & Sons, New Delhi.
2. C.R. Reddy, 'Quantitative Methods for Management', Himalaya Publishing House.
3. V.K. Kapoor, 'Statistics', Sultan Chand & Sons, New Delhi.

BUSINESS ECONOMICS

Subject Code: BHOM1-212

**L T P C
3 0 0 3**

Duration: 40 Hrs.

Course Objectives:

Most of managerial decision making has to have economic considerations. It is therefore important for a manager to understand the concepts of economics and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in economics both at micro and macro levels.

UNIT-I (10 Hrs.)

Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View, Nature, Scope and Application of Managerial Economics

UNIT-II (10 Hrs.)

Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus; Demand Analysis, Law of Demand, Determinants of Demand, Elasticity of Demand, Demand forecasting.

UNIT-III (10 Hrs.)

Economics of Production Analysis: Return to scale, Law of Returns and Production Function, Concept of Profit and Break-even Analysis.

UNIT-IV (10 Hrs.)

Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.

Recommended Books

1. O.P. Chopra, 'Managerial Economics', Tata MC Graw Hill.
2. P.L. Mehta, 'Managerial Economics', Sultan Chand, New Delhi.
3. H.S. Agarwal, 'Micro Economics', Ane Books.
4. Jeoldean, 'Managerial Economics', Prentice Hall of India.

ENVIRONMENT STUDIES

Subject Code: BHOM1-213

**L T P C
2 0 0 2**

Duration: 29 Hrs.

Course Objectives:

The knowledge of environmental studies is the need of hour these days. It is pre-requisite for every young professional to understand and appreciate this knowledge, so that he/she can use that knowledge in practice throughout his/her life

UNIT-I (8 Hrs.)

Environment Concept: Introduction, concept of biosphere-lithosphere, hydrosphere, atmosphere; Natural resources-their need and types; principles and scope of Ecology; concepts of ecosystem, population, community, biotic interactions, biomes, ecological succession.

Atmosphere: Parts of atmosphere, components of air; pollution, pollutants, their sources, permissible limits, risks and possible control measures.

Hydrosphere: Types of aquatic systems. Major sources (including ground water) and uses of water, problems of the hydrosphere, fresh water shortage; pollution and pollutants of water, permissible limits, risks and possible control measures.

Lithosphere: Earth crust, Soil-a life support system, its texture, types, components, pollution and pollutants, reasons of soil erosion and possible control measures.

UNIT-II (8 Hrs.)

Forests: Concept of forests and plantations, types of vegetation and forests, forests, factors governing vegetation, role of trees and forests in environment, various forestry programmes of the Govt. of India, Urban forests, Chipko Andolan.

Conservation of Environment: The concepts of conservation and sustainable development, why to conserve, aims and Objectives: of conservation, policies of conservation; conservation of life support systems-soil, water, air, wildlife, forests.

Management of Solid Waste: Merits and demerits of different ways of solid waste management-open, dumping, landfill, incineration, resource reduction, recycling and reuse, vermicomposting and vermiculture, organic farming.

UNIT-III (8 Hrs.)

Indoor Environment: Pollutants and contaminants of the in-house environment; problems of the environment linked to urban and rural lifestyles; possible adulterants of the food; uses and harms of plastics and polythene; hazardous chemicals, solvents and cosmetics.

Global Environmental Issues: Global concern, creation of UNEP; Conventions on climate change, Convention on biodiversity; Stratospheric ozone depletion, dangers associated and possible solutions.

Indian Laws on Environment: Indian laws pertaining to Environmental protection: Environment (Protection) Act, 1986; General information about Laws relating to control of air, water and noise pollution. What to do to seek redressal.

UNIT-IV (05 Hrs.)

Biodiversity: What is biodiversity, levels and types of biodiversity, importance of biodiversity, causes of its loss, how to check its loss; Hotspot zones of the world and Indian, Biodiversity Act, 2002.

Noise and Microbial Pollution: Pollution due to noise and microbes and their effects.

Human Population and Environment: Population growth and family welfare programme, Human Health, HIV/AIDS, Human rights.

Social Issues: Environmental Ethics: Issues and possible solution, problems related to lifestyle, sustainable development; Consumerisms and waste generation.

Local Environmental Issues: Environmental problems in rural and urban areas. Problem of congress grass & other weeds, problems arising from the use of pesticides and weedicides, smoking etc.

