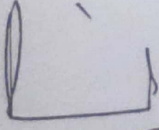




Course Structure and Syllabus  
Of  
**B.VOC (Tourism and Travel Management)**  
Centre for Hospitality and Tourism  
School of Management Studies  
**Baba Ghulam Shah Badshah University**  
**Rajouri (J&K)**

  
12/9/2022

2

**Centre for Hospitality & Tourism**  
**B.VOC (Tourism and Travel Management)**  
**Course Structure**

**Scheme for NSQF Level 4**  
**Job Role (s): Travel consultant, Sales Executive**

**Semester I**

Course Code	Course Title	Credit	Internal Assessment	University Examination	Max. Marks
<b>Skill Component</b>					
BVOCSC101	Communication skills and Personality Development	4	40	60	100
BVOCSC102	Basics of Travel Agency and Tour Operations	4	40	60	100
BVOCSC103	Computer Applications in Tourism	2	20	30	50
BVOCSC104	Industry Field Visit and Report	8	-	200	200
<b>General Education Component</b>					
BVOCGE105	Exposure to Foreign Language (French)	4	40	60	100
BVOCGE106	Tourism Product and Services	4	40	60	100
BVOCGE107	Comprehensive Viva Voce	4	-	100	100
<b>Total</b>		30	-	-	750

**Note:**

1. BVOCSC104: Evaluation shall be done by the panel of internal examiners (02). Marks will be divided as (Report 100 marks, Viva-voce 100 marks).
2. BVOCGE107: Comprehensive Viva Voce shall be done by panel of internal examiners (02).

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**Scheme for NSQF Level 5**  
**Job role: Meeting, conference and event planner**  
**Semester II**

Course Code	Course Title	Credit	Internal Assessment	University Examination	Max. Marks
<b>Skill Component</b>					
BVOCSC201	Basics of Hospitality Management	4	40	60	100
BVOCSC202	Basics of Event Management	2	20	30	50
BVOCSC203	Summer Internship (6-8 Weeks) (Project Report & Presentation)	12	-	200	200
<b>General Education Component</b>					
BVOCGE204	Customer Relationship Management	4	40	60	100
BVOCGE205	Basic Accountancy in Tourism	4	40	60	100
BVOCGE206	Tourism Sales & Marketing	4	40	60	100
<b>Total</b>		30	-	-	750

**Note:**

1. BVOCSC203: Evaluation shall be done by the panel of internal examiners (02). Marks will be divided as (Report 100 marks, Viva-voce 100 marks)

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**Scheme for NSQF Level 6**  
**Job Role: Tour Manager**  
**Semester III**

Course Code	Course Title	Credit	Internal Assessment	University Examination	Max. Marks
General Education Component					
BVOCGE301	Tourism Geography	4	40	60	100
BVOCGE302	Adventure Tourism	4	40	60	100
BVOCGE303	Tourism Principles and Practices	4	40	60	100
BVOCGE304	Pilgrimage Tourism	4	40	60	100
BVOCGE305	Special Interest Tourism	4	40	60	100
BVOCGE306	FAM Tour ( Report and Presentation)	4	=	100	100
Total		24	-	-	600

**Note:**

1. BVOCGE306: Evaluation shall be done by the panel of internal examiners (02). Marks will be divided as (Report 100 marks, Viva-voce 100 marks).

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**Scheme for NSQF Level 6**  
**Job role: Tour manager**  
**Semester IV**

Course Code	Course Title	Credit	Internal Assessment	University Examination	Max. Marks
<b>Skill Component</b>					
BVOCSC401	Tour Package Designing & Development	4	40	60	100
BVOCSC402	Destination Management	4	40	60	100
BVOSCE403	Tour Guiding	4	40	60	100
BVOSCE404	OJT Summer Internship – (12-16 weeks) (Project Report & Presentation)	24	-	400	400
<b>Total</b>		36	-	-	700

Note:

1. BVOSCE404: Evaluation shall be done by the panel of an External examiner and Internal examiner. Marks will be divided as (Report 200 marks, Viva-voce 200 marks).

