

SYLLABUS

M. A. (TRAVEL & TOURISM) EXAMINATION

Participation in the study tour at least once during the M.A. & P.G.Dip course is compulsory for regular students

SEMESTER - I

PAPER – I HISTORIAL BACKGROUND OF INDIA
PAPER – II TOURISM RECREATION
PAPER – III TOURIST INDIAN DESTINATION
PAPER – IV TOURIST HOSPITALITY

PAPER – V **OR**
TOURISM IN VIDARBHA

PAPER – VI **OR**
TOURISM IN INDIA

SEMESTER - II

PAPER – I RELIGIOUS AND CULTURAL BACKGROUND OF
PAPER – II INDIA TOURISM TRANSPORT SYSTEM
PAPER – III TOUR OPERATIONS AND
PAPER – IV FORMALITIES TRAVEL FORMALITIES

PAPER – V **OR**
TOURISM INDUSTRY IN VIDARBHA

PAPER – VI **OR**
DOMESTIC TRAVEL AND FACILITIES

SEMESTER - III

PAPER – I ARCHITECTURAL HISTORY OF INDIA
PAPER – II TOURISM PLANNING
PAPER – III INTERNATIONAL TOURIST DESTINATION
PAPER – IV TOURISM MARKETING

PAPER – V **OR**
TOURISM IN MAHARASHTRA

PAPER – VI **OR**
TOURISM INDUSTRY IN INDIA

SEMESTER - IV

PAPER – I ART, ICONOGRAPHY AND CRAFT
PAPER – II RESEARCH METHODOLOGY
PAPER – III IATA AND ITS FUNCTIONS
PAPER – IV TOURISM MANAGEMENT

PAPER – V **OR**
TOURISM INDUSTRY IN MAHARASHTRA

PAPER – VI **OR**

TOURISM
MANAGEMENT
AND
OPERATIONS

SEMESTER - I

PAPER – I HISTORIAL BACKGROUND OF INDIA

- 1. Sources and Indian History up to 200 B.C., Pre and Protohistory, Vedic Period, Mahajanapada, Maurya, Foreign Invasions.**
- 2. Indian History up to 650 A.D., Western Kshatrapas, Guptas, Vakatakas, Harshavardhana.**
- 3. Indian History up to 1300 A.D., Chalukyas, Cholas, Yadavas, Palas, Pratiharas, Paramaras.**
- 4. Indian History up to 1707 A.D., Sultanas, Mughals, Rajputs**

Books Recommended :

1. Basham, A.L., The Wonder That was India
2. Chopra, S.K., B.N.Puri, and M.N.Das, A Socio-Cultural and Economic History of India
3. Majumdar, R.C., H.C.Raychoudhari and K.K.Datta, An Advanced History of India
4. Neelakantha Sastry, K.A., An Advanced History of India
5. Thapar Romila, A History of India

PAPER – II TOURISM RECREATION

- 1. Tourist/Visitor/Excursionist-definition and differentiation. Tourism recreation and leisure inter-relationship(s). Tourism components.**
- 2. Elements and infrastructure. Types and typologies of Tourism.**
- 3. Emerging concepts: Eco/rural/agri./farm/green/wilderness/country side/ special interest tourism.**
- 4. Tourism Trends: Growth and development over the years and factors responsible therein. Changing market-destination patterns. Traffic flows/ receipt trends. Travel motivator and deterrents. Pull and Push forces in tourism.**

Books Recommended :

1. Acharya, Ram, Tourism & Cultural Heritage of India
2. Bhatia, T.K., Tourism in India
3. Kaul, S.N., Tourist India and most Comprehensive Guide.
4. Kaur & D.R.Singh, India Plan your own Holidays.
5. Tajvir Singh, Jagdish, Studies in Tourism, Wild Life Parks and Conservation

