INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR
2007-08

Department of Management of Tourism Business

Introduction

Tourism is one of the fastest growing industries in the world today. It is presently India’s second largest foreign exchange earning industry. This smokeless industry’s vast capacity to support the economy, generate employment opportunities make it stand out from other industries.

Tourism and Travel Management, as an elective subject can be opted by the students of Arts as well as Commerce faculty.

The various combinations available are:

**ARTS**
History, Geography, Economics, French, German, English

**COMMERCE**
As one of the Electives, with the compulsory subjects.

Objectives

- To prepare skilled professionals to join Travel & Tourism Industry at various levels.
- To create basic understanding of Tourism industry
- To enable the students to establish & run self employment ventures
- Work towards academic excellence.
Objective: To Introduce the concept of Tourism, its various classifications and its components.

Unit I
Introduction to Tourism – Meaning and dimensions of Tourism phenomenon. Understanding Tourism terminology. Concept of a Tourist, Visitor and an Excursionist 9

Unit II
Nature of Tourism – Leiper’s Model on nature of tourism - three basic elements are Tourists, Geographical element & Tourism Industry. Varied benefits of tourism.

Types of Tourism and Forms of Tourism. 9

Unit III
Components of Tourism- The basic or Primary components that formulate Tourism – Transportation - Air, Water, Land, Road. Accommodation- Hotel, Motel, Resort, Caravans, Youth hostels etc. Attraction- Monuments, Theme Parks, Wildlife, Museums, Art Galleries, Cultural centers. Tourism Infrastructure and Superstructure. Peters inventory of Tourist attraction: Cultural, Traditions, Scenic, Entertainment, Others.

Elements of tourism (in addition to 3 components ) 12

Unit IV
History of Tourism – Growth and development of Tourism through the ages. Travel in the Prehistoric times, in the Middle ages, the Grand Tour, in the Industrial age, Pushing and Pulling forces of Tourism industry. Concept of Paid Holidays, Development of Modern transport system . 10

Unit V
Tourism : The Psychological dimension. Tourism and human behavior, psychology of early travellers. Motivation – Definition, Motivators of modern day tourism as given by McIntosh . 5
**Books Recommended:**

**Essential Readings**

<table>
<thead>
<tr>
<th>Title</th>
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<tbody>
<tr>
<td>International Tourism Management</td>
<td>A.K.Bhatia</td>
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<td>Tourism and Culture</td>
<td>K.K.Sharma</td>
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<tr>
<td>Tourism Development in India</td>
<td>V.P.Sati</td>
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<tr>
<td>Tourism in India : A case study</td>
<td>Ram Acharya</td>
</tr>
<tr>
<td>Tourism &amp; Travel Management</td>
<td>Biswanath Ghosh, Mc Intosh</td>
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<td>Successful tourism</td>
<td>P M Seth</td>
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INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester I

Paper II
Tourism Business and its Impacts
Paper Code: MTB 102

Max Marks: 100     Teaching hours: 45 (3 hrs per week)
Credits: 3

Objective: To Understand Tourism Product and its impact on the Society, Economy and the Environment.

Unit I

The Socio-cultural Impact- Positive and negative impact of tourism development on the society and culture, Sex Tourism, Drug tourism.

Unit II

Unit III

Unit IV
Tourism scenario in India – Potentials, Problems and prospects. India’s resource potential for tourism, recognition by Government, Ways to stimulate tourism in India.

Unit V
Tourism – The existing pattern and Future trends: World’s major countries in terms of Total expenditure abroad, Countries having maximum International tourism expenditure, Travel of the future – Space Odyssey.

Status of Tourism education and career opportunities in Tourism industry.
Books Recommended:

**Essential Readings**

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<td>Tourism Products</td>
<td>Manoj Dixit and Charusheela Dixit</td>
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<td>Tourism &amp; Travel Management</td>
<td>Biswanath Ghosh</td>
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<td>Tourism Today</td>
<td>Douglas Pearce</td>
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<td>WTO Barometer</td>
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<td>Reports and PPTs of WTO</td>
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<td>Tourism in the new millennium</td>
<td>M P Bezbaruah</td>
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INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester I

Practical
Paper Code : MTB 103

Max Marks : 100
Credits : 2

Practical hours : 30 (4 hrs per week)

- A guided tour of Domestic / International destinations for a duration of 1 week to 10 days.
- Preparation of a Case study on a Tourist destination.
- Presentation on the Case study.
- Visit to Amber fort. Report writing on the visit.
INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester II

Paper I
Natural Resources of Tourism
Paper Code : MTB 201

Max Marks : 100
Teaching hours : 45 (3 hrs per week)
Credits : 3

Objective: Gain knowledge on existing and potential Natural Tourism resources of India

Unit I
Tourism Product: Definition, Salient features of tourism product, Product life cycle, Local Time, GMT, Time zone, International Date line Tourism Resources of India: Types and their geographical distribution.