FIELD TRIP REPORT

Subject Code: BHOM1-214

L T P C

2 0 0 2

Course Objectives:

The objective of this course is to enable students to

- Develop and relate theory to practice
- Help themselves in making an informed career choice after exposure to the actual work environment
- Observing the systems, processes, interactions and human relations in the organization
- Get an opportunity to understand the expectations of industry
- Prepare themselves for final placements.

Evaluation: After the first semester students will undertake a trip to any popular itinerary in India and during the semester they would be submitting a report of the same. Student presentations would be organised based on their reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their reports. Based on feedback, students would submit a final report, which would be evaluated by an internal examiner, nominated by the University, out of 100 points.

TRAVEL AGENCY AND TOUR OPERATIONS

Subject Code: BHOM1-315

L T P C

4 0 0 4

Duration: 45 Hrs.

Course Objectives:

The course aims to train the students in making travel plans (domestic and international) and designing of package tours.

UNIT-I

Itinerary Planning: Itinerary and its importance Types of Itineraries, Factors to keep in mind while designing an Itinerary, Itineraries for Inbound and domestic tourists: Golden triangle, Rajasthan tour, Kerala tour Popular Outbound Itineraries of Singapore, Malaysia, Thailand, Europe Tour, Australia Tour.

UNIT-II

Package Tours: Package tour and its components, Practical components of a standard package tour Designing & Costing of a package tour.

UNIT-III

Visas: Difference between Passport and Visa Types of Passport & Visa, Preparing Visa cases Formalities required for Various Visas like: Schengen, Dubai and Far East.

UNIT-IV

FOREX: Basic overview of FOREX.

Forex Terminology- TCs, Cash currency, BTQ, LERMS.

Recommended Books

1. Mohinder Chand, 'Travel Agency Management', Anmol, Delhi.
2. Chunk, James, Dexter & Boberg, 'Professional Travel Agency Management. Prentice Hall Publication'.
3. Fay Betsy, 'Essentials of Tour Management', New Jersey: Prentice Hall Publication.
4. J.M. Negi, 'Travel Agency and Tour Operation: Concepts and Principles', Kanishka Publishers & Distributors, New Delhi.

DIMENSIONS OF INTERNATIONAL TOURISM

Subject Code: BHOM1-316

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives:

The course will provide in depth understanding to the learner regarding various agency of tourism in India and World. Students will also be exposed to the trends and issues of world tours.

UNIT-I

Trends and critical issues of World Tourism, Understand the supply and demand of Tourist Travel, Reasons for Tourism Flow patterns, Outline the evolution of International Travel and transport developments that have affected tourism.

UNIT-II

The Role of the State in Tourism: National Tourism Organization Department of Tourism, India ITDC, DGCA, AAI, FHRAI.

UNIT-III

Travel Retailing: Travel Agency & Tour Operations Functions of a Travel Agency Departments of Travel Agency Package Tours & its Components, Client Handling activities in Travel Agency Star Cruises: Overview.

UNIT-IV

Travel Industry Fairs: Participation Advantages ITB, WTM, PATA Travel Mart ICCA
International Tourism Organizations: Need and Significance for organizations, UFTAA, WATA, ASTA, WTO, PATA & PATA Chapters, IATA, ICAO, IHA.

Recommended Books

1. A.K. Bhatia, 'International Tourism: Fundamental and Practice', Sterling, Delhi.
2. Jon & Lisa Burton, 'International Skills in Travel & Tourism', Longman Group Ltd.
3. P. Jones and A. Pizam, 'The International Hospitality Industry: Organizational and Operational Issues', John Wiley, New York.

COMPUTER APPLICATIONS

Subject Code: BHOM1-317

**L T P C
2 0 0 2**

Duration: 26 Hrs.

Course Objectives:

Student will be exposed to the theoretical aspect of basic computer application and various graphical tools.

UNIT-I

Basic Computing: Computer Fundamentals –Theory -Definitions, Elements of a computer system, -Hardware Features and uses, -Components of a computer.

UNIT-II

Windows Operations- Creating folders/shortcuts/renaming files/deleting files, exploring windows, quick menu.

UNIT-III

Office Work: The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, PowerPoint, Access and Outlook Express).

UNIT-IV

Computer Presentation: Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism. E-mail and electronic highway, Internet.

