

ELECTIVE - TOURISM MANAGEMENT

UNIT – I

Introduction to Tourism – Tourism – Definition and importance – Tourism myths and problems – Tourism system – Demand for Tourism and Demand Schedules – Socio-economic factors in Tourism.

UNIT –II

Planning for tourism – coordinated planning – the planning process – Assessment of Demand and Supply – Establishing objectives – regional planning considerations.

UNIT – III

Organizing – Decision making – controlling – staffing in Tourism Organizations – Training and Development – Motivation – Leadership and communication in Tourism Organizations.

UNIT –IV

The Organization of tourism – The National Tourist Organization – functions – Organization and work of a NTO – Tourist Organization in India – Tourist offices in India – Accommodation Management – Types of hostels – Supplementary accommodation – classification – Registration and categorization.

UNIT – V

Travel Agency Management – Setting up of a travel Agency – Organization of travel individual trips – Group or organized trips – Need for legislation – Tour operator – Groups inclusive Tour – Travel Association of India – Universal Federation of Travel Agents Association (UFTAA).
Development of Tourism in India – Chris Cooper, John Fletcher, David Glibert, Stephen Wanhiel.

Books:

1. Tourism Principles and Practices – Chris Cooper, John Fletcher, David Glibert, Stephen Wanhiel.
2. Tourism Management – A Global Perspective – G.S.Batra, A.S.Chawla Deep and Deep Publishers.