

**KRISHNA UNIVERSITY**  
**MACHILIPATNAM**

**B.A.THREE YEAR DEGREE COURSE**  
**IN TOURISM AND TRAVEL MANAGEMENT**

**SYLLABUS AND MODEL QUESTION PAPERS**

**TOURISM AND TRAVEL MANAGEMENT**  
**FIRST SEMESTER**  
**PAPER-101 CONCEPTS OF TOURISM**

**Unit-I**

- Definition of Eco Tourism-its meaning, nature and scope
- Leisure, recreation tourism and their interrelationship.
- Concept of tourism resources- attraction, product , market, industry and destination in the context of tourism
- Components and elements of tourism: Intermediaries and suppliers
- The tourism system
- Types and typologies of tourism

**Unit – II**

- Travel and tourism through the Ages: Early Travels, ‘Renaissance’ and Age of Grand Tours’; Emergence of modern tourism, concept of “Paid holiday”
- Tourism motivations
- Factors affecting growth and development of international and national Tourism
- Concept of push and pull factors in Tourism
- Impacts of Industrialization and Technological Advancements on tourism industry

**Unit – III**

- Tourism infrastructure - Types, Forms and Significance
- Accommodation: Forms and types
- Transport Sectors : Modes of Transport and relative significance
- Other support infrastructures required for tourism

**Unit – IV**

- Concept of demand and supply in tourism
- Unique features of tourist demand
- Constraints in creating ideal destination

**Unit – V**

- Economic impacts of Tourism : income and employment , multipliers of tourism, balance of payments, foreign exchange etc.
- Socio-cultural impacts of tourism: cultural exchange among nations and international understanding
- Impacts of tourism on ecology and environment.

## **REFERRED BOOKS**

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York , USA
3. Kamra & Chand (2002) :Basics of Tourism, Theory Operation and Practice ; Kanishka Publishers, New Delhi-02
4. Kamra, Krishna. K(2001) : Economics of Tourism; Pricing , Impacts, Forecasting; kanishka publishers, New Delhi-02
5. Mishra, S.N;Sadual S, K(2008) : Basics of Tourism Management, Excel Books, New Delhi – 28
6. Prasad, V V V and Sundari V B T(2009) : Travel and Tourism Management, Excel Books, New Delhi-28
7. Raj.K. (2002) : Modern Dictionary of Tourism, Ivy Publishing House, Delhi -95
8. Seth, P.N.Bhat, S. (1993) : An Introduction to Travel and Tourism, Starling publishers, New Delhi
9. Krishnan, K.K. (2001) : Managing Tourist Destination: Development, planning, marketing, policies, Kanishka publishers Distributors, New Delhi - `110002
10. Bhatia, A.K.(1991) : Tourism Development :Principles and practices, Starling publishers Pvt. Ltd, New Delhi
11. Negi , J. (2003): Travel Agency Operation: Concepts and Principles, Kanishka Pblishers Distributors, New Delhi- 110002
12. Dr.V.B.T Sundari .(2012) Travel and Tourism Management (book in Telugu)

**Model Paper**  
**First Semester**  
**Paper 101 Concepts of Tourism**

**Max Marks- 75**  
**Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Define tourism and write its meaning
- 2) What are the different types of tourism?
- 3) Write the concept of Paid Holiday
- 4) Explain the impact of industrialization on tourism industry
- 5) Write the different forms of Tourism infrastructure
- 6) Mention the various modes of transport
- 7) Examine the relation between tourism and ecology
- 8) What are the cultural benefits of tourism?

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Examine the nature and scope of tourism.  
Or  
b) Explain the component and elements of tourism.
- 10) a) Write the factors affecting growth and development of modern tourism.  
Or  
b) Examine the impact of Technological advancement on tourism industry.
- 11) a) Describe the forms and types of Accommodation.  
Or  
b) Write about the significance of transport sector in tourism.
- 12) a) Explain the unique features of tourist demand.  
Or  
b) What are the constraints in creating ideal destination?
- 13) a) Examine the economic impacts of tourism.  
Or  
b) Write the social benefits of tourism.

