Subject: Tourism Administration and Management Code No.: (93)

Unit – I:


Role and functions of Important Tourism Organizations in development and promotion of Tourism - UNWTO, IATA, ICAO, UFTAA, ASTA, PATA, WTTC, IHA, TAAI, IATO, FHRAI, ITDC, ICPB, State Tourism Development Corporations, Airport Authority of India, Archeological Survey of India, Ministry of Tourism, Culture, Railways, Civil Aviation of Government of India.

Unit – II:
Earth’s movement; Latitude, Longitude; Areas, Sub Areas and Sub Regions as per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport
World Geography - Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia, Elements of weather and climate, Impact of weather and climate on tourist destinations, Climate and Vegetation of India, Physical Geography of India - Distribution of Rivers, Mountains, Plateaus & Plain area, Coastal area, Deccan, major lakes, deserts.

Tourists Movement - Demand and origin factors; destinations and resource factors; Contemporary trends in international tourists movements, Environment Act – Environment rules – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Carrying capacity, Forest Act – Forest Conservation Act – Wild life Protection Act,

Unit – III


Beach Resorts of India - Locations, Accessibility, Facilities, Amenities, Uniqueness of important Beaches of Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands. Emerging attractions for Medical Tourism, Ecotourism, Rural Tourism, Agri Tourism, Farm Tourism, Green Tourism, Wilderness Tourism, Film Tourism, MICE tourism, Countryside Tourism, Caravan Tourism, Adventure tourism, Golf tourism, Light house tourism, Fort tourism, Buddhist tourism, Sufi
tourism, Special interest tourism, Textile tourism, Aqua based tourism, wellness and spa tourism, culinary tourism, shopping tourism, indigenous tourism, industrial & Mining Tourism.

**Unit – IV**
Transportation - Evolution and importance of Transportation Systems; Role of Transportation in Tourism; Major transport systems – Rail, Road, Air and Water transport; Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Modes of transportations in India – Past & Present.

Licensing of air carriers; Limitations of weights and capacities; Scheduled and non-scheduled airlines services; No-frill airlines; Open sky policy; International conventions; Functions of IATA, ICAO, DGCA, AAI; GDS in air transportation. Types of air journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare, Components in International Air Tickets, Airline Business in the World, Major Air Carriers and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan.

Surface Transport System - Approved tourist transport, car hire companies including car rental scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, All India permits, maxi car, motor car etc. Railway System of world, British Rail, Euro Rail, Amtrak, Orient express, Trans-Siberian railway and luxury train of the world. Indian Railways - types of tours available in Indian Rail, Indrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures, Water Transport System - Historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Major cruise lines of the world and their packages

**Unit – V**
Types of Itinerary - Resources and Steps for Itinerary Planning, Tour Costing: Tariffs, FIT & GIT, Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Preparation of Feedback or Guest Comment Sheet, Analysis of Comments of Guest, Tour Guides & Escorts, WATA guidelines; Relation with service suppliers; Travel agency appointments; International regulations.

Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, Customs, Currency, Baggage and Airport information, Citizenship – Passport - Visa - FEMA – Foreigners Registration Act – Customs – RBI guidelines - Criminal Law - Registration of cases, Cargo handling - Baggage allowance, free access baggage, Weigh and piece concept, Accountability of lost baggage, Dangerous goods, Cargo rates ad valuation charges Automation and airport procedures, Tour Brochures - element and importance of brochure.

Unit – VI
Distinctive characteristics of Hospitality Industry - Inflexibility, Intangibility, Perishability, fixed location, relatively large financial investment etc.; Concepts of Atithi Devo Bhavah; Hotel and the other lodging facilities; types of hotels and hotel departments; classification of hotels; chain operations; E- Hospitality. Types of accommodation; Activities in Accommodation Management – Front office – Housekeeping – Bar and Restaurant - Supporting services; Fiscal and non-fiscal incentives offered to hotel industry in India, ethical and regulatory aspects in a hotel, international hotel regulations.

Duties and responsibilities of front office staff; Reservation & registration- Types of Room, Types of Bedding, Meal plans, room assignments, check-in, methods of payment, type of hotel guests. Factors affecting the price of accommodation, important functions of Housekeeping Management, liaison with other departments, room supplies, Bed making and related types of service; Housekeeping department-Hierarchy, duties & responsibilities of housekeeping staff.

Food Production Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, club food services - Trends in lodging and food services. Food & Beverage Department of a hotel: Hierarchy, duties & responsibilities of staff.

Unit – VII
Concept of Goods & Services; Characteristics of Service; Salient features of Marketing Services: Services Marketing – Concept, Need & Significance, Types of Tourism Services, Tourism Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing marketing in the Tourism Organization. Service Quality, Gap Model of Service
Quality. Marketing Research. Market Segmentation - Targeting and positioning for competitive advantage; Relationship Marketing; Familiarization Trip.


Destination Image Development - Attributes of Destinations, Destination resource analysis, measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Institutional Support & Public Private Partnership in Destination Marketing.

Unit – VIII

Tourism planning - Role of Govt. public and private sectors in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies. Tourism planning for thrust areas, special tourism areas & zones identified by Ministry of Tourism, Government of India. Sustainable tourism development, Pro-poor Tourism and Community Participation; Responsible tourism.

Tourism Policy - Factors influencing tourism policy; National Tourism Policy, Levels of Tourism planning - International, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning; important feature of five year tourism plans in India; Elements Agents, Processes and typologies of tourism development; State tourism policies. National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning - Characteristics of rural tourism planning.


Unit – IX

Statistics: Measures of central tendency- mean, median, mode; measures of dispersion- range, standard deviation, variance, etc.; skewness and kurtosis; correlation and regression- scatter plots, lines of best fit, Pearson and Spearman correlation coefficients; Regression- bivariate and multivariate. Distributions- discrete and continuous; Normal distribution, sampling distribution. hypothesis testing – parametric vs. non-parametric tests, t-tests, ANOVA, Chi-square tests, run Test, sign tests, Wald- Walfowitz Test, Kursal Walis Test, Komogrov- Smirnov Test.
Research and theory, types and methods of research; review of literature; variables and measurement, concepts, constructs and formulation of hypothesis; Sampling, methods of data collection, development of schedules and questionnaires, scales and fieldwork. Qualitative research: quantitative vs. qualitative research; techniques- Grounded Theory, Ethnography, Case method of research, Content Analysis, Phenomenology, Narrative research, mixed methods.

Analysis, tools- Factor analysis, discriminant analysis, conjoint analysis, multiple regression, etc. Report writing, types of report.

**Unit – X**
Managerial processes, functions, skills, and roles in organization, Systems, contingency and operational approaches to management. External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought; functions of planning, organizing, staffing, directing and controlling.

Understanding & Managing Individual & Group Behaviour – Personality, Perception, Learning, Values & attitudes, persuasion, Theories of Motivation, Factors affecting group behaviour, group & individual dimensions, understanding work team, Communication, Leadership & influence process, Organization structure, centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization, Common organizational designs - Simple, bureaucratic, matrix, virtual, boundary less, feminine – Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations.