

Subject: Tourism Management

Unit-I

Tourist/visitors/Travelers/Excursionist-Definition and Differentiation, Tourism recreation and Leisure inter-relationship. Tourism components, Element ad Infrastructure Types and typologies of Tourism

Emerging Concept:

Eco/Rural/Agri/Farm/Green/Wildness/countryside/Special interest tourism

Tourism Trends: Growth and development over the year and factors responsible therein. Changing market destination pattern, traffic flows. receipt rends. Travel motivator and deterrents. Pull and Push forces in tourism

Linkage and Channels of distribution in tourism

Tourism organisation/institutions: Origin, Organization and function of WTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA

Unit-II

Concept of resource, attraction and product in tourism,

Tourism products: Typology and unique features

Natural tourism resources in India: Existing use pattern vis-a-vis potential with relation to varied forms (mountain, deserts, beaches, coastal areas and islands), water bodies and biotic wealth (flora -fauna)

Popular Tourist destination for land based (soft/hard trekking, ice skiing, mountaineering, desert safaris, car rallies etc), Water Based (rafting, kayaking, canoeing, surfing, waterskiing, scuba/snuba diving) and air based (Para-sailing, Para gliding, ballooning, hand gliding and microlightning etc).

Wildlife-Tourism a conservation related issues-Occurrence ad distributions of popular wildlife species in India. Tourism national parks, wildlife sanctuaries and biosphere reserve. Tourism and nature conservation-conflict, Symbiosis and Synergy Cultural Tourism resources in India: Indian culture and Society Indian History-Ancient, Medieval and Modern

Tradition , Customs and Costumes, life Style and settlements patterns, food habits and cuisines, music, musical instruments and forms of performing arts, painting, handicraft.

Cultural/Religious observances and important pilgrim destinations.

Architectural Heritage-Forts/palace/Other architectural marvels-Location and Unique features.

Unit-III

Accommodation: concepts, types and typologies, linkage and significance with relation to tourism.

Emerging dimensions of accommodation industry-Heritage hotels, Motels and resort properties, time share establishments.

Hotel and Hoteling-Origin, growth and diversification, Classification registration and gradation of hotels, Organizational structure functions

and Responsibilities of the various departments of a standard hotel/other catering outlets viz bars, restaurants, fast food centers, in flight catering semis.

Leading Multinational hotel chains operating in India-Requirements, training facilities constraints and Scope.

Fiscal and non-fiscal incentives available to hotel industry in India, Ethical, legal and regulatory aspects

Unit-IV

Transportation: Dynamically changing needs and means.

Landmarks in the development of transport sector and the consequent socioeconomic, cultural and environmental implication.

Tourism transport system

Airlines Transportation: The Airlines Industry-Origin and Growth. organizational of air Transport industry unintentional context. Scheduled and non scheduled Airlines services, Air, Taxis, Multinational Air Transport regulation-Nature, Significance and Limitation, role of IATA, ICAO, and other agencies, Bermuda convention

Air Transport Industry in India-DGCA and other key players, Regulatory Framework, Air Corporation Ac, Indian Carriers- Operations Management and performance, Marketing strategies of Air India

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 interstate bus and coach network, Insurance provision a road taxes and fitness certificate

Rail Transport Network-Major Railways system of world-British Rail, Euro Rail and Amtrak

Type of Special Package offered by Indian Railways to tourists-Indrail pass Palace on wheel and royal client

Reservation procedure, GSAs abroad

Water Transport system in India-Historical parts, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise, Future prospects

Unit-V

Travel Agencies and Tour Operators Business: Origin, growth and development ,Definition, Differentiation and linkage Organization and functions; Travel information counseling; Itinerary preparation; Reservation, costing/pricing. Marketing of tour package .Income sources.

Airlines Ticketing: Operational perspective of ticketing-ABC codes Flight scheduling, 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

Cargo handling: Baggage allowance, free access baggage, weigh and piece concept, accountability of lost baggage, dangerous goods, cargo rates and valuation charges, automation and airport procedures.

Requirements for setting up travel agency and tour operation business;

Approval from organization and institution concerned; incentives available in Indian context, constraint and limitations.

Unit-VI

Marketing: Core concepts in marketing; Needs, Wants, Demands, product market, Marketing Management philosophies-Production, Selling marketing and social perspective, economic importance of marketing.

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

Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting method, managing capacity and demand; Market segmentation and positioning.