**TOURISM AND TRAVEL MANAGEMENT**  
**Second semester**  
**Paper – 201 Tourism Resources of Andhra Pradesh**

**Unit – 1 Andhra Pradesh - Physical Background and Natural tourism resources**

- Andhra Pradesh - Physical Background , climate, Natural vegetation , Drainage system & Transport and communication

**Unit – II**

- Historical Religious Resources of Andhra Pradesh Historical Tourism Resources, Monuments Museums Historical sites art and architecture archaeological and rain sites of Andhra Pradesh Religious Tourism Resources shrines, centers fairs & festivals

**Unit - III**

- Cultural Tourism Resources of Andhra Pradesh , Cultural Tourism Resources, Tribes of A.P-in hilly regions and coastal regions, Tribal culture, dance & Music. Handicrafts, handloom cuisine, dress etc

**Unit –IV**

- Natural Tourism resources: National Parks, wild life sanctuaries, birds sanctuaries hill stations, river & river islands, lakes, waterfalls-Ananthagiri, Araku valley, Horsely Hills; Beaches-Visakhapatnam, Bheemunipatnam, Manginapudi

**Unit V**

- Eco Tourism in Andhra Pradesh-Eco Tourism & its prospects.
- Tyda jungle bells; Kambalakonda- Eco tourism projects
- Heritage circuit Tours in A.P.-Visakhapatnam circuit, Nagarjunasagar-Amaravati; Tirupati-Chandragiri-Sri Kalahasti

**Referred Books:**

1. B.Rajendra Prasad., Art of south India Andhra Pradesh
2. Comprehensive History of Andhra Pradesh volumes I to V
3. VBT Sundari & V.V. Vara Prasad., Bharatiya Samskriti-Paryatakaramgam, 2012

**Model Paper**  
**Second Semester**  
**Paper 201 Tourism Resources of Andhra Pradesh**

**Max Marks- 75**  
**Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Write about the Physical features of Andhra Pradesh.
- 2) Name the hill stations of Andhra Pradesh.
- 3) Describe the Buddhist Monuments of Andhra Pradesh.
- 4) What are the major pilgrimage centers of Andhra Pradesh?
- 5) Explain the dance forms of Andhra Pradesh.
- 6) Examine the Historical Monuments in Visakhapatnam
- 7) Write the role of festivals in tourism
- 8) What is meant by sustainable tourism development?

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Describe the climate of Andhra Pradesh  
Or  
b) Examine the Natural Tourism resources of Andhra Pradesh.
- 10) a) Explain the role of Monuments in promoting tourism in Andhra Pradesh  
Or  
b) Describe the major festivals of Andhra Pradesh.
- 11) a) Examine the fairs and festivals of tribes in Andhra Pradesh.  
Or  
b) Write an Essay on Andhra Cuisine.
- 12) a) Write about the Religious Tourism resources of Visakhapatnam  
Or  
b) Explain the Cultural Tourism resources of Visakhapatnam.
- 13) a) Describe the growth of eco tourism in Andhra Pradesh  
Or  
b) Write an essay on the prospects of eco tourism.

**TOURISM AND TRAVEL MANAGEMENT**  
**THIRD SEMESTER**  
**Paper- 301 Tourism Policy, Planning and Development**

**Unit – I: Introduction to Planning**

- Concept, definition, nature and process of planning , Types of planning
- Importance of planning in tourism, tourism, planning approach
- Steps in tourism planning
- Factors influencing in tourism planning

**Unit- II: Approaches of planning in tourism**

- Planning approaches for different forms of tourism: Eco tourism, urban tourism, Rural Tourism
- Planning for the development of a tourist destination
- Impacts of unplanned tourism development on a tourist destination

**Unit- III Planning for Tourism in India**

- Tourism Policy of India: study about the plans and policies of the govt. of India for the development of tourism sector
- National Action plan for tourism (NAPT) 1992: Objectives and strategies.
- Andhra Pradesh govt. Policy on the development of tourism in the state

**Unit- IV**

- Study of climatic, drainage, transport availability maps (road, air, Water, railway) of Andhra Pradesh
- Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity

**Unit- V**

- Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/area
- Assessment of tourism facilities and services at local level and preparation of a report thereof

**REFERRED BOOKS**

1. Inskeep, E. (1991): Tourism Planning: An Integrated and Sustainable Development Approach, van Nostrand Reinhold, New York.
2. Mukhopadhyay, S (2007) : Tourism Economics, ANE Books New Delhi-02
3. Sharma. K.K. (2000): Planning For Tourism.
4. Sharma. J.K. (2000): Tourism. Planning & Dev
5. Sinha, R.K.(1996):Tourism: Strategies, Planning & Development.
6. UNWTO (2001): National and Regional Tourism Planning : Methodology and Case Studies: Thomson Learning, UK