PAPER – III TOURIST INDIAN DESTINATION

- 1. Concept of resource, Attraction and product in tourism. Tourism products : typology and unique features.**
- 2. Natural Tourism resources in India : Existing use patterns vis-à-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and Islands), Water bodies and biotic wealth (flora-fauna)**
- 3. Popular tourist destination for land based (soft/hard trekking, ice skiing, mountaineering, desert safaris, car rallies, etc.) water based (rafting, kayaking, canoeing, surfing, water skiing, scuba/snuba diving) and air based (para-sailing, para-gliding, ballooning, hand gliding and microlighting, etc.)**
- 4. Wildlife-Tourism and conservation related issues- Occurrence and distribution of popular wildlife species in India. Tourism in National parks, wildlife sanctuaries and biosphere reserves (case of Dachigham Corbett/ Dudhwa/ Kaziranga/Kanha/Gir/Ranthambor/Mudumalai/Sunderbans/Shivpuri/Manas/Nanda Devi/ Valley of flowers reserves).**

Books Recommended :

1. A.S.I., Archaeological Remains, Monuments and Museums
2. Acharya, Ram, Tourism & Cultural Heritage of India
3. Bhardwaj, S. M., Hindu Places of Pilgrimage in India
4. Bhatia, T. K., Tourism in India
5. Kaur & D. R. Singh, India Plan your own Holidays.
6. Kaul, S.N., Tourist India and most Comprehensive Guide.
7. Sheshadre, B., India's Wild Life and Tribal Life
8. Tajvir Singh, Jagdish, Studies in Tourism, Wild Life Parks and Conservation

PAPER – IV TOURIST HOSPITALITY

- 1. Accommodation : Concept, Types and Typologies, Linkages and Significance with relation to tourism.**
- 2. Emerging dimensions of accommodation industry-Heritage hotels, Motels and resort properties. Time share establishments.**
- 3. Hotel and Hoteliering : Origin, Growth and diversification, Classification, registration and gradation of hotels, Organisational structure, Functions and responsibilities of the various departments of a standard hotel/other catering outlets, viz, bars, restaurants, fast food centres, in flight catering.**
- 4. Leading multinational hotel chains operating in India. Public sector in hoteliering business-Rold, Contribution and Performance. HRD perspective with special reference to India-Requirements, Training facilities, Constraints and Scope. Fiscal and non-fiscal incentive available to hotel industry in India. Ethical, Legal and regulatory aspects.**

Books Recommended :

1. Aparnaraj, Tourist Behaviour
2. Black Sam, Practical Public Relations
3. Hotel Receipts Tax Act, 1980 with Rules.
4. Hotels & Travel Index of ABC International Division
5. Kotler Philip, Principles of Marketing

OR

PAPER – V TOURISM IN VIDARBHA

1. **Geographical background**
2. **Historical Monuments**
3. **Eco-Tourism**
4. **Fairs and Festivals & Museums**

Books Recommended :

1. Bakkar, Hans, The Vakatakas
2. Shastri, A. M., The Age of Vakatakas

OR

PAPER – VI TOURISM IN INDIA

1. **Geography of Tourism; Importance, Scope and Development of Tourism; Types of Tourism: Wild and Tribal Life, Hill Resorts and Beaches, Specialized fairs, Entertainment and Night Life Theme Parks, Sports Tourism, Cruise Liner, Medical Tourism, Film Tourism and Archaeological Tourism**
2. **Wild and Tribal Life : Alwar, Jim Corbett, National Park, Kanha Kisali, Kaziranga, Bharatpur, Sawai Madhopur, Tadoba, Melghat, Navegaon-Nagzira, Ranthambor, Chilka Lake, Bandipur, Bandogarh, Gir, Sundarban, Perior**
3. **Resorts and Beaches : Massorie, Simla, Pachmari, Ooty, Kodaikaaal, Panji, Chikhaldara, Mahabaleshwar, Matheran, Kolava, Golden beach, Kalangata Beach**
4. **Fair and Festivals : Kumbha, Ardhakumbha, Pushkar, Mahashivratri, Gangasagar, Pandharpur Vari, Dhammachakra Pravartana Divasa, Internationa Trade Fair, Marba, Ramnavami, Gangaur, Tija,**