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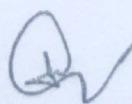
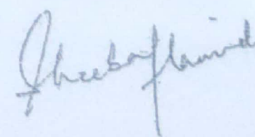
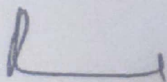
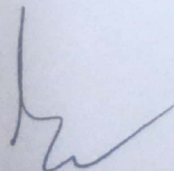
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Scheme for NSQF Level 7*Job role: Deputy Manager***Semester V**

Course Code	Course Title	Credit	Internal Assessment	University Examination	Max. Marks
<b>General Education Component</b>					
BVOCGE501	Entrepreneurship Development	4	40	60	100
BVOCGE502	Culture and Traditions of J&K	4	40	60	100
BVOCGE503	Community Based Tourism	4	40	60	100
BVOCGE404	Service Marketing in Tourism	4	40	60	100
BVOCGE505	Tourism Planning and Policy	4	40	60	100
BVOCGE506	FAM Tour ( Report and Presentation)	4	-	100	100
<b>Total</b>		<b>24</b>	<b>-</b>	<b>-</b>	<b>600</b>

**Note:**

1. BVOCGE506: Evaluation shall be done by the panel of internal examiners (02). Marks will be divided as (Report 100 marks, Viva-voce 100 marks).



**Scheme for NSQF Level 7**  
**Job role: Deputy Manager**  
**Semester VI**

Course Code	Course Title	Credit	Internal Assessment	University Examination	Max. Marks
<b>Skill Component</b>					
BVOCSC601	On the Job Training and Evaluation (16- 20 Weeks) (Project Report & Presentation)	32	-	600	600
BVOCSC602	Comprehensive Viva Voce	4	-	100	100
<b>Total</b>		<b>36</b>	-	-	<b>700</b>

**Note:**

1. BVOCSC601: Evaluation shall be done by the panel of an External examiner and Internal examiner. Marks will be divided as (Report 300 marks, Viva-voce 300 marks).
2. BVOCSC602: Comprehensive Viva Voce shall be done by panel of internal examiners (02).

**Assessment Structure**

NSFQ LEVEL	Skill component credits	General Education Credits	Total credits for award	Duration	Exit points/Award
4	18	12	30	One Semester	Certificate
5	36	24	60	Two Semester	Diploma
6	72	48	120	Four Semester	Advanced Diploma
7	108	72	180	Six Semester	B.VOC Degree

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**

**SEMESTER-I**  
**SKILL COMPONENT**

Course Title: Communication Skills and Personality Development	Course Code – BVOCS101
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course objective:** -To strengthen the oral and written communication skills of students; to groom the etiquette and personality of the students with reference to the hospitality industry; to help them face job interviews.

**Unit I: Basics of communication:**

Introduction, meaning and definition, process of communication. Types of communication: formal and informal, verbal, non-verbal and written. Barriers to effective communication. 7 Cs for effective communication (considerate, concrete, concise, clear, complete, correct, courteous).

**Unit II- Oral and Written Communication Skills:**

Basic letter; Quotations; Orders; Complaints; Apologies; Requests & replies from hotels point of view; Extempore speaking. Elocutions; Report writing. Basic format of reports; evaluation & appraisal reports; miscellaneous reports connected with hotel industry; Public speaking on selected topics from current issues; Group Discussion; Role play. ; Extempore speaking.

**Unit III- Personality Enrichment:**

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening,

**Unit IV- Interpersonal Skills**

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc. **Etiquettes & Manners :** Social & Business Dining Etiquettes, Social & Travel Etiquettes.