Recommended Books

1. R.K. Taxali, 'PC Software Made Simple', Tata McGraw Hill.
2. V. Raganeman, 'Fundamental of Computers', Prentice Hall India.
3. V. Raganeman, 'Analysis & Designing Information System', Prentice Hall India.

COMPUTER APPLICATIONS LAB.

Subject Code: BHOM1-318

**L T P C
0 0 2 1**

Course Objectives:

The student will be give practical exposure of MS office.

UNIT-I

MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document.

UNIT-II

Power Point (Presentation Software): Basic concept of presentation software. Standard, formatting, and drawing toolbars in PowerPoint and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

UNIT-III

Excel: its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae. Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Excel Functions: max, min, date, count.

UNIT-IV

Mail Merge: creating main document, letter, envelope and data source. Adding and removing fields from data source.

Internet: A brief history of origin of internet. Various applications of Internet such as email, information gathering, searching, chatting, downloading etc. Use of search engines, internet explorer and e-mail messages. Netiquettes. Use of internet in various fields.

Recommended Books

1. R.K. Taxali, 'PC Software Made Simple', Tata McGraw Hill.
2. V. Raganeman, 'Fundamental of Computers', Prentice Hall India.
3. V. Raganeman, 'Analysis & Designing Information System', Prentice Hall India.

FRONT OFFICE OPERATIONS - RESERVATION & REGISTRATION

Subject Code: BHOM1-319

L T P C
4 0 0 4

Duration: 45 Hrs.

Course Objectives:

The course aims to provide the basic understanding to the learners about basic front office operations and procedure.

UNIT-I

Front office operations: Terminology, Front office functions: Information, Reservations, Reception, Lobby, Cashiering, Night Auditor, Telephones, Emergencies. Front office's interaction with other departments.

UNIT-II

Reservation System and Procedure: Manual Reservation, Automated Reservation, Central Reservation Office, Individual Reservations, Group Reservations, Walk- ins, Reservation Holder, Room Assignment.

Registration Procedure: Registration Card/Form, Payment Method, Rooming, Housekeeping Report, Special Situation, Special Guests, Reports, Overbooking.

UNIT-III

Determining Room Availability and Assignment: Terminology (room revenue, corporate traveller, no-show, due-out, turn-away, walk-in, group booking, stay-over, full-house management, run of the house, occupancy rate, blocked rooms, yield management and guaranteed payment).

UNIT-IV

Cashier and Billing Procedures: Terminology (source documents, voucher, department journal, folio, posting, city ledger, cash sheet, petty cash, float, and point of-sale), Billing procedures, Guest Accounting cycle, Charges, Late Charges, Cashier's Responsibilities, Payment.

Night Auditor: Purpose of Hotel Night Audit, Elements necessary for completing night audit, Manual and Automatic Posting, Process of Night Auditing.

Recommended Books

1. J.R. Walker, 'Introduction to Hospitality', Prentice Hall, New Jersey.
2. U. Jones and S. Newton, 'Hospitality and Catering - A Closer Look', Cassel, Herndon.
3. James Socrates Bardi, 'Hotel Front Office Management', 4th Edn., Wiley, New York.

ENGLISH LANGUAGE

Subject Code: BHOM1-320

**L T P C
2 0 0 2**

Duration: 26 Hrs.

Course Objectives:

The primary objective of English Language is to introduce the student to various forms of written and oral communication that are necessary in real-life business situations, perfecting verbal and non-verbal communication skills. Further this course will try to develop overall personality of students.

UNIT-I

Grammar: Articles, Parts of Speech, Tenses, Voice, Direct and Indirect Narration, Transformation of Sentences, Idioms and, Proverbs, Common Errors in English, Vocabulary, Punctuation, Story Construction.

UNIT-II

Precis Writing, Business Letter writing, Report Writing, Resume Writing, Paragraph Writing, Email Writing.

UNIT-III

Speaking-Extempore, Art of public speaking, Presentation, Group Discussions, Mastering Stage fear, Interview Skills.

UNIT-IV

Social and Business etiquettes, Manners and Accent, E-communication techniques.