Unit II
Wildlife Tourism in India- an introduction to wildlife tourism, existing Wildlife sanctuaries and National Parks-In Northern, Southern, Eastern & Western part of India.

Unit III
Desert Tourism – India’s main Desert area and popular destinations. Existing trends in desert tourism.

Beach Tourism- Meaning, Pre requisites of Beach tourism, Important beach tourism destinations in India- Goa, Karnataka, Kerala, Orissa.

Unit IV
Island Tourism with reference to Andaman & Nicobar Islands and Lakshadweep. An introduction to the destination, its tourism attractions, fairs and festivals, places of interest, formalities to visit.

Unit V
Special interest Tourism or Niche Tourism.

Mountain Tourism –Tourist Resource potential in Mountains with reference to Himalayas.
Books Recommended:

Essential Readings

Andaman and Nicobar Islands  
Coastal Tourism and Environment  
Lakshadweep  
Tourism Products

B.R Tamta  
Ravi Bhushan Kumar  
Saigal  
Manoj Dixit and Charusheela Dixit

Reference Books

Heritage Management  
International Tourism Management  
Nature and Scope of Tourism  
Tourism Development in India  
Tourism Development : Principles and Practices  
Tourism Education  
Tourism in India : A case study  
Tourism & Travel Management

Swarnakamal Bhowmik  
A.K.Bhatia  
Praveen Sethi  
V.P.Sati  
Bhatia  
Shashi Prabha, Sharma  
Ram Acharya  
Biswanath Ghosh
Objective: To give students exposure to the cultural heritage of India.

Unit I
Architectural heritage and Monuments of India – Architecture of Indus Valley civilization, Vedic Period, Mauryan, Gupta age, Indo-Islamic.


Unit II
Heritage Tourism – Meaning and role of UNESCO, India’s World Heritage sites.

Heritage hotel movement in Rajasthan (cultural property as a tourism resource). Case study - Peoples heritage – Baawadi’s

Museums Of National & State importance, Site museums and Art galleries.

Unit III

Performing arts of Rajasthan: Folk dances and music.

Unit IV
Handicraft – Textiles, Pottery, Carpets, Woodwork, Paper meshy, Metal work. Costumes and cuisine of different states.

Unit V
Fairs and festivals – Festivals of National, State and regional importance.

Festivals initiated by Department of Tourism.
Books Recommended:

**Essential Readings**

- Museums Monuments and Arts
  - Krishna
- Tourism Development: Principles and Practices
  - Bhatia
- Tourism Products
  - Manoj Dixit and Charusheela Dixit

**References Books**

- Cultural Tourism in India
  - Gupta and Lal
- Development of Tourism in India
  - Nafees Khan
- Heritage Management
  - Swarnakamal Bhowmik
- Nature and Scope of Tourism
  - Praveen Sethi
- Tourism Education
  - Shashi Prabha, Sharma
- Tourism in India: A case study
  - Ram Acharya
- Cultural Tourism
  - Love Kush Mishra
INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester II

Practical
Paper Code : MTB 203

Max Marks : 100     Practical hours : 30 (4 hrs per week)
Credits : 2

- Visit to places of historical significance in Jaipur or outside, keeping in mind the perspective of a travel agent e.g. Albert Hall, Hawa Mahal, Jantar Mantar, City Palace. Report writing on the same.

- **Project on Cultural heritage** of India which includes Monuments of Rajasthan / other states, Buddhist Circuit, Classical dances, Fairs & Festivals of India, Museums of India, Handicraft, Heritage Tourism (sites).

- Project Presentation
INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester III

Paper I
Marketing for Hospitality and Tourism
Paper Code: MTB 301

Max Marks: 100
Credits: 3
Teaching hours: 45 (3 hrs per week)

Objective: To understand the concept of Marketing and its role in Tourism industry.

Unit I
Definition of Hospitality and Tourism marketing, Importance of Marketing, Core concepts-
Needs, Wants, Demands, Products, Exchange, Markets and Relationship. Concept of
Marketing Management and its philosophies.

Unit II
Concept of a Product: Characteristics of a Tourism Product, Various levels of a Product,
Issues affecting the Product and Brand decisions.

Consumer Market and Consumer buying behavior – Model of Consumer behavior,
Characteristics affecting Consumer behavior. The Buyer decision process– Need recognition,
Information search, Evaluation, Purchase decision, Post purchase behavior.

Unit III
Market Segmentation–Geographic, Demographic, Psychographic, Behavioral. Market
Targeting–Evaluating and selecting market segments & Positioning – positioning strategies,
product differentiation.

Unit IV
New Product Development – The process including Idea generation, Idea screening,
Concept development and testing, Marketing strategy, Test Marketing, Product Life Cycle strategies.

Unit V
Concept of Price, Factors influencing Pricing decisions, Approaches to Pricing,
Nature and importance of Distribution systems, Marketing intermediaries: Travel Agents and
Tour Wholesalers.
Books Recommended:

Essential Readings

- Marketing for Hospitality and Tourism: Philip Kotler, Bowen
- International Tourism Management: A.K. Bhatia

References Books

- Development of Tourism in India: Nafees Khan
- Nature and Scope of Tourism: Praveen Sethi
- Tourism Development: Principles and Practices: Bhatia
- Tourism Education: Shashi Prabha, Sharma
- Tourism & Travel Management: Biswanath Ghosh
- Tourism marketing and design: Pointer
- Tourism marketing: Coltman
- Service Marketing: Lovelock
Objective: Understand the process of Communication & role of Advertising & Public Relations

Unit I
Define Communication and the Communication Process, Steps in developing effective communication, Establishing the Marketing Communication Budget.

Unit II
Advertising – Understanding the concept of Advertising- Setting the objectives-setting the objectives, budget decisions ,message decision ,campaign evaluation, the working of an advertising agency.

Direct Marketing & Internet Marketing.

Unit III

Unit IV
Destination Marketing- The Globalization of the Tourist industry, Importance of Tourism to a destination’s economy. Tourism destination, benefits of tourism, Management of the tourist destination, Sustainable tourism.

Unit V
Marketing plan- Purpose of a marketing plan ,Corporate connection ,Environmental analysis and Forecasting ,Segmentation & Targeting ,Objectives ,Communicating the plan, strategies and tactics ,Marketing control.

Case study-Incredible India campaign, Truly Asia- Malaysia
**Books Recommended:**

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INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester III

Practical
Paper Code : MTB 303

Max Marks : 100  Practical hours : 30 (4 hrs per week)
Credit : 2

- A guided tour of Domestic / International destination for a duration of 1 week to 10 days.
- Industrial project on Marketing Strategies of a travel trade company (Visit to a travel trade company)
- Project Presentation
INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester IV

Paper I
Travel Agency and Tour Operation Business
Paper Code : MTB 401

Max Marks : 100     Teaching hours : 45 (3 hrs per week)
Credits : 3

Objective: To understand the working of a Travel agency and a Tour Operator.

Unit I
Definition of a Travel Agency and a Tour Operator, Travel trade intermediaries. Types of Travel agencies and Tour Operators, Role of Ground operators. 8

Unit II
Integration - Horizontal and Vertical integration and Linkages in the Travel Agency Business. Role and contribution of Travel companies in the growth and development of Tourism. 5

Unit III
Forms of Travel agency business- Proprietorship, Partnership and Corporate firm. Organization Structure of a Travel/Tour company. 8

Unit IV
Functions of a Travel agency / a tour company.

Procedure for the approval and recognition of a travel agency and tour operation business from Govt of India and IATA.

Organization and associations-Introduction, need and significance of travel trade associations. WTO, IATA, IATO. 12

Unit V
Meaning, Types and importance of an Itinerary, process of itinerary preparation. Introduction to tour Packaging, Types of Package tours and stages for Package Tour formulation, Significance of Package tours.

Tour Costing and Pricing- Introduction, Tour Cost, Components of tour cost, costing a tour package with the help of a Cost sheet.