**Unit V- Personality Development:**

Introduction: Meaning of Personality; Personality Factors external; internal-Effective or winning personality; developing a selling personality. Building Confidence . Working in a team . Stress Management . Time Management

**Suggested Readings (latest Editions)**

1. Das et al: An introduction to Professional English and Soft Skills: BPUT Text Book. CUP.
2. Ram Partap Verma: Manners & Etiquettes, Abhishek Publications, Chandigarh.
3. Trade wings manual for Personality Development.

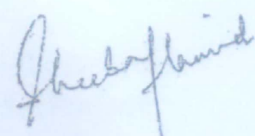
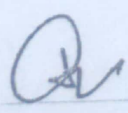

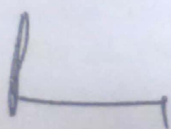
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**Note for Paper Setting**

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks



**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**

**SEMESTER-I**  
**SKILL COMPONENT**

Course Title: - Basics of Travel Agency & Tour Operations	Course Code – BVOCS102
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** The course is designed to orient the students regarding the prevalent procedures and processing style in respect of travel agency business and its management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative machinery looking after specific aspects of tourism and allied activities.

**Unit I- Introduction to Travel Agencies and Tour Operators**

Travel Agencies and Tour Operators- meaning, concept, types and importance. Historical growth and development of travel agency and tour operation business. Difference between travel agency and tour operator.

**Unit II - Travel Agency and Tour Operation Business**

Organizational Structure/Chart of travel agency and tour operator and its different sections. Functions of Travel agency and Tour Operator. Setting up a full- fledged Travel Agency- Travel Agency approval by MOT and IATA. Equipment's and Infrastructural requirements.

**Unit III- Itinerary Planning and Development.**

Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning- Do's and Don'ts of Itinerary preparation- Tour Formulation and Designing Process. Procedure for effective itinerary designing and development.

**Unit IV- Tour Packaging and Costing.**

Introduction-Types of Package Tour, Components of a Standard Package Tour, Tour Formulation- Factors affecting, Tour design and Selection process, Significance of Package Tours. Tour Cost-Components of tour cost, Factors affecting the tour cost- Costing a Tour Package.

**Unit V – Travel related Documents**

Travel related Documents prepared by Travel Agency, Passport, VISA, Travel Insurance, Health Documents etc.

**Suggested Readings (latest Editions)**

1. Chand.M, *Travel Agency Management, an Introductory Text*. Anmol Publications Pvt. Ltd, New Delhi.
2. Foster D.L, *the Business of Travel Agency Operations and Administration*. McGraw Hill, Singapore



3. Frenmount. P, *How to open and Run a Money Making Travel Agency*. John Wiley and Sons, New York
4. Holloway J.E. *The Business of Tourism*. Pitman publishers.
5. Laurence.S, *Guide to Starting and Operating Successful Travel Agency*. Delmar Publishers Inc., New York.
6. Singh.L.K, *Management of Travel Agency*. Gyan Publishing House.

#### Note for Paper Setting

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-I**  
**SKILL COMPONENT**

Course Title :- Computer Applications in Tourism	Course Code – BVOCSC103
Course Credit:- 2	Duration of Exam: 2Hours
University Examination: -30	Sessional Assessment: -20

Course objective: To introduce the students to the basics of computer programming and MS-Office tools

**Unit I-Introduction to computer**

Function and components of a computer – Types & characteristics of computers – Input and output devices – Auxiliary storage devices. **Communication Technology:** Networking – LAN, WAN & MAN – Internet & Intranet – Data Transfer, storage and retrieval via network – email, DNS, Web servers and Web Browsers.

**Unit II-Word processing using MS –Word**

Introduction –Creating a New Document-Templates and Wizards-Controlling the Screen Display-Formatting- Searching & Replacing – Tables Desktop Publishing with Word. **Introduction to Power Point:** Usage of Design Templates- Presentation Using Wizards-Slide Transition & Animations-Inserting Clip Arts & Pictures-Background & Colour Layouts.