**Model Paper**  
**Third Semester**  
**Paper 301 Tourism Policy, Planning and Development**

**Max Marks- 75**  
**Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Define Planning and write its nature.
- 2) What is the importance of planning in Tourism
- 3) Write the impacts of unplanned tourism development.
- 4) What are the objectives of National Action Plan for Tourism 1992
- 5) Describe the available road transport facilities in Andhra Pradesh.
- 6) Name the wild life sanctuaries in Andhra Pradesh
- 7) What is the difference between a brochure and a poster?
- 8) How do you assess the tourism facilities?

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Describe the process and types of planning  
Or  
b) Write the steps in tourism planning
- 10) a) Explain the planning approaches for rural tourism  
Or  
b) Examine the planning process for the development of a tourist destination
- 11) a) Examine the plans and policies of the government of India.  
Or  
b) Describe the tourism policy of Andhra Pradesh government.
- 12) a) Explain the climatic conditions of Andhra Pradesh  
Or  
b) How do you show historical and religious tourist spots in a map?
- 13) a) Examine the preparation of tourist brochure.  
Or  
b) Write a report on the assessment of tourism services at local level.



# **TOURISM AND TRAVEL MANAGEMENT**

## **FOURTH SEMESTER**

### **Paper – 401 Travel Management**

#### **Unit – I Travel Organization**

- Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA
- Case studies of Travel agency and Tour operators: Thomas Cook, SITTA, TCI

#### **Unit – II Understanding of Travel Agency and Tour Operator**

- Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations
- Genesis and growth of travel agency and tour operator business
- Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc.
- Functions of tour operators: Negotiation and liaisoning with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management
- Source of income of travel agency and tour operator: commission, service charges and mark up on tours

#### **Unit-III Approval, Travel Formalities and Tour Package Designing**

- Entrepreneurship and tourism
- Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry
- Approval from Dept. of Tourism ( DOT) , International Air Transport Association ( IATA)
- Travel Formalities : Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP)
- Tour Packaging: definition , types and designing tour package; Tourist Guide: definition, types, duties and responsibilities

#### **Unit –IV**

- Introduction to internet; Accessing Web Sites; E-mail, Sending and Receiving, e-mail Subscription, Search Engines, Searching through various Search Engines, Chatting, Access to Sites; Online Messages etc.

#### **Unit- V**

- Designing of Tourist itinerary: Project work on preparation of a tourist itinerary/tourist broacher/information leaflet with the help of incorporating the important destinations Andhra Pradesh.

#### **REFERRED BOOKS**

1. Bhatia, A.K (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd. New Delhi

2. Bhattachararya, P. (2004): Tourism in Assam, Trends and Potentialities, Bani Mandir, MMC Bhawan, Ghy -3
3. Mandal, V.K.(2008): Travel and Transport Agency, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi
4. Negi, J. (1998): Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi -02
5. Negi, K.S.(2011): Travel Agency Management, Wisdom Press, New Delhi - 02

**Model Paper  
Fourth Semester  
Paper 401 Travel Management**

**Max Marks- 75  
Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Describe the functions of UNWTO
- 2) Write a note on Thomas Cook
- 3) Define Travel Agent and Tour operator
- 4) Name the sources of income for Travel Agent
- 5) Examine the different kinds of VISAS
- 6) What is meant by Restricted Area Permit
- 7) List the different types of package tours
- 8) What do you understand by Tourist itinerary

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Write the organization and functions of TAAI  
Or  
b) Examine the functions of IATA.
- 10) a) Explain the genesis and growth of travel agency  
Or  
b) Describe the functions of Travel Agency
- 11) a) Examine the various steps in setting up a travel agency  
Or  
b) What are the duties and responsibilities of a tourist guide?
- 12) a) Explain the significance of internet in today's tourism.  
Or  
b) What are the various search engines?
- 13) a) Write an essay on the preparation of a tourist brochure  
Or  
b) Design an itinerary connecting the Buddhist sites of Coastal Andhra.