Case study on any two reputed travel agencies. 12
Books Recommended:

Essential Readings

Tourism and Hotel Industry in India: a study in Management  Anand
Tourism Development :Principles and Practices  Bhatia
Tourism Education  Shashi Prabha,Sharma
Travel Agency Management  Mohinder Chand

References Books

Development of Tourism in India  Nafees Khan
Grading and Classification of Hotels, Tourism resorts and restaurants: Principles & practices  Jagmohan Negi
Hotel Management  Ram Acharya
International Tourism Management  A.K.Bhatia
Strategies for the future of Travel and Tourism  Praveen Sethi
Tourism Products  Manoj Dixit and Charusheela Dixit
Tourism & Travel Management  Biswanath Ghosh
Essentials of Tour packaging  Fay Betsy
Professional Travel Agency Management  Gee Chuck
So you want to be a Travel agent  Pearson
INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester IV

Paper II
Transportation & Accommodation Management
Paper Code: MTB 402

Max Marks: 100  Teaching hours: 45 (3 hrs per week)
Credits: 3

Objective: To understand the relationship between Tourism and various components of Tourism industry.

Unit I
Hotel Industry – An introduction. Classification of Hotels on the basis of Physical characteristics, Tariff pattern, Size, Price level, Facilities and Geographic location. Room types, Rates and Reservation in Hotels.

Unit II
Organizational structure of a Hotel, various departments of a hotel – Front office, Housekeeping, Food & Beverage, Personnel, Marketing etc. Case study of a hotel.

Unit III

Case study of Indian carriers - Indian Airlines and Air India and Private carriers.

Unit IV
Airline Ticketing- An introduction to Airline ticketing, the five Air freedoms, Airline Geography, Airport codes, Air Fare, Basic Airline Ticketing procedure.

Unit V
Railways – History of Railways in India, Role of Railways in development of Tourism in India, steps taken by Railways to promote tourism in India.

Case Study on Palace on wheels
Books Recommended:

Essential Readings

Air Travel Ticketing and Fare construction  
Jagmohan Negi
Grading and Classification of Hotels, Tourism resorts and restaurants: Principles & practices  
Jagmohan Negi
Hotel Management  
Ram Acharya

References Books

Development of Tourism in India  
Nafees Khan
International Tourism Management  
A.K.Bhatia
Strategies for the future of Travel and Tourism  
Praveen Sethi
Tourism and Hotel Industry in India: a study in Management  
Anand
Tourism Development :Principles and Practices  
Bhatia
Tourism Education  
Shashi Prabha,Sharma
Tourism & Travel Management  
Biswanath Ghosh
Travel Agency Management  
Mohinder Chand
INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester IV

Practical
Paper Code : MTB 403

Max Marks : 100
Credits : 2

- Visit to a Travel agency to understand its organization and working. Report writing on the same.
- Case study on Aviation Industry: Air India / Indian Airlines / a private airline
- Presentation on the Case study.
- Visit to a Hotel to understand its organization and working. Report writing on the same.
Objective: To understand the concept of Planning, its need and plans formulated by the Indian government.

Unit I

Unit II
Infrastructure development

Concept of community approach to tourism and its relevance to Indian context
Introduction to CPP 8

Unit III
Planning aspect of tourism in India- Introduction, the Allocation and expenditures in five year plans in India


Unit IV
Civil Aviation Policy 2000- Mission, Strategic, Consultation with users, regulatory framework, Private sector participation, IT Plan, Promotion of Aviation in North East, Safety, Security & recommendations. 10

Unit V
National Tourism Policy 2002 – Introduction and Key words, Positioning Tourism as a National Policy, Enhancing India’s Competitiveness as a tourist destination, Infrastructure, Information centers, Tourism training institutes.

Rajasthan tourism policy 2001 and Hotel policy 2006 9
**Books Recommended:**

**Essential Readings**

Environmental challenges towards Tourism  V Dhulasi Birundha

**References Books**

- Development of Tourism in India  Nafees Khan
- Handbook of Environmental guidelines for Indian Tourism  Ratandeep Singh
- International Tourism Management  A.K.Bhatia
- Tourism Development and Resource conservation  Jagmohan Negi
- Tourism Development :Principles and Practices  Bhatia
- Tourism Planning  Inskeep
- Encyclopedia in Planning (12 vol.series)  P. C Sinha
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B.A / B.Com
Management of Tourism Business
Semester V

Paper II
Emerging concepts of Tourism
Paper Code : MTB 502

Max Marks : 100       Teaching hours : 45 (3 hrs per week)
Credits : 3

Objective: To educate students about the emerging concepts of tourism

Unit I
Meaning of sustainable development, Carrying capacity and Eco tourism-Concept, Principals of Eco tourism, Eco tourism resources of India, Eco tourism guidelines for India- The Govt. , operators, visitors, the environmental pledge.