**Unit III-Spread Sheet Management using Excel**

Introduction-Basic Worksheet Mechanics – Worksheet Development-Editing & Formatting Worksheet-Printing Techniques-Sorting the Data filtering-List- Pictorial representation of Data in Excel; Creating a Chart- Customising & Embedding a Chart-Charting Techniques.

**Suggested Readings:**

1. Galen, C. & Taun M. (1999). Hospitality Information Technology, Learning How to Use it. (4th ed.),
2. Kendall: Hunt Publishing.
3. Office 2000 – Michael Busley & Russell A. Stultz – BPB Publications.
4. Inkpen, G. (1998). Information Technology for Travel and Tourism. (2nd ed.) London: Longman.
5. Nyheim, P. (2004). Technology Strategies for the Hospitality Industry (2nd ed.)
6. New Jersey: Pearson Education. O'Connor, P. (1996). Using Computers in Hospitality.
7. Wellington: Wellington House. Olson, D. (2004).
8. Managerial Issues of Enterprise Resource Planning Systems. New York: McGraw- Hill. Werthner, H. & Stefan K. (1999).
9. Information Technology-A Challenging Relationship. New York: Springer. Zhou, Z. (2004).



**Note for Paper Setting**

The question paper will be divided into two sections. Section A will be compulsory and will contain 6 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 6 long answer type questions, two from each Unit. The candidate will be required to answer 3 questions one from each Unit. Each question carries 8 marks.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-I**  
**GENERAL EDUCATION COMPONENT**

Course Title- Exposure to Foreign Language (French)	Course Code – BVOCGE105
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course objective:** To introduce students with the fundamentals of the chosen foreign language.

**Unit I- Title of the Lesson:**

A l'aéroport de Kamaraj domestic à Chennai. **Skills to be developed:** Saluer, demander et dire le nom, présenterquelqu'un, se présenter, souhaiter la bienvenue à quelqu'un, demander et dire l'identité de quelqu'un**Grammar:** Être, s'appeler, pronomssujets, interrogation.

**Unit II- Title of the Lesson:**

A l'Université. **Skills to be developed:** Demander comment on se porte, présenterquelqu'un, prendre congé, exprimerl'appréciation.**Grammar:** Articles définis et indéfinis, genre des noms, adjectifs, présent de l'indicatif: Verbesréguliersener, être, avoir, apprendre. Prépositions-à, en, au, aux.

**Unit III-Title of the Lesson:**

Au café. **Skills to be developed:** Dire cequ'on aime, donner des informations, exprimerl'admiration, demander des informations sur quelqu'un.**Grammar:** Adjectifsinterrogatifs, présent de l'indicatif, avoir, verbesener, savoir, qui est-ce, qu'est-ce que c'est? adjectifspossessifs, négation, adjectifsirréguliers.

**Unit IV -Title of the Lesson:**

A la plage. **Skills to be developed:** Proposer une sortie, accepter, refuser la proposition.**Grammar:** Phrases au singulier et au pluriel, pronomindéfinion, il y a, adjectifsdémonstratifs, negation, interrogation, présent de l'indicatif: faire, voir, aller, sortir, connaître.

**Unit V -Title of the Lesson:**

Un concert. **Skills to be developed:** Inviter, accepter, exprimer son incapacité d'accepter, complimenter, parler au téléphone.**Grammar:** présent de l'indicatif: verbesener, venir, pouvoir, vouloir, articles contractés avec à, chez, le futur, interrogation-est-ce que, adverbesinterrogatifs.