Recommended Books

1. Wagen, Lynn Vander, 'Communication, Tourism & Hospitality', Hospitality Press Pvt. Ltd.
2. M.D. Jitendra, 'Organizational Communication', Rajat Publications. Jon & Lisa.
3. Burton, 'International Skills in Travel & Tourism', Longman Group Ltd.
4. Rayon, V. Lesikar, John D. Petit, J.R. Richard D. Irwin, 'Business Communication', INC.

TOURISM TRANSPORTATION

Subject Code: BHOM1-321

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives:

The learner will learn the functions of transport, organizations and systems.

UNIT-I

Evolution of tourist transport system Importance of transport in tourism. Marketing of passenger transportation. Patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Different Transport mode selection methods.

UNIT-II

Functions ICAO, IATA, DGCA, AAI and Open Sky Policy, Freedoms of air and other policies in Indian aviation sector – Role of airlines in tourism promotion: recent policies regarding airlines, case studies of Air India, Jet Airlines, Sahara airlines, Go-airways, Indigo, and Air Deccan.

UNIT-III

Surface Transport System Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Rail transport system Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express). Special trains & packages for tourists in India, Indrail pass, special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains).

UNIT-IV

Water Transport System an overview, Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary, Major water based leisure practices and their future in India.

Recommended Books

1. IATA, 'ABC (red and blue)'.
2. IATA, 'Travel Information Manual (TIM)'.
3. Mohinder Chand, 'Travel Agency Management'.
4. Anmol, Chunk, James, Dexter & Boberg, 'Professional Travel Agency Management', Prentice Hall, Delhi.
5. D.L. Foster, 'The Business of Travel Agency Operations and Management', McGraw Hill, Singapore.
6. Fay Betsy, 'Essentials of Tour Management', Prentice Hall, New Jersey.
7. J.M. Negi, 'Travel Agency and Tour Operation: Concepts and Principles', Kanishka Publishers & Distributors, New Delhi.

TOURISM PRODUCTS OF INDIA (REGIONAL)

Subject Code: BHOM1-322

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives:

Nature is the basic component of tourism. The knowledge of natural places shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.

UNIT-I

Punjab as Tourist Destination: History, Geography & Ecology, Demography, Places of interest, Gardens of Chandigarh. Case studies of CITCO and Rock Garden.

UNIT-II

Punjab Architecture: Important features of Le Corbusier's Master Plan, Capitol Complex (Assembly, Secretariat, High Court), Museums in Punjab, Edict of Chandigarh.

UNIT-III

Features of Punjabi culture: Dresses, Cuisine, Dances, Literature, Language & Sikhism.

UNIT-IV

Popular tourist itineraries of region, Case studies of Anandpur Sahib, Amritsar, Patiala, Dharmshala, Haridwar, Rishikesh, Kurukshetra.

Recommended Books

1. V.S. Agrawal, 'The Heritage of Indian Art', Govt. of India Publication.
2. A.L. Basham, 'The Wonder that was India', Tapling Publishing Co., New York.
3. Christopher Tadgell, 'The History of Architecture in India', Penguin, New Delhi.
4. Daljeet and P.C. Jain, 'Indian Miniature Paintings', Brijwasi Art Press.
5. Dalmia Yashodhra, 'Contemporary Indian Art: Other Remedies', Marg Publisher, Mumbai.

HOSPITALITY MANAGEMENT (FOCUS ON F&B AND H.K.)

Subject Code: BHOM1-423

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives:

The course aims to familiarize learners with hotel F&B Service and Housekeeping Operations.

UNIT-I

The Food & Beverage Service Industry: Introduction to the Food & Beverage Industry, Classification of Catering Establishments (Commercial & Non- Commercial), Introduction to Food & Beverage Operations (Types of F&B Outlets).

Food & Beverage Service Personnel: Food & Beverage Service Organization, Structure - Job Descriptions & Job Specifications, Attitudes & Attributes of Food & Beverage personnel, competencies, Basic Etiquettes, Interdepartmental relationship.

UNIT-II

Types of Food & Beverage Service -Table Service –English / Silver, American, French, Russian, Self Service – Buffet & Cafeteria, Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc., Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, Automats, Mis-en-place & Mis-en-scene.

UNIT-III

Organising the Housekeeping Department: Housekeeping Personnel, Organizational structure of a large Hotel (Chart), Importance of Job Description of Housekeeping Personnel, Job Description of: Executive Housekeeper, Housekeeping Supervisor, Uniform/ Linen room supervisor, Night Supervisor, Room Attendant etc.