# **TOURISM AND TRAVEL MANAGEMENT FIFTH SEMESTER**

## **Paper – 501 Tourism Management**

### **Unit I: Fundamentals of Management**

- Meaning, concept and characteristic of management
- Nature of management: Management as a science, arts, and as a profession
- Functions of management and their relevance in tourism industry: planning, organizing, directing, controlling, staffing, coordinating
- Types of management: operative and administrative management

### **Unit II: Importance of Management Functions in Tourism**

- Planning: Nature, type, steps, process and levels of planning, importance of planning in tourism development
- Organising: Principles of organizing, span of management and levels of authority strategies for improving the human resources through organizing in tourism
- Staffing: Steps and process of staffing, sources of recruitment in tourism, importance of training and development of the human resources in tourism
- Controlling: Concept and process of controlling, control mechanism for measuring the performance and corrective actions, control techniques
- Directing: Principles of directing, problems in human relations, motivation of the workforce of the tourism organization and the strategies for establishing healthy human relationship
- Co-ordinating: Meaning, nature and importance of co-coordinating, difference between co-ordination and co-operation types of co-coordinating: among individual, organization, and its importance tourism
- Managing risks, managing events in tourism management

### **Unit III: Tourism Organisations: Inter-governmental & National**

- Inter-governmental organizations and tourism industry: co-ordination of the tourism industry with government departments viz., Tourism, Civil aviation, Transport, Forest, Archaeology, Culture, Museum, Health, etc., Role of State Tourism Development Corporation in the development of tourism in respective state
- National Tourism Organizations: Organization like NTO, ITDC, FHRAI, TAAI and their role

#### **Unit – IV International tourism organizations**

- International tourism organizations: Role of the international organizations like UNWTO, IATA, PATA, ICAO etc in the promotion and development in tourism worldwide.

#### **Unit V: Destination Management:**

- The Tourist Destination
- Management of the Destination: Maintaining the infrastructure, environmental quality preservation of attractions through tourism
- Future of the destination: increasing competitiveness for globalization and satisfying the tourist needs

#### **REFERRED BOOKS:**

Agarwal, R D, (2008): Organization and Management, Tata McGraw-Hill Publishing Co., New Delhi-08

Foster, D. (1985): Travel and Tourism Management, Macmillan Press Ltd., London.

Kotaler, P. (2001): Tourism and Hospitality Management, Pearson Education, India

Kotahri, Anurag (2011): A Textbook of Tourism Management, Wisdom Press, New Delhi-02

Kumar, Akshay (1997): Tourism Management, Commonwealth Publishers, Ansari Road, Daryaganj, New Delhi-02

Negi, K.S. (2011): Travel Agency Management, Wisdom Press, New Delhi-02

**Model Paper  
Fifth Semester  
Paper 501 Tourism Management**

**Max Marks- 75  
Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Write the meaning and concept of Management
- 2) What are the types of Management
- 3) Describe the importance of Planning in Tourism Development
- 4) What are the problems in Human Relations
- 5) Name the different inter governmental organizations in tourist organization
- 6) Examine the role of ITDC in tourism
- 7) What is the organization of ICAO
- 8) Explain the features of a tourist destination.

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Describe the nature of management  
Or  
b) Write the functions of management
- 10) a) Explain the significance of organizing in tourism  
Or  
b) What are the risks in managing events in tourism management?
- 11) a) Describe the role of state tourism development corporation in the development of tourism  
Or  
b) Examine the role of N T O in the development of tourism
- 12) a) What are the functions of UNWTO?  
Or  
b) How PATA works in the promotion of tourism development
- 13) a) How do you manage infrastructural facilities at a tourist destination?  
Or  
b) Assess the effects of globalization on a tourist destination.

**TOURISM AND TRAVEL MANAGEMENT  
FIFTH SEMESTER**

**Paper – 502 Tourism Resources of India**

**Unit I: Knowledge of history and its importance in tourism**

- Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.
- British rule and genesis of modern tourism in India

**Unit II: Historical, Cultural and Religious tourism resources of India**

- Art and architecture of tourism significance
- World Heritage monuments and other prominent monuments of India
- Cultural tourism resources: Indian Classical dances and Folk dance forms, Music and Musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural
- Religious tourism resources: Major religions of India-Hinduism, Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India

**Unit III: Natural Tourism Resources of India**

- Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India
- Major hill stations, Islands, River and River Islands of India
- Important Sea Beaches of India – Mumbai, Puri, Goa, Chennai, Trivandrum and Kerala
- Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India

**Unit IV: Catalyst of Tourism Development in India**

- Tourism promotional festivals of India
- Museum and art galleries of India
- Tourist Trains in India – Places on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India

## **Unit – V Important tourism Circuits**

- Golden triangle – Delhi, Agra and Jaipur, Southern triangle Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit – Lumbinie, Bodhgaya, Sarnath and Kushinagpur and Green triangle – Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri - Konark
- Important hotel chains in India

### **REFERRED BOOKS:**

1. Acharya, R. (1986): Tourism & Cultural Heritage of India, ROSA Publication, Jaipur
2. Harle, J.C. ( 1994 ): The Art and Architecture of Indian Sub Continent
3. Hussain, A.A. (1987): The national culture of India, National Book Trust, New Delhi
4. Jacob, R., Joseph, S., Philip, A. (2007): Indian Tourism Practices, Abhijit Publications
5. Percy, B. ( 1940 ): Indian Architecture – Hindu and Buddhist Period
6. Mukerjee, R.K. ( 1984 ) : The Culture and Art of India
7. Raina, A.K. Raina, C.L, (2005): Fundamentals of Tourism and Indian Religion, Principles and Practices, Kanishka Publishers, Distributors, New Delhi-02
8. Sharma, U. (2008): Festivals in Indian Society, Mittal Publication, New Delhi-02
9. Singh, A. : Cultural Tourism in India
10. Singh, R. : Dynamics of Historical Cultural & Heritage Tourism
11. Rai. H.C. (1998): Hill Tourism Planning & Development
12. Dr. V B T Sundari - Bharatiya Sanskruthi Paryataka Rangam, 2012



**Model Paper  
Fifth Semester  
Paper 502 Tourism Resources of India**

**Max Marks- 75  
Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Write the importance of knowledge of history in tourism
- 2) Name the Chinese travelers who visited India
- 3) List the classical dance forms of India
- 4) Mention the famous Jain shrines in India
- 5) Write about Project Tiger
- 6) What are the land based adventure sports
- 7) Name the major art galleries in India
- 8) Write about Palace on Wheels

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Describe the growth and development of travel related activity in ancient India  
Or  
b) Trace the origin of modern tourism in India
- 10) a) Describe the significance of World Heritage Monuments in Tourism  
Or  
b) Explain the fairs and festivals of India
- 11) a) Write an essay on Wild Life Sanctuaries of India.  
Or  
b) What are the existing trends in adventure sports in India?
- 12) a) Write about tourism promotional festivals of India  
Or  
b) Write the significance of museums in tourism
- 13) a) Describe the Golden triangle in North India  
Or  
b) Write an essay on Buddhist circuit in India

**TOURISM AND TRAVEL MANAGEMENT  
SIXTH SEMESTER**

**Paper – 601 Tourism Marketing**

**Unit I: Understanding of Marketing**

- Marketing: Concept and definition and its significance in tourism industry
- Basic concept of need and want; demand, product, service, market and sales
- Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing
- Defining marketing mix, the 8 P's of marketing mix

**Unit II: Market Research**

- Understanding of marketing research, concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its function
- Consumer and consumer behavior, Factors influencing the buying behavior of consumers
- Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies

**Unit III: Marketing Mix in Tourism Industry**

- Product: Definition and levels, nature of tourism product, stages of launching a new product, product life cycle (PLC)
- Branding concept and need of branding of a product for a tourism company
- Pricing: Definition and influencing factors: Major pricing strategies for products of tourism industry
- Communication: Concept and purpose of communication for an organization, process of communication, barriers of effective communication

**Unit – IV Promotion and Distribution**

- Promotion: Major tools of Promotion Mix – Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing

- Distribution: definition, factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry

### **Unit V: Destination Marketing**

- Necessary attributes for a ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination

### **REFERRED BOOKS:**

1. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt., Ltd. New Delhi-02
2. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M. ( 2011 ): Tourism Marketing
4. Kotler, P, Brown, J & Makens, J (1996): Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ-07458
5. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
6. McCarthy, E.J. (1960): Basic Marketing – A management approach
7. Stephan, F.et el ( 1995): Tourism Marketing and Management Handbook, Prentice Hall
8. Wahab, S.G. (1976 ): Tourism Marketing, Tourism International Press, London
9. Woodruffe, H. (1997): Service Marketing, Macmillan India Ltd., Ansari Road, Darayaganj, New Delhi-02