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### Suggested Readings

1. Title of the Book: Synchronie I, Méthode de français Author: Dr. K. Madanagobalan et al.
2. Online French Help (<http://www.onlinefrenchhelp.com/>) About.com,
3. French Language (<http://french.about.com/>)

### Note for Paper Setting

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**

**SEMESTER I**  
**GENERAL EDUCATION COMPONENT**

Course Title: -Tourism Products and Resources	Course Code:-BVOCGE106
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

**Unit I- Tourism product: Definition, Nature and Characteristics**

Classification of Tourism products, Typology & Nature of Tourism resources – *Natural, Socio cultural, Diversities in Landform & Landscape – Outstanding. Geographical features - Climate, Flora & Fauna. Nature & Scope to tourist places in India.*

**Unit II- Culture and Heritage**

Indian culture tradition, customs and handicrafts, Architectural Heritage of India, different styles of architectin India, Music: Classical and folklore, fairs and festivals. **Cultural and Heritage Products of India.**

**Unit III- Natural Resources**

Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (Mountains, deserts, beaches, coastal areas & islands), Tourism & nature conservation-Conflicts.

**Unit IV National Parks & Sanctuaries**

Study of **National Parks**, Bird Sanctuaries & Tiger Reserves in India with case studies of Dachigam National Park, **Manas National Park**, Jim Corbett, Bharatpur Bird Sanctuary, Gir National Park. Study of Hill station attractions & their environs with case studies of Gulmarag, Pahalgam, Mussoorie, Shimla. Islands: Resources & their use patterns case studies of Goa, Andaman & Lakshadweep.

**Unit V- Pilgrimage Tourism**

Buddhist Resources- Bodh Gaya, Kushnagar, Sarnath, Sanchi & Ajanta; Islamic resources- Delhi, Agra & Fatehpur sikri; Hindu resources-Khajuraho, Mahabalipuram, Tarupati, Madurai, Vaishno Devi, Amarnath Important Festivals with case studies of Kumbha Mela, Dussehra, Onam, **Pongal** & Rath Yatra.

**Suggested Readings (latest Editions)**

1. Gupta, SP Lal, K. Bhattacharya.M, *Cultural Tourism in India*, DK Print
2. Brown Percy, *Indian Architecture* (Buddhist and Hindu), Bombay.
3. Mishra,L. *Cultural Tourism in India*, Mohit Publications
4. Thomas F. King, *Cultural Resource Laws and Practice*, Altamira Press

*Sheela Prasad*



5. Thomas L. Bell, *Human Geography: People and Places*, Prentice Hall
6. Bindia Thaper, Suparna Bhalla, Surat Kumar Manto, *Introduction to Indian Architecture*, Periplus

**Note for Paper Setting**

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-II**  
**SKILL COMPONENT**

Course Title: -Basics of Hospitality Management	Course Code – BVOCSC201
Course Credit: -4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: - 40

**Course Objective:** The course aims to impart knowledge of hospitality /hotel operation and management to the students as tour planners, and tour executives so that they can add this vital component in the tour package and offer it to the tourists.

**Unit –I Introduction and Nature of the Hospitality Industry:**

The Tangible and Intangible Nature of the Hospitality Industry; Relationship between the Hospitality Industry and Tourism; Introduction to the Accommodation Sector; Classification of Accommodation Establishment; Introduction to the Hotel Operations; Hotel Ownership; departments and functions.

**Unit II Room Division Management:**

Different Sections of Front office and Housekeeping; Layout and Organization; Brief description of different software in Front office and different procedures in Housekeeping; Different modes and types of reservation; Types of rooms and rates offered in hotels; Grooming Standard for a professional in F.O and Housekeeping and its coordination with other departments.

**Unit III Food Production:**

Different Sections of Kitchen its Layout; Kitchen Organization chart; Methods of Cooking; Soups; Sauces; Brief description of cuisines of J&K; Punjab, Uttar Pradesh; Hyderabad.

**Unit IV Food and Beverage Service:**

Different section of F&B; Layout of Restaurants and Organization; Restaurant service and its Types; Menu Merchandising and French Classical menu; Menu planning.

**Unit V Allied Departments:**

Brief Description about Security; maintenance & engineering department; out sourcing of different services in hotels; Role of Technology in the Hospitality Industry; The Development of Technology in the Hospitality Industry.