UNIT-IV

Housekeeping terms, Importance & Functions of Housekeeping, House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas, Co-ordination with other Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.

Recommended Books

1. Sudhir Andrews, 'Hotel Operation Manuals', Tata McGraw Hill.
2. K.S. Chon and Raymond, T. Sparrowe, 'Welcome to Hospitality', Thomson Asia, Singapore.
3. Dennis R. Lillicrap. & John. A. Cousins, 'Food & Beverage Service', ELBS.
4. U. Jones and S. Newton, 'Hospitality and Catering- A Closer Look', Cassel, Herndon.
5. P. Jones and A. Pizam, 'The International Hospitality Industry: Organizational and Operational Issues', John Wiley, New York.
6. James Socrates Bardi, 'Hotel Front Office Management', 4th Edn., Wiley, New York.
7. Raghubalan, 'Hotel Housekeeping Operations & Management', Oxford University Press.

AIRLINES MANAGEMENT

Subject Code: BHOM1-424

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives:

The Course Aims to provide learners the basic understanding of airlines management in terms of Aviation History, how airports function and familiarization with major air carriers.

UNIT-I

History of Aviation, Types of Aircrafts, Airline Terminology, Cabin Crew, Announcements, Airport Jobs.

UNIT-II

Airport Codes, Airline Codes, Phonetic Alphabet.

UNIT-III

Airport Lounges, How airports work, Baggage Handling, Airport Security World Organizations (IATA, ICAO, DGCA).

UNIT-IV

Jet Airways, Kingfisher, Indian Airlines, British Airways, Fly Emirates, Singapore Airlines.

Recommended Books

1. John G. Wensveen, 'Air Transportation: A Management Perspective', Ashgate Publishing, Ltd.
2. Anne Graham, 'Managing Airports: An International Perspective', Routledge.
3. Stephen Page, 'Transport for Tourism', Prentice Hall, College Div.

FOREIGN LANGUAGE (FRENCH)

Subject Code: BHOM1-425

**L T P C
3 0 0 3**

Duration: 38 Hrs.

Course Objectives:

The students will learn the basics of French language.

UNIT-I

Conjugation of verbs from the text to be put in present tense only.....

UNIT-II

A series of exercises covering the grammar.

UNIT-III

Translation of sentences from the text form French to English and English to French.

UNIT-IV

Demanding of a Service: A simple dialogue to be formed between two persons for any of the following situations: reserving of train tickets, room booking, giving directions to reach a place, taking a phone call, ordering food, fixing a date.....

Recommended Books

1. A. Monnerie, 'Bienvenue En France', Tome I.
2. G. Mauger, 'Cours de Langue et de Civilisation Francaise Book', I Chapters 1-14 only.

HUMAN RESOURCE MANAGEMENT

Subject Code: BHOM1-426

**L T P C
3 0 0 3**

Duration: 38 Hrs.

Course Objectives:

The course aims to inculcate the basic knowledge of marketing the hospitality products effectively and efficiently to the clients of service industry.

UNIT-I

Introduction to Human Resource Management: Definitions, Functions of Personnel Management, Objectives: of Personnel Management, Qualities of a Good Personnel Manager.

Human Resource/Man Power Planning: Definitions, Need of Manpower Planning, Objectives: of Hr Planning, Advantages Disadvantages of Manpower Planning, Process/Steps.

Recruitment: Definition, Sources of Recruitment, Internal Sources of Recruitment & (Advantages, Dis-advantages), External Sources (Advantages, Dis-advantages).

UNIT-II

Selection: Definition, Steps in Selection Process (Application Blank, Initial Interview of the Candidates, Employment Tests, Interviews, Checking Reference, Physical or Medical Examination, Final Interview & Induction).

UNIT-III

Training and Development: Training Definition, Importance of Training, the Training Process, Training Methods (On the Job- Job Instruction Training, Job Rotation, Special Assignments).

Off the Job (Vestibule Training, Lecture Method, Conference Method, Seminar Or Team Discussion, Case Study Method Development-Definition, Need, Methods -On the Job -Off the Job.

UNIT-IV

Performance Appraisal: Definition, Objectives: Process, Methods- -Past Oriented -Future Oriented

Job Evaluation: Definition, Objectives: Principles, Methods-Non Analytical, Analytical. Employee Remuneration- Definition, Components, Factors Influencing Employee Remuneration, Concept of Wages.