**Model Paper  
Sixth Semester  
Paper 601 Tourism Marketing**

**Max Marks- 75  
Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Define Marketing
- 2) Write the difference between product marketing and service marketing
- 3) What do you understand by market research
- 4) Who are the consumers in tourism
- 5) Describe the branding concept
- 6) What is the importance of communication in tourism
- 7) Name the major tools of Promotion in tourism
- 8) Write about the features of ideal tourist destination

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Describe the significance of service and characteristics of service marketing  
Or  
b) Define Marketing Mix. Write the 8 P's of Marketing Mix
- 10) a) Describe the factors influencing the buying behavior of consumers  
Or  
b) Examine the significance of market segmentation
- 11) a) Explain the nature of tourism product  
Or  
b) Mention the factors influencing pricing in tourism industry
- 12) a) Write about the importance of advertising in tourism  
Or  
b) Examine the role of travel agency in tourism industry
- 13) a) What are the marketing strategies for promoting a tourist destination  
Or  
b) Describe any ideal tourist destination in India.

**TOURISM AND TRAVEL MANAGEMENT  
SIXTH SEMESTER**

**Paper – 602 Eco-Tourism and Sustainable Development**

B.A. TOURISM AND TRAVEL MANAGEMENT

SIXTH SEMESTER

Paper-602 ECOTOURISM

Unit I – Definition of Ecotourism-Basic principles of Ecotourism-Forms of Ecotourism in India: Rural Tourism; Agro Tourism; wildlife Tourism; Eco Treks; Green Tourism; Special interest Tourism; Benefits of Ecotourism.

Unit II – Eco-system and its types-Aquatic ecosystem; Arctic Tundra; Boreal forest; Urban ecosystem. Ecological imbalance-Need to restore and conserve ecosystem; Importance of Travel literature in Ecotourism.

Unit III-Impacts of Ecotourism: Positive and Negative; Links between Eco-tourism and Environment; Impacts on Wildlife; Birds; fresh water ecosystems; Marine environments; Soils; Vegetation; Local people; Displacement of people; Threats to indigenous cultures. Managing impacts of Ecotourism-Community involvement-Educating people, Conservation of cultural and historical heritage.

Unit IV – Ecotourism destinations-diverse country-diverse peoples; Need for responsible travel and tourism; Objectives of Ecotourism Society of India - Concept of carrying capacity- Sustainable development-Planning of Eco-tourism destinations

Unit V – Field Study: Student has to submit project report based on field study: Practical aspects of ecotourism-Planning trips- travel and on-site training-Issues and Prospects of Eco-Tourism in Andhra Pradesh State.

Books for consultation:

1. Parikshit Singh Manhas ed. Sustainable and Responsible Tourism: Trends, Practices and Cases, 2012
2. Prabhas Chandra, Global Eco Tourism: Codes, Protocols, & Charters, 2003.
3. Priyan C, Oomman, Global Tourism Directory of India, 1989
4. Ralf Buckley, ed. Environmental Impacts of tourism, Oxford, 2004
- 5 Govinda Prasad et.al., Eco Tourism and Environmental Management, 2007
- 6 David B Weaver, Eco Tourism, 2008
7. Ralf Buckley., Eco Tourism: Principles and Practices, 2008
8. Honey, Martha., Eco Tourism and Sustainable Development: who Owns Paradise ? 2<sup>nd</sup> edition 2008

**Model Paper  
Sixth Semester  
Paper 602 Eco Tourism**

**Max Marks- 75  
Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Define Eco tourism
- 2) What do you understand by green tourism
- 3) Write the relationship between tourism and environment
- 4) Name the eco tourism destinations in Andhra Pradesh
- 5) Write about Sustainable Development
- 6) Describe the ethical aspects of Tourism
- 7) Write the significance of Rio Declaration
- 8) Write the role of tourist in protecting environment

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Explain the growth of Eco tourism.  
Or  
b) Write about special interest tourism
- 10) a) Examine the need to restore ecological balance.  
Or  
b) Mention the key steps to maintain Eco friendly tourism.
- 11) a) Describe the planning of eco tourism destinations  
Or  
b) Explain the role of community involvement in conserving cultural heritage.
- 12) a) Examine the significance of responsible travel and tourism.  
Or  
b) Describe the concept of carrying capacity of a tourist destination with examples.
- 13) a) Write a report on any Eco friendly tourist destination in India  
Or  
b) Trace the relationship between Tourism and sustainable development