Developing marketing environment, Consumer buying behavior, 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

Planning marketing programmes: Product and product strategies, Product line, Product mix, Branding and packaging, Pricing, Consideration, Approaches and strategies, Distribution channels and strategies

Marketing of Tourism Services: Marketing of Airlines, Hotels, Resort, Travel Agencies and other tourism related services-Challenges and strategies.

Marketing Skill for tourism: Creativity-communication -Self motivation-team building personality development

Unit-VII

Tourism Planning: Origin, concept and approaches; Level and types of tourism planning- Sectorial, Spatial integrated, complex, Centralized and Decentralized; Product life cycle theories and their applicability in tourism planning; Urban and rural tourism planning.

Tourism planning and policy perspective; Planning at national, state and regional levels, India's tourism policies.

Tourism Planning process: Objectives, 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.

Tourism impacts and need for sustainable tourism planning: Socio-cultural Economic and physical, Tourism carrying capacity and Environmental impact analysis (EIA).

Business ethics and laws- their relevance and applicability in travel and tourism industry.

Law and legislation relating to tourist entry, stay, departure, Passport, Visa and Health.

Tourist safety and security Preservation and conservation of heritage environment, archaeological sites and wildlife.

Unit-VIII

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 problems.

Research Methodology: meaning, Procedural Guidelines and Research design.

Field procedure for data collection and analysis techniques: nature, sources of Data, Techniques of data collections.

Frequency Distribution: Meaning, Problem and consideration misconstruction numerical frequency distributions.

Measure of central tendency and Variation.

Correlation and Regression analysis.

Probability and Probability distribution:

Probability: Meaning Definition and sample points and ample space

Events: Conditional; probability, Baves Theorem and probability on large sample space.

Probability distributions: The binomial model, the Poisson model ad Normal Distribution

Sampling and Statistical testing” Sampling and Sample Design: Sampling and reasons for damping Theoretical basis of sampling, basic concept 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 and two tail test.

Parametric and Non parametric Testing:

Testing the Hypothesis: Comparison of two population means, comparison of two population proportions and comparison of two population means and standard deviation, F-Test, Student’s distribution and Chi-Square Tests

Unit-IX

Management: Concept, nature, Process and Functions, Management levels Managerial skills ad roles, the external environment, Social responsibilities and ethics

Planning: Nature , Purpose, types and process, Management by objectives strategies, and policies, Decision making process, Tools and techniques, Decision making models

Organizing: Concept of organizing and organization, Line and Staff , Authority and responsibility, Span of control, Delegation.

Decentralization- conflict and coordination, organizational structure and design Management of change innovation and organizational development

Directing: Communication-process, Types, Barriers and principles of effective communication.

Motivation-Theories and practices, Leadership-Concept theories and styles.

Controlling: Process, Methods and techniques, Managing international business.

Information systems: Automation of manual system; Data processing stages, Evolution from EDOP to MIS

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

Computer networking: Application of CRS(computerized reservation System) in travel and hospitality sector

Unit-X

Financial Management and Planning:

Finance: meaning Goals, Functional, Importance and typologies of finance
Role of financial management, Organization goal environment, Forecasting and financial planning, Break even analysis

Management of current Assets:

Working Capital Management: Meaning and characteristics of working capital , Financing current assets , Cash management Receivables management and inventory management

Management of fixed Assets: importance of Capital Budgeting analytical techniques-non Discounted, Discounted techniques

Financial Structure and Management of Earnings

Meaning, Difference between financial and capital structures, Determinants of financial Structure

Financial leverage and effects of financial leverage on net income and Shareholder's wealth. Financial leverage and financial planning. Break even analysis for financial leverage, Dividend policy, Significance of dividend policy and different types of dividend policies

TFCI: Tourism Finance Corporation of India (TFCI)-Aims, Objectives, Organization and Functions

Accounting: preparation of Business Income statement, Balance Sheet Cash flow statement and Fund flow statement, Hotel Accounting

Unit-XI

Tourism Mission 2015 in Sikkim.

Important Eco tourist destinations in Sikkim- cultural environmental, historical and geographical perspective.

Plans and programme for development of tourism in Sikkim.

Environmental issues related to tourism management in Sikkim.

Best practices followed for sustainable tourism in Sikkim.

Role of community, travel agents, tourist associations in tourism management in Sikkim.

Acts, Rules to regulate Tourism Trade in Sikkim.

Institutional support for development of manpower for tourism sector in the state.

Importance and need for tourist policing in the state.