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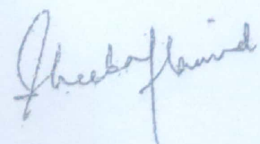
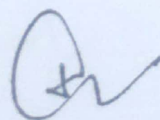
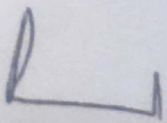
**Suggested Readings (latest Editions)**

1. John R. Walker, *Introduction to Hospitality Management*; 3rd Edition Pearson, Prentice Hall, 2010
2. K. Arora, *Theory of Cookery*, Frank bros.
3. Vijay Dhawan, *Food and Beverage Service*; Frank bros Ltd. publishers ISBN.
4. S.K. Bhatnagar, *Front Office Management*; Frank bros Ltd. Publishers.
5. G. Raghubalan, *Housekeeping operation and Management*; QUP India.
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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-II**  
**SKILL COMPONENT**

Course Title: -Basics of Event Management	Course Code – BVOCS202
Course Credit: - 2	Duration of Exam: 2 Hours
University Examination: -30	Sessional Assessment: -20

**Course Objective:** This course is to give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

**Unit I-Conceptual foundations of Events**

Major Characteristics; five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events, Event planning process.

**Unit II- Concepts of MICE**

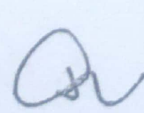
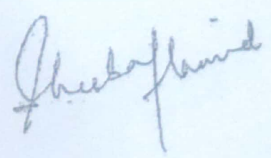
Evolution of MICE industry; Components, Economic and social significance of MICE, Planning and Sustainable Planning for MICE; Professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Responsibilities/Role of Meeting planners.

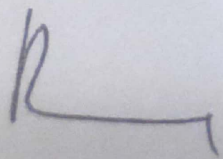
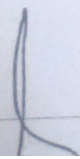
**Unit III- Conference, Convention and Events Venues**

Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Conventions-meaning, significance and process, Convention manager; Convention visitor Bureaus – functions, structure and funding sources, Introduction to conference facilities in India, Role and functions of ICPB and ICCA.

**Suggested Readings (Latest Editions):**

1. Coleman, Lee &Frankle, Powerhouse Conferences. Educational Institute of AH & MA. .
2. Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
3. Judith Mair, Conferences and Conventions A Research Perspective Routledge – 20 Series:
4. Montgomery, R.J, Meeting, Conventions and Expositions: VNR, New York
5. Vassilios Ziakas. Event Portfolio Planning and Management A Holistic Approach Rout.

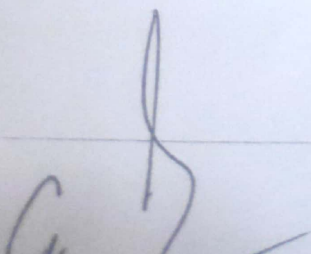
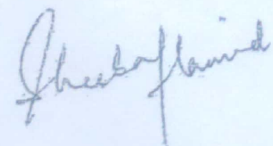
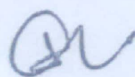
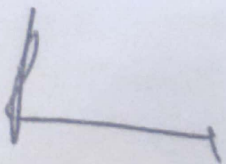





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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-II**  
**GENERAL EDUCATION COMPONENT**

Course Title: - Customer Relationship Management	Course Code – BVOCGE203
Course Credit: -4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** After completion of this course, the student will be able to apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.

**Unit I- Customer Relationship Management**

Customer Relationship Management Fundamentals: Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship management and marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice: CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation.

**Unit II-Customer Satisfaction**

Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing programme evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction.

**Unit III- Service Quality**

Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales.

**Unit IV- Customer Relationship Management**

Technology Dimensions, CRM a changing Perspective, - e- CRM in Business, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining- Meaning, Significance, Characteristics, tools and techniques, Call Centre, Multimedia Contact Centre, Important CRM software's. Customer Relationship Management.



