

Paper 101: PRINCIPLES OF MANAGEMENT

Unit 1

Nature, Scope and Importance of Management, School of Management Thought, Social Responsibility of Management.

Unit 2

Functions of Management, Planning- nature, purpose, types and process,
M.B.O- importance and process.
Decision making process- tools, techniques and models.

Unit 3

Organizing- concept of organizing, Line and staff, Authority and Responsibility, span of control, Delegation, Decentralization, Management of change and Conflict.

Unit 4

Directing- meeting and process, motivation- theories and importance.
Leadership- concept, theories and styles,

Unit 5

Controlling- process methods and techniques.
Coordinating- nature and principles.

Suggested Readings:

- Koontz & Weirich(2004), Management, Mc Graw Hill.
- Richard.M.Hodgets (1993), Management, Academic press
- Hampton(1992), Management, McGraw Hill. International edition.
- Stonner & Wankel (1992), Management, Prentice Hall India.
- Peter F Drucker (1987), Practice of Management, Pan Books.
- Peter F Drucker(1983) Innovation & Entrepreneurship.
- Virmani .V.R (2006) The Challenges of Indian Management, Response books.
- Venkata Rao Y(2010), Management Process & Organisational Behavior, Akansha Publications.
- Important Business Magazines like Business India, Business World & Fortune International.

Paper 102: FUNDAMENTALS OF TOURISM

Unit 1

Meaning , concept, definition, characteristics, scope and types of Tourism, components, significance and W.T.O. classification of tourist.

Unit 2

History of tourism through ages, System and Linkages of tourism with other subjects like history, sociology, geography etc. Tourism as an industry.

Unit 3

Tourism Organization: origin, organization and function of UNWTO, IATA, as International organizations while DOT, TAAI, IATO, ITDC and FHRAI as Domestic Organization.

Unit 4

Explaining terms- Tours, Tourists, Visitor, Traveler, Excursionists, Leisure, Infrastructure of tourism, facilitators of tourism, Problems and prospects of tourism.

Unit 5

Impacts of Tourism

- Economic Impacts.
- Political Impacts
- Environmental Impacts
- Socio-cultural Impacts

Suggested Readings:

1. Seth: Tourism Management: New Delhi, Sterling
2. Mill and Morrison: The Tourism system an Introductory Text (1992): Prentice Hall
3. Cooper, Fletcher: Tourism, Principles and practices (1993): Pitman
4. P.C. Sinha: Tourism Management: Anmol Publication.
5. P.C. Sinha: Tourism Evolution Scope Nature & Organization: Anmol Publication.

**Paper 103: HOTEL OPERATION-I
(ROOM DIVISION)**

Unit 1

Introduction, Classification of Accommodation Industry, Criteria for Classification. Types of Supplementary and Intermediate Accommodation. Types of Rooms. Role of Accommodation Sector in Tourism.

Unit 2

Hotel Organization- Organizational charts, classifying functional areas- room division, food and beverage division, sales and marketing division, accounts division, engineering and maintenance division, human resource division, security division and other division.

Unit 3

Front office operation: introduction, organization, the front office coordinates with, the guest cycle (pre-arrival, arrival, occupancy, departure) reservation, reception, information, guest relation executive, cash (checkout and settlement) duty manager.

Unit 4

Housekeeping Operations: introduction and layout, organization chart, job description of the housekeeping personnel, departments that housekeeping coordinates with. Guest room cleaning: preparing to clean the guest room-inspection-turn down services.

Public Area Cleaning: Lobby, restaurant, corridors etc.

Housekeeping practices: Budgeting, lost and found procedure and pest control, fire prevention, first aid.

Knowledge of: beds, linens, uniforms, carpets and floors, ceilings, walls, furniture and fixture, interior design.

Unit 5

Managerial Function of Room division: Front office management: management functions evaluating the front office operation (daily occupancy report, occupancy ratio, hotel income statement). Rajasthan shop & commercial establishment act, foreign registration act.

Managerial responsibilities of the executive housekeeper.

Suggested Readings

1. **K. Arora, (2011)**. Theory of Cookery; frank bros. Isbn 9788184095036
2. **Vijay Dhawan, (2011)**. Food and Beverage Service; Frank bros Ltd. publishers sISBN
3. **S.K. Bhatnagar, (2011)**. Front Office Management; Frank bros Ltd. publishers
4. **G. Raghubalan, (2009)**. Housekeeping operation and Management; OUP India, 2009.
5. Negi JMS , Professional Hotel Management, S Chand & Co. .
6. kasavana, M.L. & Brooks , Managing Front Office Operations, A.H.M.A.

Paper 201: INDIAN CULTURE AND SOCIETY

Unit 1

History of settlement in India, Genesis of Indian Society, Structure of Indian Society, Hindu Social Organization- Varna, Caste, Lineage and Clan, Marriage: Types, sanctioned and unsanctioned, inter-caste Remarriage. Women, Widow and Sati.
Education: Gurukul, Matha, Pathshala.

Unit 2

Hindu concepts and way of Life: Ashramas, Purushartha, Samskaras, Panchmahavratas, Hindu Religion: Deities and Rituals, Changes in traditional philosophy and outlook: Vedic, Upnishadic, Bhakti, Puranic and Vedantic, Shada-Darshan

Unit 3

Islamic Religion and Society: Sects, Communities and classes, way of life.
Christian Religion and Society: Sects, Communities and classes, way of life.
Sikh Religion and Society: Sects, Communities and classes, way of life.

Unit 4

Tribal Society: A brief introduction
Buddhism: Concept and philosophy of life, communities.
Jainism: Concept and philosophy of life, communities.

Unit 5

Modernization of Indian Tradition: factors of Modernization: Modern Education and Social Reasons, Political and Economic Reasons, Spheres of Modernization: Marriage, family, castes and life-style.

Suggested Readings:

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Michell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, Monuments of India, Vol. II., London.
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.

- Vatsayana, Kapila, Indian Classical Dance, New Delhi.
- Swami, Prayaganand, History of Indian Music.
- Jain, Jyotindra&Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
- Hussain, S. A.: The national cultural of India, National Book Trust, New Delhi, 1987

Paper 202: I.T. IN TOURISM

Unit 1

Computer and its Evolution : Data, Instruction and Information, various fields of application of computers, Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Types of software (System and Application), Compiler and Interpreter, High Level Language 4GL, Low, Middle, High) Computer Memory : Primary

Unit 2

Memory (ROM and it's type- PROM, EPROM, EEPROM, RAM) Secondary memory- Concept, Magnetic Disks- Floppy disks, Hard disks, Magnetic Type, Optical disks- CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory) Operating System and its types. Storage Devices: Primary and Secondary.

Unit 3

MS Office: MS Word- Introduction, Part, Filling, Editing, Page Setting, Graphical Representation and its uses; Printing.
Excel- Introduction, Part, Filing, Editing, Page Setting, Graphical Representation and its uses; Printing.
Power Point- Introduction, Part, Filing, Editing, Page Setting, Graphical Representation and its uses; Printing

Unit 4

Computer Networking: Data, Data Base Management and its components.
Concept of Data Communication and Networking: Networking Concepts, Types of networking (LAN, MAN and WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Different topologies.

Unit 5

Information Technology: Trends in IT, Components of IT; IT in Business; It in Service Industry; IT in Hotel Industry; IT in Travel and IT Aviation industry.

Practical: MS Office, (Word, Excel, PowerPoint)
Internet- Use of Internet for information search, features of Yahoo/Google, Use E-mail to join in mailing group, participating in News groups.

Suggested Readings:

1. Lucey T, Management information system: New Delhi: BPB Publication,
2. Obrien James, A Management Information Systems: managing information technology in the e-business enterprise, New Delhi: Tata McGraw- Hill Publication Company,.

3. Michael I. Kasavana, John J. Cahill, Managing Computers in the Hospitality Industry, EI-AH&LA, USA.

4. Basandra SK, Computer Today”New Delhi Galgotia Publications

Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi

5. Bhatnagar S C and Ramani K V, Computers and information management. A Primer for

Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S: Computer Today.

6. GoelRitender and D N Kakkar, Computer Application in Management, New Age International Publishers, New Delhi.

7. Jaggi V P and Jain Sushma, Computers for Everyone, New Delhi, Academic India

Publishers.

8. Simpson Alan, Your First Computers (2nd Edition) New Delhi-BPB Publications.

9. Saxena S and Prabhpreet Chopra, Cumputer Applications in Management, Vikas Publishing

House Pvt. Ltd. New Delhi.

Paper 203: MANAGEMENT ACCOUNTING

Unit 1

Introduction: Meaning, Definition, Nature and Scope, Objective, Importance and Techniques, Role of Management Accountants. Accounting information System: Meaning and Definition, Importance, Installation of Accounting Information System, Principles of good information system.

Unit 2

Ratio Analysis: Meaning and Definition, Forms, Importance, Objective and precaution Limitation, General Safety levels of Ratios, classification, Calculation and Interpretation of financial Ratios.

Unit 3

Analysis of Working Capital: Meaning, Definitions, Concepts, Type, Components Estimation of Working Capital requirements, Operating Cycle Method, Forecasting method, Projected Balance Sheet Method, P & L Adjustment Method and Cash Forecasting Method.

Unit 4

Budgeting and Budgetary Control System: Essentials of Effective System, Installation of Budgetary control system, Operating, Cash, Flexible and Master Budget, Program Budgeting Performance Budgeting and Zero Base budgeting, Preparation of functional budgets.

Unit 5

Capital Budgeting: Concept, definition and meaning, methods of evaluation of Investment proposals: ARR, PBP, NPV, IRR and CBR.

Suggested Readings

1. Batacharya S.K. and DeardenJ: Accounting for Management- Text and Cases: Vikas Publishing House, New Delhi.
2. Heitger L.E. and Matulich S: Financial Accounting: Tata McGraw Hiils.
3. Gupta R.L. and Radhaswamy M.: Advanced Accountancy: Sultan Chand and Sons.
4. Anthony R.N. and Reece J.S.: Accounting Principles: Homewood illinois .
- 5.Nigam BML and Sharma G.L.: Cost Accounting –Principles and Applications: Himalaya Publishing House

**PAPER 204: HOTEL OPERATION- II
(FOOD AND BEVERAGE DIVISION)**

Unit 1

Dining Service: Supplies and Equipments: Purchasing and receiving, storing and issuing.
Method and Procedures: American or Plate service, French or Cart service, English or Family service, Buffet service, Salesmanship in the dining room.
Supportive functions: Beverage service, sanitation, safety and security, Dining room design, Décor and Maintenance.

Unit 2

Bar: Wines Introduction, principal wine producing areas of the world, storage. Types of glasses and equipments required for service.
Liquors- History, classification, methods of production, uses.
Spirits: Whisky, Gin, Brandy, Rum, Vodka
Beer: History, manufacture, types, storage, services.

Unit 3

Kitchen: introduction to professional cookery, culinary history and origins of modern cookery, modern development in equipment and food stuff.
Kitchen organization: Structure of a kitchen layout, receiving and preparation area, cooking area, service and washing up area, obtaining supplies.
Equipment and Tools: Heat production equipment, cold production equipment, ancillary equipment, knives, utensils, pots and pans, pastry and bakery equipments.

Unit 4

Basic Cookery Principals: Applicable to Indian, Chinese, and Western cookery. Heat and food, heat transfer and cooking times, dry heat methods, reading recipe.
Foundation of Continental Cookery: Stocks, Soups, basic sauces, elaborated sauces, pastes, cream assembling into finished products.
Menu Briefing & Planning : standard recipes, writing and costing, menus for various types of quantity food outlets using continental and Indian dishes.

Unit 5

Banquet Functions, Convention Halls and Meeting room- Arrangement for general and business meetings, organizations and procedure for arrangements of conferences, exhibitions and outdoor catering. National and International Hotel Association and their operation, incentives and subsidies extended to Hotel in tourist areas.

Suggested Readings:

- Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS
- Food & Beverage Service Management – Brian Varghes
- –Food & beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill. Food & Beverage Service Lillicrap& Cousins, ELBS
- Introduction F & B Service- Brown, Heppner & Deegan
- Menu Planning- Jaksakivela, Hospitality Press
- Modern Restaurant Service- John Fuller, Hutchinson - Professional Food & Beverage Service Management
- Brian Varghese - The Restaurant (From Concept to Operation)
- The Waiter Handbook ByGrahm Brown, Publisher: Global Books & Subscription Services New Delhi. -

Paper: 301 - TRAVEL AGENCY & TOUR OPERATION MANAGEMENT

Unit 1

Introduction, History &, Growth of Travel Agency business. Meaning &, Classification of Travel Agency, Functions of Travel Agency. Organization - Proprietorship, Partnership, Corporate.

Unit 2

Tour operator: Meaning and types of Tour operators, Differences between Tour Operators & Travel Agents. FIT &, GIT, popular TA &, TO of India.

Unit 3

Setting up of a Travel Agency. Government approval.
IATA rules regulations for accreditation, Incentives offered by Central & State governments.
Sources of Earning & Commission.

Unit 4

Itinerary preparation, examples of itinerary (Domestic &, International)
Package tour, tour costing, types of tariff Voucher - for Hotel & Airline, Designing & Writing Voucher, Brochure.

Unit 5

Tour Package- Definition & Forms, costing, Quotation, Confidential Tariff. Study of Tour packages offered by major travel agencies of India and state tourism development corporations.

Suggested Readings:

- L.K.Singh , Management of Travel Agency: Gyan Publishing House
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi.
- Foster D.L, The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore
- Frenmount P, How to open and Run a Money Making Travel Agency, John Wiley and Sons, New York
- Holloway J.E, (1992). The Business of Tourism, Pitman,
- Amra K.K and Chand Mohinder, (2002.) Basics of Tourism- Theory, operation and
- Practice, Kanishka Publishers, and distributors, New Delhi,
- Syrratt G, Manual of Travel Agency Practice, Butterworth, Oxford.

Paper 302: ADVENTURE TOURISM

Unit 1

Definition, nature and scope of Adventure tourism. Geographical Diversities and Opportunities for Adventure Tourism in India.

Unit 2

Land based Adventure activities; Mountaineering, trekking in Himalayan states. Necessary equipment, techniques and problems.

Unit 3

Water based activities- water resources of India; river- lakes and sea water. Rafting, Kayaking Boating, SCUBA diving and coastal activities.

Unit 4

Air based activities, hang gliding, ballooning and sky diving. Places, organizations and equipments associated with above activities.

Unit 5

Existing Adventure Tourism in Rajasthan & Future Prospects.

Suggested Readings:

- India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India - A Travellers Companion by PranNath Seth.
- Tourism Products of India - Dr. I.C. Gupta & Dr. SushamaKasbekar.
- Tourism in India - V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India - Gillan Wright, Penguin Books, New Delhi

Paper 303: TOURISM PRODUCTS

Unit 1

Tourism products & attractions – Meanings, Characteristics, Components of tourism product, Tourism Product Life Cycle, Typology of tourism product.

Unit 2

Cultural Tourism Fairs & Festivals, Classical Dances, Music Forms. Food festivals- Cuisines, Handicrafts Paintings & Sculptures.