**TOURISM AND TRAVEL MANAGEMENT  
FIFTH SEMESTER**

**Paper – 503 TOURISM GEOGRAPHY**

**Unit – I**

Importance of Geography in Tourism Latitude, longitude, International Data line  
How to read maps. Timezones, Time differences G.M.T. variations

**Unit – II**

Major Tourist Attractions around the world North America, South America  
Europe, Africa, Asia, Australia

**Unit – III**

Elements of weather and climate Itinerary Planning by Air Factors affecting  
global and regional tourist movements

**Unit – IV**

Physical Geographical features of India Mountains, Rivers, Plains, Coastal Areas  
Deccan Plateau , Lakes, Desert

**Unit –V**

Tourism network map  
Maps of India showing major tourist circuits Project report on selected Indian  
states Andhra Pradesh, Rajasthan, Karnataka Madhya Pradesh.

**REFERRED BOOKS:**

1. Burton Rosemary – The Geography of Travel & Tourism 1998
2. Boniface B & Cooper. C – The Geography of Travel and Tourism, 2005
3. Robinson H.A – A Geography of Tourism, 1976

**Model Paper  
Fifth Semester  
Paper 503 Tourism Geography**

**Max Marks- 75  
Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Write about latitude and longitude
- 2) What is the importance of Greenwich Mean Time
- 3) Mention any two tourist attractions in North America
- 4) Explain the elements of weather
- 5) Name the major rivers in India
- 6) Describe the climate of Deccan plateau
- 7) What are the major temples in Andhra Pradesh
- 8) Mention the important forts of Rajasthan

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Examine the importance of geography in tourism  
Or  
b) Describe the time zones and time differences
- 10) a) Describe the major tourist attractions of Western Europe  
Or  
b) Write an essay on the tourist places in Asia
- 11) a) Explain the planning of itinerary by air  
Or  
b) Examine the factors affecting global and regional tourist movements
- 12) a) Describe the physical features of India  
Or  
b) Explain the significance of Himalayas in Tourism
- 13) a) Describe the tourist resources of Karnataka  
Or  
b) Write about the major tourist attractions in Madhya Pradesh



**TOURISM AND TRAVEL MANAGEMENT**  
**FIFTH SEMESTER**  
**Paper – 504 Accommodation Management – I**

**Unit –I**

Introduction to Hotels , Accommodation Industry Types of Hotels-International Hotels-resort Hotels, commercial Hotels; Residential Hotels; supplementary accommodation-Youth Hostels, Motels, Camping sites, Bed and Breakfast establishments

**Unit –II**

Evolution of lodging industry , Importance and Role of Hotels in Tourism

**Unit –III**

Rating of Hotels , Stars – Hotel Chains ITDC, Welcome, Taj group .Oberoi Hotels

**Unit –IV**

Marketing of Hotels  
Meaning and concept of Hospitality Marketing – importance, its future.

**Unit –V**

Great leaders in hospitality Ellsworth Statler, Ralph Hitz, J. Willard Marriot ,  
Marketing Mix Hotel Market & new trends

**REFERRED BOOKS:**

1. Dennis Foster –An Introduction to Hospitality
2. Philip Kotler, Bowen, Makens – Marketing of Hospitality and Tourism, 2013
3. M. Lauren & J.C.Branson – Hotel, Hostels and Hospital housekeeping

**Model Paper  
Fifth Semester  
Paper 504 Accommodation Management I**

**Max Marks- 75  
Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) What do you understand by the word hotel
- 2) Write the importance of accommodation industry
- 3) Examine the need of lodging industry
- 4) Write a note on Taj group of hotels
- 5) Describe the major hotel chains in India
- 6) Write the concept of hospitality
- 7) Write the contributions of Ralf Hitz to Hotel Industry
- 8) Write the features of hotel market

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Write an essay on traditional hotels  
Or  
b) Explain the different forms of supplementary accommodations
- 10) a) Explain the evolution of lodging industry  
Or  
b) Describe the role of hotels in tourism
- 11) a) Mention the features of Heritage hotels  
Or  
b) Examine the contribution of ITDC in hotel industry
- 12) a) Write the importance of Marketing in hotel industry  
Or  
b) Discuss the future of accommodation industry in India
- 13) a) Explain the concept of marketing mix in hotel industry  
Or  
b) Describe the services of Ellsworth Stalter to hotel industry

**TOURISM AND TRAVEL MANAGEMENT  
SIXTH SEMESTER**

**Paper – 603 PACKAGE TOURS.**

**Unit – I**

Definition of tour package, types, forms of Package tours Product oriented package tours special interest Tours.