Books Recommended :

1. Acharya, Ram, Tourism & Cultural Heritage of India
2. A.S.I., Archaeological Remains, Monuments and Museums
3. Bhatia, T. K., Tourism in India
4. Bhardwaj, S. M., Hindu Places of Pilgrimage in India
5. Kaul, S. N., Tourist India and most Comprehensive Guide.
6. Kaur & D. R. Singh, India Plan your own Holidays.
7. Sheshadre, B., India's Wild Life and Tribal Life
8. Tajvir Singh, Jagdish, Studies in Tourism, Wild Life Parks and Conservation

SEMESTER - II

PAPER – I RELIGIOUS AND CULTURAL BACKGROUND OF INDIA

1. **Ancient Indian Religious : Vedic, Jainism, Buddhism**
2. **Other Religious of India : Islam, Christianity, Sikhism**
3. **Social Institutions : Varna, Jati, Ashrama, Family, Samskaras, Education**
4. **Economic Conditions : Guilds, Trade and Commerce;**

Important Festivals and their Significance : Diwali, Dashhara, Holi, Christms, Id, Moharrum, Rakshabandhan, Easter, Paryushmna, Buddha-Jayanti, Papeti, Baishakhi

Books Recommended :

1. Baird, Robert, D., Religion in Modern India.
2. Basham, A.L., The Wonder That was India
3. Bose, H. A., Ritas and Geremonics of Hindu and Muslims.
4. Chopra,S.K.,B.N.Puri and M.N.Das, A Socio-Cultural and Economic History of India
5. Goyal, S. R., Religious History of Ancient India
6. Majumdar,R.C., H. C. Raychoudhari and K. K. Datta, An Advanced History of India
7. Neelakantha Sastry, K.A., An Advanced History of India
8. Sharma, B. N, Festivals of India
9. Thapar Romila, A History of India

PAPER – II TOURISM TRANSPORT SYSTEM

1. **Transportation : Dynamically Changing needs and means. Landmarks in the development of transport sector and the consequent socio-economic, Cultural and environmental implications. Tourism transport system.**
2. **Airlines Transportation : The Airlines industry-Origin and Growth. Organisation of Air Transport Industry in International contest. Scheduled and non-scheduled Airlines services; Air taxis. Multinational air transport Regulations- Nature, Significance and Limitations. Role of IATA, ICAO and other agencies, Bermuda Convention. Air Transport Industry in India – DGCA**

and other key players: Regulatory Framework: Air Corporation Act, Indian carriers-Operations, management and performance. Marketing strategies of Air India.

- 3. Significance of Road Transport in Tourism : Growth and Development of road transport system in India; State of existing infrastructure; Public and Private Sector involvement; Role of Regional Transport Authority, Approved Travel Agencies, Tour/Transport Operators, Car hire/Rental companies. State and inter-state bus and coach network. Insurance provision road taxes and fitness certificate. Rail Transport Network- Major Railway Systems of World- British Rail, Euro Rail and Amtrak.**
- 4. Types of special package offered by Indian Railways to tourists-Ind. rail pass, Palace on Wheels and Royal Orient. Reservation procedures, GSAs abroad. Water Transport System in India-Historical past, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise. Future prospects.**

Books Recommended :

1. Avatar Singh, Law of Carriage (Air, Land & Sea)
2. Cock Workers (Safety, Health & Welfare) Act, 1986
3. History & Growth (Shipping Manual)
4. The Merchant Shipping Act, 1979
5. The Port Laws Act, 1973
6. ABC Passenger Shipping guide
7. ABC Car ferry Guide