Unit II

Unit III
MICE- Meetings, Incentives, Conferences and Exhibitions.

Unit IV
Space tourism- A new concept, Precedents. Private space tourism, list of flown space tourists, Future space tourists, Commercial space flights, Legality, Virgin Galactic –leading space tourism group, Commercial space station and Space hotels.

Medical Tourism: History of medical tourism, description and scope of Medical tourism in India.

Unit V
Books Recommended:

Essential Readings

Environmental challenges towards Tourism V Dhulasi Birundha
Handbook of Environmental guidelines for Indian Tourism. Ratandeep Singh

Books and References

International Tourism Management A.K. Bhatia
Tourism Development and Resource conservation Jagmohan Negi
Tourism Development: Principles and Practices Bhatia
Tourism Education Shashi Prabha, Sharma
Adventure tourism S S Malik
Adventure tourism Jagmohan Negi
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B.A / B.Com
Management of Tourism Business
Semester V

Practical
Paper Code: MTB 503

Max Marks: 100
Credits: 2

Practical hours: 30 (4 hrs per week)

- **Industrial Training** / On the Job training in a Hotel / Travel Agency/ Airlines for a period of 1 month.

- A guided tour of Domestic / International destinations for a duration of 1 week to 10 days.
INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester VI

Paper I
Destination/Circuit development & Management
Paper Code : MTB 601
Max Marks : 100     Teaching hours : 45 (3 hrs per week)
Credits : 3

Objective: Destination/Circuit development & Management

Unit I
Destination Development- Initiation, Growth and development of a destination. 9
Product Life Cycle. Case Study

Unit II
Planning and development of a destination 8

Unit III
Destinations and circuits all over India. Case study 10

Unit IV
Destinations and circuits in Rajasthan. Case studies. 10

Unit V
Tourism Regulation & Legislation in India – Passport, Visa, Special permits, Antiquities and Consumer Expectation 8

Books Recommended:

Essential Reading
International Tourism Management  A.K. Bhatia
Tourism Development and Resource conservation  Jagmohan Negi
Tourism Development: Principles and Practices  Bhatia

Books and References
Development of Tourism in India  Nafees Khan
Environmental challenges towards Tourism  V Dhulasi Birundha
Handbook of Environmental guidelines for Indian Tourism.  Ratandeep Singh
Heritage Management  Swarnakamal Bhowmik
Objective: Role of Automation and Information technology in Tourism.

Unit I
Impact of information and communication technology on tourism.

Hardware and software requirements in tourism industry 8

Unit II
Application of ICT in tourism and hospitality

Evolution of CRS 8

Unit III
Customer satisfaction for travelers as a result of ICT tools.

Barriers for on line consumers and travelers 9

Unit IV
Cost Benefit Analysis (CBA) for incorporating information and communication technology in tourism industry

Using ICTs to develop competitive advantage 10

Unit V
Multi-integration of ICTs for tourism industry and destinations
  - Technological integration and convergence
  - Tourism industry integration and collaboration
  - Local economy, society integration and coordination

Multi-dimensional frame work for ICTs in tourism
  - Intra organizational functions (using intra nets)
  - Inter organizational functions through extra net (and inter net)
  - Consumer and stake holder interaction over the internet 10
Books Recommended:

Essential Readings

- International Tourism Management
  - A.K.Bhatia

References Books

- Tourism Development and Resource conservation
  - Jagmohan Negi
- Tourism Development in India
  - V.P.Sati
- Tourism Development :Principles and Practices
  - Bhatia
- Tourism Education
  - Shashi Prabha,Sharma
- E Tourism
  - Dimitrios Buhalis
INTERNATIONAL COLLEGE FOR GIRLS, JAIPUR

B.A / B.Com
Management of Tourism Business
Semester VI

Practical
Paper Code : MTB 603

Max Marks : 100 Practical hours : 30 (4 hrs per week)
Credits : 2

- Preparation of the Industrial training Project Report & its presentation
- Visit to the Office of Rajasthan Tourism Development Corporation, Jaipur. Report writing on the same.
- Visit to a Ticketing Agency. Report writing on the same.