**Unit – II**

Planning for a tour package components of a tour package Factors in tour packaging design

**Unit – III**

Steps in Tour Package Designing Destination survey, seasonal consideration confidential tariff, seasonal consideration confidential tariff arrangements payment procedures, etc limitation of a package tour

**Unit – IV**

Itinerary preparation – necessary requirements do's and don'ts of itinerary preparations costing, quotation, tariff, commissions & other remunerations of tour operation

**Unit – V**

Tour operation Documentation Hotel & Airline Vouchers, Pax docket , daily sales record, AGT statements communication for Reservation & cancellation importance and significance of credit cards .

**REFERRED BOOKS:**

1. Foster D.L. The Business of travel Agency operation and Tour Management
2. Negi. J.M.S – Travel Agency & Tour Operations
3. Susan Webstar – Group travel Operating Procedure
4. A.K Bhatia, the Business of Travel Agency and Tour Operations Management, 2012

**Model Paper  
Sixth Semester  
Paper 603 Package Tours**

**Max Marks- 75  
Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Define tour package
- 2) Write the importance of package tours
- 3) Mention the types of Package tours
- 4) What are the limitations of a Package Tours
- 5) Write the do's and don'ts of itinerary preparation
- 6) Describe any package tour offered by APTDC from Visakhapatnam
- 7) What are the required documents in Tour operation
- 8) Write the meaning of Pax docket

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Describe the forms of Package tour  
Or  
b) Explain special interest tours with examples
- 10) a) What are the components of a tour package  
Or  
b) Mention the factors in Tour packaging design
- 11) a) Describe the steps in tour packaging design  
Or  
b) Explain the confidential tariff arrangements
- 12) a) Mention the necessary requirements for itinerary preparation  
Or  
b) Describe the commissions and other remunerations of tour operation
- 13) a) Explain the communication for reservation and cancellation  
Or  
b) Write the importance of credit cards

**TOURISM AND TRAVEL MANAGEMENT**  
**SIXTH SEMESTER**  
Paper – 604 Accommodation Management. II

Unit –I

Key departments in a Hotel front Office Management Advantages ,Formalities and formats

Unit – II

Types of rooms and plans – Organization chart and duties and responsibilities qualities of front Office staff

Unit – III

House Keeping Introduction to House keeping – importance of house keeping department; Organizational Chart and the duties and responsibilities .  
Cleaning – different equipments & agents Daily routine systems, Laundry, linen & uniform, interior decoration, special decoration.

Unit-IV

Food & Beverage Service introduction to food & Beverage service Types of Services – menus, idea about Beverages- Alcoholic & Non- Alcoholic

Unit –V

Food Production Introduction – Hierarchy, Idea about different cuisines- national and international – Specific Menus

**REFERRED BOOKS:**

1. Krishna Arora- Theory of Cookery, 2008
2. T.E. Philip- Modern Cookery val I&II, 1965
3. Denisilicrap- Food & Beverage Service 2006
4. Michael L. Kasarana & Richard Books – Managing Front office operations, 2006.

**Model Paper  
Sixth Semester  
Paper 604 Accommodation Management II**

**Max Marks- 75  
Time 3hrs**

**Section – A**

**Answer any FIVE of the following questions: 5×5=25**

- 1) Write the importance of reception in a hotel
- 2) Mention the key departments in hotel
- 3) How many types of rooms are there in a hotel
- 4) Write the significance of organization chart
- 5) Write the meaning of house keeping
- 6) Name the different cleaning agents
- 7) Mention the importance of menus
- 8) List the non alcoholic beverages

**Section – B**

**Answer the following questions: 5×10=50**

- 9) a) Write the advantages of front office  
Or  
b) Mention the formalities and formats in a hotel
- 10) a) Write the duties of front office staff  
Or  
b) Explain the qualities of front office staff
- 11) a) Write the importance of house keeping department  
Or  
b) Describe the features of interior decoration in a hotel
- 12) a) What are the services rendered by food and beverage department  
Or  
b) Describe the various types of beverages in a hotel
- 13) a) Explain the hierarchy in food production  
Or  
b) Write about South Indian cuisine.