PAPER – III TOUR OPERATIONS AND FORMALITIES

- 1. Travel Agency and Tour Operations Business : Origin, Growth and development; Definition, Differentiation linkages; Organisation and functions-Travel information counselling. Itinerary preparation, Reservation. Tour costing/pricing, Marketing of tour packages. Income sources.**
- 2. Tourism organisation/Institutions : Origin, Organisation and functions of WTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA**
- 3. PASSPORT, VISA, Immigration process**
- 4. International Travel Organizations, Travel Insurances, Health Documents.**

Books Recommended :

1. ABC Guide to International Travel.
2. Emigration Act, 1983 with Emigration Rules,
3. Foreign Exchange Regulation Act, 1973 with FER Rules
4. Hussin Mazhar, The Law Relating to Foreigners, Passport and Citizenship in India
5. The Passport Act. 1967 (Act No. 15 of 1967) with Rules 1984.

PAPER – IV TRAVEL FORMALITIES

- 1. Airlines Ticketing : Operational perspectives of ticketing-ABC codes, Flight schedules, Flying time and MPM/TPM calculation, TIM (Travel Information Manual) consultation, Routine and itinerary preparation, Types of fare, Fare calculation and rounding-up, Currency conversion and payment modes, Issuance of ticket.**
- 2. Cargo Handling : Baggage allowance, Free access baggage, Weight and piece concept. Accountability of lost baggage, Dangerous goods: Cargo rates and valuation charges, Automation and airport procedures.**
- 3. Requirements for setting-up travel agency and tour operations business, Approval from organisation and institutions concerned. Incentives available in Indian context. Constraints and limitations.**
- 4. Foreign Language**

Books Recommended :

1. The Motor Vehicle Act, 1988
2. The Indian Railway Act 1987
3. The Air Craft Act, 1983
4. The Port Laws Act, 1978
5. The Merchant Shipping Act, 1983
6. Manual of the Shipping Corporation of India
7. Manual of Indian Airlines
8. Notes of the Commercial Training College, Hyderabad
9. Notes & Journals of the Shipping Training College, Bombay
10. Schedules & Services.

OR

PAPER – V TOURISM INDUSTRY IN VIDARBHA

- 1. Hotel Industry**
- 2. Transportation**
- 3. Exchange, Shopping Malls,**
- 4. Travel Agencies**

Books Recommended :

1. Aparnaraj, Tourist Behaviour
2. Black Sam, Practical Public Relations
3. Dairddoff, Sales and Marketing for Travel & Tourism
4. Kotler Philip, Principles of Marketing
5. Krippendorff, Marketing of Tourism
6. Lesly Philip, Principles of Marketing
7. Wahab, Tourism Marketing

OR

PAPER – VI DOMESTIC TRAVEL AND FACILITIES

- 1. Definitions of Travel Planning, Communication System in Travel & Hotel Industries; Food Plan, Recognition of Hotels under Star systems Development of Travel Industries.**
- 2. Principles of Indian Airlines, Procedure of Domestic Ticketing, Sector Fares, Schedule of Domestic Services;**
- 3. Importance of Water ways, Schedule of Domestic Services.**
- 4. Road ways; Traffic Signs provided under Motor Vehicle Act, Schedules on Railways & Roadways;**

Books Recommended :

1. The Motor Vehicle Act, 1988
2. The Indian Railway Act 1987
3. The Air Craft Act, 1983
4. The Port Laws Act, 1978
5. The Merchant Shipping Act, 1983
6. Manual of the Shipping Corporation of India
7. Manual of Indian Airlines
8. Notes of the Commercial Training College, Hyderabad
9. Notes & Journals of the Shipping Training College, Bombay
10. Schedules & Services.