Unit 3

World heritage monuments in India, Concept of Museums & Classification (National Museum, Archaeological Museum, Bharat Kala Bhawan, etc).

Unit 4

National & International Organization engaged in heritage management like UNESCO, ASI, INTACH.

Unit 5

National Parks, Wildlife Sanctuaries and Biosphere Reserves. Case studies of Ranthambore, Keoladeo, Sariska, Kaziranga, Jim Corbett and Valley of Flowers. Tourism & conservation related issues.

Suggested Readings:

- Gupta, SP, Lal, K, Bhattacharya, M.: Cultural Tourism in India: DK Print 2002
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Jacob : Tourism Products Of India: Abhijeet Publication (2011)
- Deva, B.C. : Musical Instruments: National Book Trust
- Dixit Manoj & Charusheela : Tourism Products: New Royal Book Company, 2008

Paper 304: PERSONALITY DEVELOPMENT

Unit 1

Communication skills- nature, role, & process. Verbal Communication skill-Situational conversation (at the airport, hotel, railway station, travel agency, tourist sites etc.) Principles of public speaking & speech skills, group methods of communication, handling interviews, committee, group discussions, role play, conference, seminars, symposiums, presentations with audio visual aids, listening skills, body language & gestures.

UNIT 2

Written communication skills- Office correspondence, Memos, Circulars, press notes, minutes, drafting of the company profiles, public notice, brochures, writing for media (advertisements), report writing, drafting of informal communications, Designing letter pads, resumes, covering letters, visiting cards, letter of invitation, & refusal, notice board communication, Summarization & Expansion of material.

Unit 3

Personality Development: personality, Definition & concept, personality V/S character, Personality V/S individuality, role of heredity & learning, elements of personality patterns, personality syndromes, personality determinants – physical, intellectual, emotional, social, sex & family, Time management.

Unit 4

How the environment moulds the personality, relative importance to heredity & environment. How the personality pattern is molded, techniques.

Unit 5

Personality evaluation: Sick personalities- Determinants, causes & danger signal of personality sickness. Health personalities- Nature, Causes, Syndromes, Aids to achieve health secrets.

Suggested Readings:

- Barker. A - Improve your communication skills. New Delhi: Kogan Page India Pvt Ltd, 2006.
- Bovee, Till and Schatzman - Business Communication today, Pearson
- Deena R. Levine M.A., Mara B. Adelman -Beyond Language: Cross Cultural Communication,
- Jon Lisa -Interactive skills in Tourist Travel Industry Longman Group Ltd.
- Matila Treece -Successful communication:
- Monipally MM -Business Communication Strategies, McGraw Hill
- Murphy Hidder and Thomas -Effective Business Communication Mc Graw Hill.

- Parag Diwan -Business Communication, Excell books
- Robert T. Reilly -Effective communication in tourist travel Industry Dilnas Publication.
- Scot Ober -Contemporary Busines Communication, Biztantra
- Seely, John -The Oxford guide to writing and speaking.New Delhi, Oxford University Press, 2004.
- Stephen Covey -The 7 Habits of Highly Effective People
- William B. Gudykunst -Cross-Cultural and Intercultural Communication
- Teaching and learning Resources;
[http://eff.cls.utk.edu/fundamentals/eff standards.htm](http://eff.cls.utk.edu/fundamentals/eff_standards.htm)
<http://www.ndted.org/teachingResources/ClassroomTips/Communication.htm>

Paper 305: GENERAL ENGLISH

Unit 1

Basic and formations of Interrogative and Negative Sentences, Tag-Questions, Model Auxiliaries, Passive Constructions, Narration : Direct & Indirect.

Unit 2

Translation from Hindi to English and English to Hindi, Conditional 'Sentences, Word Formation, Translation (Continued), Determiners and Articles, Idioms and Phrases, Spelling Exercises.

Unit 3

Vocabulary : Pair of Words, One word Substitution, Antonyms and Synonyms, Common Errors in English, Phrasal Verbs.

Unit 4

Formal Writing : Letter Writing - official & Business Letters, Advertisements, Essay Writing on Topics of legal Interest, Precise Writing.

Unit 5

Basic Skill in Spoken English: Public Address Activities, Extempore, Debate, Quiz, Group Discussion.

Paper 401: TOURISM GEOGRAPHY

UNIT 1

Fundamentals of Geography, Climatic regions of the world, World maps, latitude, longitude, International Date Line.

Unit 2

Importance of Geography in tourism, Tourism models – Leiper Model, Push & Pull Factor Theory, Peters Inventory.

Unit 3

Political & physical features of the world : America, South America, Europe, Asia, Africa, Australia.

Unit 4

Indian Geography : physical & political features of Indian Subcontinent, Climatic conditions prevailing in India, some important locations for international tourism.

Unit 5

Rajasthan Geography : physical & political features of Rajasthan, Climatic conditions prevailing in Rajasthan, some important locations for International and Domestic tourism in Rajasthan.

