

INTRODUCTION

This course covers analysis of the Markets and their possible developments. Packing of the product, pricing policies and their publicity and advertising in the media - print and Electronic. A study of the marketing and publicity aids like Books, periodicals, brochures, posters, hand outs press release Audio visuals. The paper would also include promotional and public relations methods employed in Tourism Marketing.

1. The concept marketing, Nature, classification and characteristics of services and their marketing implications developing marketing strategies for services firms. Linkage in tourism and other sectors (Travel, Agency Accommodation, Food, Nutrition, Catering).
2. Tour packaging: Concept, Characteristics Methodology considerations and pricing of Tour Packing, Designing and printing of Tour Brochure.

SUGGESTED READINGS

1. Kettler, Philip : Marketing Management, Universal publications New Delhi.
2. MacCarthy, D.K.J. : Basic Marketing- A management approach.
3. Douglas Foster : Travel and Tourism Management.
4. Negi, M.S. : Tourism and Hoteliering
5. Wahab, S.Grampter, L & Reth Fibbs. : Tourism Marketing : Tourism International press, London, 1976
6. Stephan F.Witt & Luiz Moutinch. : Tourism Marketing and Management Handbook prentice Hall, New York, 1985
7. Renal, A. Nykiel : Marketing in Hospitality Industry (2nd ED.) Van Nestrland Reinhold, 1986.
8. Maclean, Hunter : Marketing Management (Tourism in your Business), Canadian Hotel and Resturant Ltd. 1984.

BA II-II V-005A

COURSE IV

TRAVEL AGENCY & TOUR OPERATORS BUSINESS

INTRODUCTION

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The study includes the functions, differentiation regulations organizations recognition of Travel Agents, Tour Operators and Excursion Agents.

The Role in details of sectors like airline- International, Domestic, Air Taxies, Ticketing, Cargo, Railway-Transport operations the allied business of Travel agencies has been included in the course. A study of Types of accommodations their organizations and management.

1. Definition, Main functions. organizational structure of Travel Agency and the Tour operators. Different types of travel agents and their responsibilities, procedures for becoming a travel agent and tour operator in India.
2. Role of India Airlines, Indian Railways, Air India and Vyudoot in the growth of travel agency and tour operator Business.
3. Accommodation- Types Organisation and Management.

SUGGESTED READINGS

1. Merissen Jome, W. : Travel Agents and Tourism
2. David H. Howel : Principales and Methods of scheduling reservations (national publisher) 198
3. Agarwal, Surinder : Travel agency Management (Communication India 1983).
4. Geo, Chack : Professional Travel Agency Management Prentice Hall London, 1990.
5. Bhatia, A.K. ; Tourism Development- Principles and policies Sterling Publisher, 1991, Ne Delhi.
6. William Cordve : Travel in India.
7. National publishers : The world of Travel, National publishers Delhi, 1979

BA III (Paper I) (915)

COURSE-V : FIELD TRIP REPORT

COURSE-VJ: EMERGING CONCEPTS FOR EFFECTIVE TOURISM DEVELOPMENT

1. Relevant concepts and preaches for effective tourism development
 - National Development Council Report on Tourism Development
 - National Action Plan, 1992
 - New policies on Tourism and Civil aviation.
 - Tourist Traffic and its improvisation.
 - Destination development.
 - Sustainable development
2. Man-power Development needs.
3. Management strategies
4. Tourism policy analysis.
5. Tourism legislation-a necessity

SUGGESTED READINGS :

1. National Development Council Report.
2. National Action plan, 1992.
3. Reports of world tourism organisation.
4. Report-Workshop on Tourism legislation-August 10-11, 1987. IITM, New Delhi.
5. Report-Workshop on Tourism legislation-February, 23-23, 1988. IITM, New Delhi.

BA II (Paper II)

COURSE VII: INFORMATION-COMMUNICATION-AUTOMATION

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INTRODUCTION :-

The course cover techniques of communication, presentation & collection information DATA. it also includes basic knowledge of computers in Travel fields. the attitude & behaviour the pattern w.r.t. customer services and their expectation profile of visitors from various destinations is part of the study.

- Consumer expectation and services & Legislation
- National Tourism civil Aviation & policy
- Information Technology
- Market Research
- Data collection
- Consortiums of Airlines Hotel & wholesalers.

COURSE VIII: TRAINING/PROJECT REPORT.