SEMESTER - III

PAPER – I ARCHITECTURAL HISTORY OF INDIA

- 1. An outline of Indian Architecture in Tourism perspective
Harappan Town-planning and Architecture**
- 2. Religious Architecture : Hindu, Buddhist and Jain**
- 3. Religious Architecture : Islamic, Christism and Sikh**
- 4. Secular Architecture : Civil-Tanks, Palaces, Bridges, Victoria Termipms, Victorial, Mandu, Jantar-Mantar, Bhojapur reservoir, Bhakra-Nangal, Hirakund, Nagarjunsagar Dam, Military-Daulatabad, Fort William Calcutta, Gwalior, Golkonda, Asirgad, Chittorgarh, Redfort Delhi & Agra, Gawilgarh.**

Books Recommended :

1. Brown, Percy, Indian Architecture
2. Burges and Fergusson, Cave Temple of Western India
3. Deva, Krishna, Temples of India

4. Nath, R., Islamic Architecture
5. Sarkar, H., Studies in Early Buddhist Architecture of India.
6. Shrinivasan, K. R., Temples of South India
7. Soundrajan, K. V., Indian Temples Styles.
8. Soundrajan, K.V., Islam builds in India.

PAPER – II TOURISM PLANNING

1. **Tourism Planning : Origin, Concept and approaches, Levels and types of tourism Planning – Sectoral, Spatial, Integrated, Complex, Centralized and Decentralized. Product life cycle theories and their applicability in tourism planning. Urban and rural tourism planning. India’s tourism policies.**
2. **Tourism Planning process : Objective setting, Background analysis, Detailed research and analysis, Synthesis, Goal setting and Plan formulation, Evaluation of tourism project-Project feasibility study: Plan implementation. Development and monitoring. Tourism master plan.**
3. **Tourism impacts and need for sustainable tourism planning : Socio-cultural. Economic and physical, Tourism carrying capacity and environmental impact analysis (EIA).**
4. **Business ethics and laws-their relevance and applicability in Travel and Tourism industry.**

Books Recommended :

1. The Motor Vehicle Act, 1988
2. The Indian Railway Act 1987
3. The Air Craft Act, 1983
4. The Port Laws Act, 1978

PAPER – III INTERNATIONAL TOURIST DESTINATION

1. **Europe, Africa, Middle East**
2. **America continent**
3. **South East and Far East Countries**
4. **Foreign Language**

Books Recommended :

1. ABC Guide to International Travel
2. Emigration Act, 1983 with Emigration Rules,
3. Foreign Exchange Regulation Act, 1973 with FER Rules
4. Hussin Mazhar, The Law Relating to Foreigners, passport and Citizenship in India
5. The Passport Act, 1967 (Act No. 15 of 1967) with Rules 1984

PAPER – IV TOURISM MARKETING

- 1. Marketing : Core concepts in marketing : Needs, Wants, Demands, Products, markets, Marketing management philosophies – Production, Product, Selling, Marketing and societal perspectives, Economic importance of marketing.**

Tourism marketing : Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix.

- 2. Analysis and selection of market : Measuring and forecasting tourism demand: Forecasting methods, Managing capacity and demand. Market segmentation and positioning.**
- 3. Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies, New product development. Product life cycle, Customer satisfaction and related strategies in internal and external marketing : Interactive and relationship marketing.**
- 4. Marketing of Tourism Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies.**

Marketing Skills for Tourism : Creativity – Communication – Self-motivation – Team Building – Personality Development.

Books Recommended :

1. Aparnaraj, Tourist Behaviour
2. Black Sam, Practical Public Relations
3. Dairddoff, Sales and Marketing for Travel & Tourism
4. Krippendorf, Marketing of Tourism
5. Kotler Philip, Principles of Marketing
6. Lesly Philip, Principles of Marketing
7. Wahab, Tourism Marketing

OR

PAPER – V TOURISM IN MAHARASHTRA

- 1. Geographical Background**
- 2. Historical Monuments**
- 3. Eco-Tourism**
- 4. Fairs & Festivals, Museums**

Books Recommended :