Suggested Readings:

- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Sinha, P.C. Tourism Geography, Anmol Publication
- Dixit, M. Tourism Geography and Trends, Royal Publication
- International Atlas, Penguin Publication and DK Publications
- Verma P.S and V.R. Agarwal: 1996 Principles of Ecology(New Delhi S. Chand)

Paper 402: HUMAN RESOURCE MANAGEMENT

Unit 1

Human Resource Management:- Meaning Definition, Nature, Importance, Scope and Concept of HRM. Micro & Macro approaches to HRM.

Unit 2

Human Resource Planning : Concept of HRP, HR Accounting, Assessment of Human Resource Requirement, HR forecasting, Job Analysis, Drafting for Recruitment advertising.

Unit 3

HRM Mechanism:- Basic concepts of recruitment, selection, induction, Training& Development; Performance appraisal, Transfer, Promotion, Separation.

Unit 4

Emerging HRM Dimensions: - HRM practices in India in Competitive era with latest trends. International HRM Meaning & concept approaches to international HRM.

Unit 5

Challenges of HRM: Work cultural diversity, Impact of Technology, Innovation & R&D on HRM, Talent Management, Global practices and Bench marking of HRM strategies.

Suggested Readings:

1. Dale S Beach: the Management of People at Work: Macmillan Publishing Co, NewYork
2. Monopa A and Saiyadain M: Personnel management: Tata Mc Graw Hill, New Delhi.
3. Micheal V. Human Resource Management: Himalayan Publishing Co, Delhi
4. Tripathip C: Personnel Management and Industrial Relations: Sultan Chand & Sons.
5. Stone, Lioyed and Leslie W.Rue: Human Resource and Personnel Management: Rochard D. Irwin, 1984

Paper 403: SPECIAL INTEREST TOURISM

Unit 1

Definition, need, scope and future of Special Interest Tourism.

Unit 2

Ecotourism

- Definitions of Eco Tourism
- Benefits and Impacts of Eco-Tourism
- Challenges and Opportunities of Eco Tourism
- Sustainability model

Unit 3

Rural and Ethnic Tourism

- Definitions, Impacts, Challenges and Opportunities for Rural Tourism
- Government initiatives to develop rural tourism in India.
- Village tourism & case studies.
- Meaning , nature and scope of Ethnic Tourism

Unit 4

Wine and Food Tourism

- Definition, food and wine festivals
- Wine Market in India (current and emerging)
- Challenges and Opportunities for wine and food tourism

Unit 5

Health, Sports, Marine and Dark Tourism

- Health through Yoga and Ayurveda
- Potential market in India, comparative studies.
- Definition and types of Sports Tourism, Impacts
- Future and emerging markets of India
- Definition, activities, regulatory issues, problems and opportunities of Marine Tourism, Dark Tourism versus Marine Tourism, Definition, Status and significance of Dark Tourism

Suggested Readings:

- Acharya, Ram, Tourism & Cultural Heritage of India, RBSA Publication.
- Bhatia, A.K., International Tourism

- Tourism and Indigenous People: Hinch Thomas; Bulter Richard Ed
- Sports Tourism Development: Hinch Thomas
- Cultural Tourism: A Strategic Focus
- Adventure Tourism and Sports; Dr. Jagmohan Negi
- Medical Tourism in India; Raj and Purthi

Paper 404: E- TOURISM

Unit 1

Introduction to E-tourism, Historical development, Electronic technology for data processing & communication – Strategic, Tactical & operational use of IT in tourism.

Unit 2

Global Distribution system : History & Evolution- GDS & CRS- Levels of CRS participation – Hotel Distribution system, cases of Amadeus- Galileo, world span , Sabre, Abacus- changing business models of GDS.

Unit 3

Typologies of E-tourism : Business models, Business to business (B2B) , Business to Consumer(B2C), Consumer to Business(C2B), Consumer to Consumer(C2C), Business to Employee(B2E), Business to Government(B2G).

Unit 4

Payment system in E-Tourism- Payment Gateway, Billing and Settlement Plan (BSP), Security Issues and Certification, Future of E-Tourism, Travel Blogs, E-Marketing and Promotion of Products- Challenges for conventional business models and comparative strategies.

Unit 5

Amadeus Practical: Hands on Amadeus Software, Searching, Building, Retrieval, Display & Cancel of PNR, Fare Display, Itinerary pricing, Issuance of Ticket

Suggested Readings:

- Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
- Christ Doolar Cassel. Applying Numbers in I.T. in Leisure and Tourism.
- David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth.
- Dixit Saurabh (2012) Information Technology in Tourism ,APH Publishing corporation
- Gordan B Davis-Management Information Systems, Mc Graw Hill International
- Laudon and Laudon -Management Information Systems, Prentice Hall of India, New Delhi.
- Martin J -Management Information Systems, Prentice Hall of India
- O' Brien James A Management Information Systems, Tata Mc Graw Hill, New Delhi.
- Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
- Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGrawHill
- Sadagopan S Management Information Systems, Prentice Hall of India
- Sheldon P. (2002), Tourism Information Technology, CABI.

Paper 405 : FRENCH -I

Unit 1

Understanding the verbal system - The three groups of verbs and the three forms - affirmative, negative and interrogative in the present tense.

