

**ELECTIVE IV - TOURISM MANAGEMENT**

**UNIT - I :**

Tourism - Meaning and significance - Types of Tourism - Growth of Tourism in India and abroad - influencing factors of Tourism. Tourism - Planning and Development - Need for planning - Government 's role in planning.

**UNIT - II :**

Tourism - Industry or Trade - Components of Tourism - Tourism and National economy - Tourism and Exchange Learning's - Trade and Tourism. Tourism - social significance - Social and Economic Factors in Tourism.

**UNIT- III :**

Tourism Marketing - Concepts and importance - Marketing functions in Tourism - Tourist Marketing Mix. Tourism pricing - Methods of pricing.

**UNIT -IV :**

Tourism promotion - Advertising costs - steps in planning and advertng costs - steps in planning and advertng campaign - Tourist publicity – Functions of Tourist Guide- Qualification - Characteristics.

**UNIT -V :**

Tourist organizations in India and their relationship with the International Tourist Organizations.

**BOOKS FOR REFERENCE**

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|------------------------|------------------------------------|
| 1. Parn Nath Seth      | - Successful Tourism Management    |
| 2. Ram Acharya         | - Tourism Administration in India. |
| 3. A.K. Bhatia         | - Tourism Development              |
| 4. Philip Kotler       | - Marketing Management.            |
| 5. Pran seth, Sterling | - Successful Tourism Management.   |