1. Bakkar,Hans, The Vakatakas
2. Shastri,A.M., The Age of Vakatakas

OR

PAPER – VI TOURISM INDUSTRY IN INDIA

- 1. Hotel Industry**
- 2. Transportation**
- 3. Metro tourism, Shopping Malls, Foreign Exchange**
- 4. Travel Agency**

Books Recommended :

1. Acharya, Ram, Tourism & Cultural Heritage of India.
2. Bhatia, T.K., Tourism in India
3. Kaul, S.N., Tourist India and most Comprehensive Guide.
4. Kaur & D.R.Singh, India Plan your own Holidays.
5. Tajvir Singh, Jagdish, Studies in Tourism, Wild Life Parks and Conservation

SEMESTER - IV

PAPER – I ART, ICONOGRAPHY AND CRAFT

- 1. Stone Sculpture Art of Harappa, Maurya, Sunga, Kushana, Satavahana, Gupta, Vakataka and Post Gupta period.**
- 2. Iconography - Brahmanical –Shiava, Vishnava, Sakta, Solar, Ganapatya, Buddhist and Jaina**
- 3. Terracotta, Bronzes, Paintings and Miscellaneous**
- 4. Handicrafts : Textiles, Metal Work, Wood Work, Jewellery, Fold and Trihal Art, Ceramic**

Books Recommended :

1. Agrawal, V. S., Indian Art
2. Banerjee, J. N., The Development of Hindu Iconography
3. Benjamin Rowland, The Art and Architecture of India
4. Bhattacharya, Benoytosh, The Indian Buddhist Iconography,
5. Bhattacharya, B.C., Jain Iconography
6. Brown, Percy, Indian Painting
7. Chattopaidhyaya, K., Handicrafts of India
8. Desai Kalpana, Iconography of Vishnu
9. Ghosh, A., Ajanta Murals
10. Gupta, R. S., Iconography of the Hindus, Buddhists and Jains
11. Kumaraswami, A. K., History of Indian and Indonesian Art.
12. Ray, N. R., Maurya and Sunga Art
13. Rao, T. Gopinath, Elements of Hindu Iconography

14. Saraswati, S.K., A Survey of Indian Sculpture
15. Smith, V. A., History of Fine Art in India and Ceylon

PAPER – II RESEARCH METHODOLOGY

1. **The nature of field techniques : Field techniques and tourism and hotel business : Importance and Limitations.**
Research : Meaning, Types, Trends and challenges with special reference to tourism and hotel business. Guiding principles in selection of research problem.
2. **Research Methodology : Meaning, Procedural Guidelines, and Research design, Field Procedure for Data Collection and Analysis Techniques : Nature, Sources of data, Techniques of data collection.**
3. **Frequency distribution : Meaning : Problems and considerations in construction numerical frequency distributions. Measures of Central tendency and variation. Correlation and regressions analysis.**
4. **Sampling and Sample Designs : Sampling and reasons for sampling: Theoretical basis of sampling: Basic concepts of sampling and types of sampling (Random and Non-random sampling). Central Limit theorem.**
Statistical Testing : Formulation and general procedure of testing of hypothesis, One tail test and Two tail test.

Books Recommended :

1. Gopal, M. H., An Introduction to Research Procedures in Social Sciences
2. Whitney, F. L., The Elements of Research

PAPER – III IATA AND ITS FUNCTIONS

1. **Background of International Air Transports; Air Transport Regulations, IATA Traffic Services; Cooperation for standardization, Airline Security and Fraud Prevention, The IATA Clearing House, Setting Accounts, User Charges in perspective. Travel & Trade Facilitation, Slashing Governmental red Tape, Air Freight.**
2. **International Civil Aviation, Chicago Conference 1944, Siltline Responsibilities, Documentation Procedure, Bilateral Agreements, “Freedoms of the Air” The Warsha Convention.**
3. **General Rules : Except Western Hemisphere & Western Hemisphere; Rules of Fare Construction, Worldwide Fare Rules & regulations**
4. **General Currency Rules, Code and global Indicators. Law and Practices on Ticketing; Passenger, Excess Badges**