Unit 2

Salutation
Professions
Nationalities
Presentation of oneself Introducing others
Loisirs (Hobbies)

Unit 3

Classroom Description
Les Jours de la semaine (the days of the week)
Les mois de L'annee (The months of the year)
Nombres - 1 to 100
RegarderLheureetannees (Seeing Times & Years)
Les pays etles monuments (Countries and monuments)

Unit 4

Grammaire
Article Defini
Article Indefini Prepositions
Aricle Contracts

Unit 5

AdjectifQualificatif
SingulierPluriel
Pronominal
Negation
Contaires
Question Formation & Exercises

Paper 501: E- TICKETING

Unit 1

Air Geography- IATA Areas. Sub areas, Sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time.

Aviation organization: IATA and ICAO

Unit 2

Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations, NUC conversion factors, general rules.

Unit 3

Familiarization with TIM, passport, VISA, Custom Regulations, Health Regulations and airport tax, passenger needing special attention.

Unit 4

Credit Cards- concept, types, benefits and different types of credit cards.

Fare construction- passenger ticket, mileage principle, FMA, EMS, One way journey, Round trip, Circle journey, Around the World Fares (RTW) special fares, MCO, PTA and Universal air travel plan.

Unit 5

Airlines Reservation System- CRS- comparative study of different CRS System.

Suggested Readings:

- Travel Information Manual – IATA
- OAG/ABC – IATA
- Air-Tariff Book – IATA
- Mahinder Chand, Travel Agency Management .
- R. Doganis, Airport Business
- K. Skidder , All You Wanted to Know about Air lines Functions

Paper 502: TOURISM MARKETING

Unit 1

What is Hospitality and Tourism Marketing? Importance of Marketing, Tourism Marketing: Need, Wants, demands. Products, value, Satisfaction and quality. Marketing Management, philosophies; Marketing challenges. The Service culture, Characteristics of service marketing; Management strategies for service business.

Unit 2

Marketing Segmentation: Markets, Market Segmentation, Market Targeting. Positioning for Competitive advantage.

Unit 3

Designing and managing products : What is product ? Product levels, Product issues, Brand Decision, New product development, Product lifestyle stages.

Unit 4

Pricing Product : Price, Factors to consider when setting prices, General Price approaches, Pricing Strategies and other considerations.
Nature of distribution channels, Marketing intermediaries.

Unit 5

Promoting Products: Communication and Promotion Policy, Steps in developing effective communication. Advertising, Direct Marketing, Sales promotion, Public Relation.

Suggested Readings:

- Philip Kotler, John Bowen, and James Makens, *Marketing for Hospitality and Tourism*, (Prentice Hall, India)
- Alastair M. Morrison, *Hospitality and Travel Marketing*, (Delmar Thomson Learning)
- Stephen F. Witt and Luiz Moutinho (Eds.) *Tourism Marketing and Management Handbook* (Prentice Hall, India)
- Peter Mudie and Angela Pirrie, *Services Marketing Management*, Butterworth-Heinemann, USA.
- S.M. Jha, *Services Marketing*, Himalaya Publishing House Pvt ltd.

Paper 503: INTERNATIONAL TOURISM

Unit 1

Meaning , definition, forms & types – inbound, outbound, interregional & intraregional.

Unit 2

Types of international tourism : Typology of international tourism on the basis of sociological motivation . Factors affecting global & regional tourist movements, demand & origin factors & destination resource factor.

Unit 3

Scale of International Tourism Destination Development :Allocentric, Midcentric, &Psychocentric destination, Characteristics of India outbound tourism , characteristics patterns of India's major international markets , domestic tourism in India , patterns & characteristics of major tourist generating states.

Unit 4

Case studies of selected countries like China, Thailand, Switzerland, Singapore, Australia, New Zealand.

Unit 5

Case Studies of Selected Indian States like : Tamil Nadu, Uttar Pradesh, Delhi, Maharashtra, Rajasthan.

Suggested Readings:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
- Bhatia, A.K., (2001) - International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
- Seth, P.N., (1999). Successful Tourism Management (Vol 1 &2).
- SunethaRoday ET. al., (2009). Tourism operations and management, Oxford Univ. Press, New Delhi.
- Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.

Paper 504: BUSINESS COMMUNICATION & SOFT SKILLS

Unit 1

Business Communication: Meaning, Definition, Features. Scope, Process and Importance of Business Communication. Essentials of effective Communication-7 C's of Communications, Types of Communication & Barriers to Communication with suggestion to overcome barriers.

Unit 2

Writing & Oratory Skills: Audience Analysis: written Communication- merits, demerits, types of written communication. Planning and writing Business message. Report Writing and essentials of good reporting. Oratory Skills: effective Oral Communication points for Consideration. Presentation Skills- using audio-visual aids.

Unit 3

Preparing CV and interview Skills: Preparing CV-Types & forms of C.V. Guidelines for Drafting C.V. , Job Applications its types, forms and Contents. Interview: Preparing for interview-guidelines to interviewee and interviewer. Conducting & facing interviews. Mock Interview & GD

Unit 4

Body Language & Mannerism: Body language-Postures, Positive body Language; moves, Gestures & Expression. DO's & Don'ts. Mannerism-Table manners & etiquettes, phone & internet manners.

Unit 5

Soft Skills: Analytical skills, working in team, initiative leadership skills, stress and anger management, time management skills and banning the skills through management games & fricative.

Suggested Readings:

- Barker. A - Improve your communication skills. New Delhi: Kogan Page India Pvt Ltd, 2006.
- •Bovee, Till and Schatzman - Business Communication today, Pearson
- Deena R. Levine M.A., Mara B. Adelman -Beyond Language: Cross Cultural Communication,
- •Jon Lisa -Interactive skills in Tourist Travel Industry Longman Group Ltd.
- •MatilaTreece -Successful communication:
- •Monipally MM -Busines Communication Strategies, McGraw Hill
- •Murphy Hidder and Thomas -Effective Business Communication Mc Graw Hill.
- •Parag Diwan -Business Communication, Excell books
- •Robert T. Reilly -Effective communication in tourist travel Industry Dilnas Publication.
- •Scot Ober -Contemporary Busines Communication, Biztantra
- •Seely, John -The Oxford guide to writing and speaking.New Delhi, Oxford University Press, 2004.

- •Stephen Covey -The 7 Habits of Highly Effective People
- •William B. Gudykunst -Cross-Cultural and Intercultural Communication
- •Teaching and learning Resources;
- http://eff.cls.utk.edu/fundamentals/eff_standards.htm
- <http://www.ndted.org/teachingResources/ClassroomTips/Communication.htm>

Paper 505: FRENCH – II

Unit 1

Understanding the three groups of verbs and the three forms - affirmative, negative and interrogative in Future Tense.

Unit 2

Family Description

Maison (House)

Meals & Beverages (4 meals) Vegetables, fruits & Drinks

Unit 3

Passport

Letter writing - general

Bio-Data

Paris & the tourist attractions

Unit 4

Imperatif Negation Adjectifs Masculin-Feminin prepositions

Unit 5

Conjugaisons

Adjectifs demonstratifs

Pronoms Personnelles

Exercises

Suggested Readings:

1. Bienvenue En France, Tome I by A. Monnerie. Chapters 8-13 Cours De Langue Dt De
2. Civilisation Francaises. Book I. by G. Mauger. Chapters 15-22.

Paper: 601 EVENT MANAGEMENT

Unit 1

Introduction to Events : Scope – Nature & Importance – Types of events- Unique features & Similarities- Practices in event management – Key steps to a successful event.

Unit 2

The Dynamics of event management: Event Planning & Organizing, Problem solving & crises Management, Leadership & Participants management, Managing people & time, Site & infrastructure Management.

Unit 3

Introduction to MICE : planning MICE , Components of the Conference market, Characteristics of conferences & conventions, MICE as a supplement to tourism , the nature & demand of conference markets, nature & demand of conference markets – the economic & social significance of conventions, process of convention management.

Unit 4

Event marketing – customer care, marketing equipments& tools- promotion media relations & publicity- Event co-ordination- visual & electronic communication, event evaluation, case studies of events of national & international importance.

Unit 5

Travel industry fairs – Benefits of fairs – ITB , WTB , BTF , TTW , FITUR , KTM, IITM , CII- Events, PATA Travel Mart.

Suggested Books (Latest Edition):

- Coleman, Lee &Frankle, Powerhouse Conferences. Educational Institute of AH & MA. .
- 30 Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Harold Goodwin, (2013). .Taking Responsibility for Tourism Leeds Metropolitan University ISBN: Good fellow Publishers 978-1-906884-40-6
- Judith Mair, (2013). Conferences and Conventions A Research Perspective Routledge – 2013 – 154 pages Series: Rutledge Advances in Event Research Series
- Montgomery, R.J, “Meeting, Conventions and Expositions: VNR, New York
- VassiliosZiakas. Event Portfolio Planning and Management A Holistic Approach Routledge – 2013 – 220 pages.

- Clare Weeden, (2013). *Responsible Tourist Behavior*; Routledge — 162 pages Series: *Advances in Tourism*

Paper 602: DESTINATIONS OF INDIA

Unit 1

Urban Destinations: Delhi, Kolkata, Chennai, Bengaluru, Mumbai

Unit 2

Heritage Destinations: Khajuraho, Lucknow, Jaipur, Jodhpur, Jaisalmer.

Unit 3

Pilgrimage Destinations: Badrinath, Dwarka, Rameshwaram, Puri, Amritsar, Nathdwara, Ajmer, Pushkar, Ranakpur, Ujjain.

Unit 4

Beach and Island Destinations: Goa, Andamans, Lakshadweep, Kerala

Unit 5

Cultural Destinations: Udaipur, Varanasi, Kanyakumari, Madurai, Bhubaneswar.

Suggested Readings:

- Chamoli, S P, The Great Himalayan Traverse, Vikas Publishing, 1994
- □ Kaul, R N, Dynamics of Tourism– A Trilogy, Sterling Publishers, New Delhi
- □ Nagar, Vishnu Dutt and Sudhakar, Principles and Problems of Indian Transport, Kailash PustakSadan, Gwalior
- Negi, Jagmohan, Tourism and Travel, Concept and Principles, Gitanjali Publishing House, New Delhi, 1990
- William, Crook, Travels in India, Oriental Publishers, New Delhi
- Lonely Planet – India
- Pilgrimage in India, R.N. Pillai
- Tourism Planner

Paper 603: DOMESTIC TOURISM

Unit 1

Domestic Tourism: Meaning, definition, significance and scope.