Recommended Books

1. David K. Hayes, Jack D. Ninemeier, 'Human Resources Management in the Hospitality Industry'.

TOURISM GEOGRAPHY (WORLD)

Subject Code: BHOM1-427

L T P C
4 0 0 4

Duration: 45 Hrs.

Course Objectives:

Learner will be able to identify and understand the physical features of different continents and oceans of the world with their tourist attractions.

UNIT-I

Brief introduction of continents & oceans. Map reading. Greenwich mean time. International date line. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones.

UNIT-II

Asia: General geographical features; physiography, climate, vegetation main countries, capitals & their tourist attractions. A Case study of Japan, Singapore, Sri Lanka, Saudi Arabia.

UNIT-III

Europe: General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Netherlands. **Americas:** Physiography, climate, vegetation, main countries, capitals & their tourist attractions. A Case study of the U.S.A. (only 5 destinations), Canada, Brazil, Cuba. Americas: General geographical features of North & South.

UNIT-IV

Other Countries: General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of South Africa, Egypt, Australia, New Zealand.

Recommended Books

1. B.G. Boniface and Chris Cooper, 'The Geography of travel and Tourism', Butterworth Heinemann, Oxford.
2. C.M. Hall and Stephen, J. Page, 'The Geography of Tourism and Recreation. Environment, Place & Space', Pearce Douglas, London.
3. 'Tourism Today - A Geographical Analysis', Longman, New York.
4. R.L. Singh, 'India - A Regional Geography', National Geographical Society of India, Varanasi.
5. Sarina Singh et. al., 'Lonely Planet', Publications, India.

TOURISM POLICY & PLANNING

Subject Code: BHOM1-428

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives:

To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development and community participation. To explore the interrelationships between resource management and tourism planning and development.

UNIT-I

Concept, need, objective, institutional framework of public tourism policy. The role of gov., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels. Involvement of local community in tourism development.

UNIT-II

An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest policy document on tourism.

UNIT-III

Tourism Planning at International, national, regional, state and local level. Tourism and Five-Year Plans in India with special reference to 11th Five-Year Plan.

UNIT-IV

Background & process of tourism planning. Techniques of plan formulation. Planning for tourism destinations - Objectives: methods and factors influencing planning. Destination life cycle concept. Incentives & concessions extended for tourism projects and sources of funding.

Recommended Books

1. Chib, Som Nath, 'Essays on Tourism', Cross Section Publication, New Delhi.
2. Chunk Y. Gee, C. James & Dexter J.L. Choy, 'Travel Industry', Van Nostrand Reinhold, New York.
3. Peter E. Murphy, 'Tourism: A Community Approach', Methuen, New York.

SALES, MARKETING & P.R. IN TOURISM INDUSTRY

Subject Code: BHOM1-429

**L T P C
3 0 0 3**

Duration: 35 Hrs.

Course Objectives:

The learner will be familiarized with the concept of sales, marketing and public relations in the hospitality and tourism industry.

UNIT-I

Marketing: Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept), Modern marketing concepts (Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing).

UNIT-II

Analysis and Selection of Market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).

UNIT-III

Sales Management: Definition, sales person's role, prospect management, buying process, AIDA's theory of selling, personal selling process, closing strategies, function of sales management.

Public Relations: Definition / Meaning, Need for public relations, The concept of public – internal/external publics, Comparison between advertising, promotion, publicity and pr, PR tools – media / non-media, PR Campaign, PR in Tourism.

UNIT-IV

Marketing Mix Elements: 7 P's of marketing – Product (Levels, Classification, Branding, Packaging PLC), Place (Distribution channels Definition, why use intermediaries? How they add value? Channel functions, Marketing intermediaries in hospitality industry) Price (Definition, Marketing strategies, Initiating price change), Promotion (Definition, Functions, Promotion mix – Advertising, Sales Promotion, Personal Selling, Public Relations), People, Processes, Physical Evidence.

Recommended Books

1. 'Philip Kotler Marketing for Hospitality Industry', Pearson New International.
2. Manjula Chaudhary, 'Tourism Marketing', Oxford University Press.
3. Prakash Mathur, 'Sales and Marketing Management', Isha Books.

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