Books Recommended :

1. Air Tariffs
 - i) Worldwide Rules, Routing & Mileages Books
 - ii) Worldwide Fare Books, Passenger & Cargo
 - iii) Worldwide Maximum Permitted Mileages
 - iv) Western Hemisphere, Maximum Permitted Mileages
 - v) Europe Fares, Rules, Routing & Mileages.
2. Law of Carriage (Air, Land & Sea) By Dr. Avatar Singh
3. Rules & regulations prescribed & published by the International Air transport Association, Switzerland.

PAPER – IV TOURISM MANAGEMENT

1. **Organising : Concept of organising and organisation. Line and staff. Authority and responsibility. Span of control, Delegation, Decentralization, Conflict and coordination, Organisational structure and design, Management of change. Innovation and organisation development.**

Directing : Communication – Process, Types, Barriers and principles of effective communication, Motivation – Theories and practices, Leadership-Concept, theories and styles.

2. **Information Systems : Automation of Manual System. Data Processing stages. Evolution from EDP to MIS.**

MIS : Introduction, Definition, Status, Framework of understanding and designing MIS.

3. **Finance : Meaning, Goals, Functions, Importance and typologies of Finance – Role of financial management. Organisation goals; Environment; Forecasting and financial planning. Break even analysis.**

4. **Working Capital Management : Meaning and Characteristics of working capital: Financing current assets. Cash management. Receivables management and inventory management.**

TFCI : Tourism Finance Corporation of India (TFCI) – Aims, Objectives, Organisation and Functions.

Books Recommended :

1. Amjad, Rashid (ed.), Human Resource Planning : The Asian Experience
2. Bennet, C.L., Defining the Manager's Job,
3. Cascio, Wyne F., Managing Human Resources : Productivity, Quality of Work Life Profits
4. Fisher, Martin, Performance Appraisals
5. Flamholtz, Eric G., Human Resource Accounting

OR

PAPER – V TOURISM INDUSTRY IN MAHARASHTRA

- 1. Hotel Industry**
- 2. Transportation**
- 3. Metro tourism, Shopping Malls, Foreign Exchange**
- 4. Travel Agency**

Books Recommended :

1. Acharya, Ram, Tourism & Cultural Heritage of India.
2. Bhatia, T.K., Tourism in India
3. Kaul, S.N., Tourist India and most Comprehensive Guide.
4. Kaur & D.R.Singh, India Plan your own Holidays.
5. Tajvir Singh, Jagdish, Studies in Tourism, Wild Life Parks and Conservation

OR

PAPER – VI TOURISM MANAGEMENT AND OPERATIONS

- 1. Principles and Practices, Concepts of Tourism, Social Variations on Local Level, Demands of Tourism, Obstacles, political, Constitutional Constraints of Tourism, Organizations of Tourism WTO, ITDC.**
- 2. Tourism Component and Organisation : Organisation structure of Tourism, Tourism Component-Transportation Forms and modes of accommodation and supportive services of Tourism.**
- 3. HR in Tourism : Human Resource based Industry, Organisation of Human Resource in tourism and Hospitality, travel Industry-Air, Rail and Surface, Training and Practices, Grooming and Personality Development, Hoteliers, Tourist officers and staff, guides and escorts, shop owners, Local people.**
- 4. Contemporary Issues of Tourism : MICE, Event Management, Impact of URO, Entrepreneurship Development, Leisure management**

Books Recommended :

1. Bala Usha, Tourism in India-Problems & perspectives
2. Seth, Prem Nath, Successful Tourism in India
3. Sethi Praveen, A Handbook of Sustainable Tourism
4. Sinha, P.C. Ecotourism and Mass Tourism
5. Watt, Event Management in Leisure & Tourism