Unit 2

Present Status of Domestic Tourism: World, India and Rajasthan.

Unit 3

Evaluation of present scenario of Domestic Tourism in Rajasthan: overview, industrial infrastructure, tourism policy, TGR & TDR.

Unit 4

Role of Public & Private sector in Domestic Tourism in Rajasthan, PPP(Public, Private, Partnership), Role of ADTOI in promoting Domestic Tourism.

Unit 5

Promotional Strategies for Domestic Tourism by GOI and Rajasthan Government, contribution of Domestic in regional development.

Suggested Readings:

- Cooper, Chris, John Fletcher, David Gilbert and Stephen Wanhill. 1998. Tourism: Principles and Practice. Second Edition. Harlow: Addison Wiley Longman
- Davidson Rob. 1993. Tourism. Second Edition. Harlow: Addison Wiley Longman.
D’Nom, Gastro, “Eating Out” [Weekly Articles in Saturday Nation]
- Finlay, Hugh and Geoff Crowther. 1997. East Africa. 4th Edition. Hawthorn: Lonely Planet
- Foster, Douglas. 19??. Travel and Tourism Management. Harlow: Addison Wiley Longman.
Fox, John “Going Places” [Weekly Articles in Sunday Nation]
- Government of Kenya. 2003. Economic Recovery Strategy for Wealth and Employment Creation, 2003-2007. Nairobi: n.p.

Lickorish, Leonard J. and Carson L. Jenkins. 1997. An Introduction to Tourism. Melbourne: Reed Educational and Professional Publishing.

- Mangat, Rupi “Travel” [Weekly Articles in Saturday Nation]
Page, Stephen J., Paul Brunt, Graham Busby and Jo Connell. 2001. Tourism: A Modern
- Synthesis. London: Thomson [Read, in particular, pp. 18-27, and 333-383]
Peace, Douglas. 1987. Tourism Today: A Geographical Analysis. New York: Longman
Scientific and Technical, with John Wiley & Sons

Paper 604: FRENCH-III

Unit 1

Understanding the three groups of verbs and the three forms - affirmative, negative and interrogative in the Past Tense.

Unit 2

Les Activities da la journee (Daily Activities) Les Vetements and jewellery (clothes) Les Drapeaux (The Flages) La cuisine franacise (French food & Cutlery)

Unit 3

Udaipur fetes as a Tourist Destination
Les Fetes traditionnellesen France (Festivals)
Les regions touristiquesen France (Tourist Places)
Conversation with a French Tourist

Unit 4

Grammaire
AdjectifDemonstratifReflechis non reflechisAdjectifPossessif

Unit 5

Pronoms
Article Partitif
Imperatif negative Exercises

Paper 605: Environmental Studies

Unit-I

The Multidisciplinary Nature of Environmental Studies and natural Resources. Definition, Scope and Importance: need for public Awareness.

Unit-II

Renewable and non-renewable resources: Natural resources and associated problems.

a) Forest Resources: Use and over-exploitation, deforestation, case studies. Timber extraction mining, dams and their effects on forests and tribal people.

b) Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefit and problems.

c) Mineral Resources: Use and exploitation, environmental effects of extracting and using minerals resources, case studies.

d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effect of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy Resources: Growing energy trends, renewable and non renewable energy sources, use alternate energy sources Case studies.

f) Land Resources: land as a resource kind degradation, man induced landslides, soil erosion and desertification.

* Role of an individual in conservation of natural resources.

* Equitable use of resources for sustainable lifestyles.

Unit 3

Ecosystem

* Concept of an ecosystem

* Structure and function of an ecosystem

* Producers, consumers and decomposers.

* Energy flow in the ecosystem

* Ecological Succession.

* Food Chains, Food webs and Ecological Pyramids.

* Introduction, types, characteristic features, structure and function of the following ecosystems:-

(a) Forest Ecosystem (b) Grassland Ecosystem

(c) Desert Ecosystem (d) Aquatic Ecosystems (Ponds, Streams, Lake, Rivers, Oceans, Estuaries)

Unit 4

Biodiversity and Its Conservation

• Introduction-Definition: genetic, species and ecosystem diversity

• Value of biodiversity: consumptive use, productive use social ethical, aesthetic and option value

• Biodiversity at global, national and local levels

• India as a mega-diversity nation

- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India
- Conservation Of Biodiversity: In-Situ Ex-Situ Conservation Of Biodiversity

Unit 5

Environmental Pollution

Definition

- Cause effect and control measures of: a) Air pollution; b) Water pollution; c) Soil Pollution d) Marine pollution e) Noise Pollution F) Thermal Pollution, g) Nuclear Hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: Floods, earth quake, cyclone and Landslides

Semester 7 & 8

1. Field Trip to any well known destination.(compulsory)
2. Basic Knowledge of Research Methodology and Report Writing
3. Report/s has to be prepared for Industrial Training as well as Field Trip 50+50 Marks
4. Presentation and Viva Voce of Training and Field Trip 50+50 Marks