### UNIT V- Role of Employees in CRM

Employee-Organisation Relationship, Employee- Customer Linkage, Factors affecting employee's customer-oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, customer relationship management practices in tourism, hospitality industry and aviation industry.

### Suggested Readings (latest Editions)

1. V. Kumar, Werner Reinartz- Customer Relationship Management, Springer-Verlag Berlin Heidelberg, 2012.
2. Alok Kumar Rai - Customer Relationship Management: Concepts and Cases -PHI Learning, 2nd Edition, 2012.
3. Dyche- Customer Relationship Management handbook, Prentice Hall
4. MukeshChaturvedi, AbhinavChaturvedi- Customer Relationship Management: An Indian Perspective, Excel Books, 1st Edition, 2006.
5. AtulParvatiyar, G. Shainesh- Customer Relationship Management: Emerging Concepts, Tools, and Applications- Tata McGraw-Hill Education, 2001.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-II**  
**GENERAL EDUCATION COMPONENT**

Course Title: -Basic Accountancy in Tourism	Course Code – BVOCGE204
Course Credit:- 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** The objective of this course is to give necessary inputs for managing the personal selling and distribution activities in Tourism.

**Unit I-Conceptual Framework**

Meaning and objectives of accounting; Business transactions; classifications of accounts; Rules for Debit & Credit- difference between capital and revenue expenditure. Basic accounting terms: assets, liabilities, capital, expenses, debtors, creditors, goods, cost, gain, stock, purchase, sale, loss, profit, voucher, discount, transaction, drawings, depreciation, reserve & provisions.

**Unit II- Accounting Cycle**

Introduction of journal, various and ledger - Examples related only to recording the transaction into journal, posting into ledger, balancing.

**Unit III- Accounting Principles and Depreciation**

Accounting concepts- Accounting conventions (Theory Only) - Depreciation, examples on fixed instalment Method, Diminishing Balance Method.

**Unit IV-Trial Balance**

Trial Balance: Meaning, Features, Objectives, Advantages and Disadvantages of Trial Balance. Generally Accepted Accounting Principles (GAAP).

**Unit V-Preparation of Final Accounts**

Preparation of Trial Balance- Trading account, profit and loss account and balance sheet of sole proprietor. SUBSIDIARY BOOKS Purchase book- Sales Book – Purchase Return Book, Sales Return Book - Bills Receivables Book – Bills Payable.

**Suggested Readings (latest Editions)**

1. Introduction to Accountancy-by Dr. S.N. Maheshwari, Dr. S. K. Maheshwari, Sharad K. Maheshwari (Vikas Publishing House, New Delhi)
2. Financial Accounting. By Narayan Swamy (Prentice Hall India, New Delhi)
3. Financial Accounting. By Ashish Bhattacharya (Prentice Hall India, New Delhi)
4. Principles and Practice of Accountancy –B. S. Shah Prakashan



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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER- III**  
**GENERAL EDUCATION COMPONENT**

Course Title:- Tourism sales & Marketing	Course Code:-BVOCGE205
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** The course will provide both theoretical and applied understanding of the tourism marketing. Students will learn about importance of tourist orientation and ways to reach tourists through proper marketing strategies.

**Unit I- Introducing Marketing for Hospitality and Tourism**

Meaning, Definition, Evolution, Basic concept of need and want; demand, product, service, market and sales, Marketing concepts; Traditional Marketing and Tourist marketing differentiation, Marketing Relationship between hospitality and travel industry; Service marketing, culture/characteristics; Services Marketing Mix; Tourism marketing environment Microenvironment: company, suppliers, marketing intermediaries, customers, and public; Macro-environment: demographic, economic, natural, technological, Political and cultural environments.

**Unit II- Markets and Buying Behaviours**

Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its function; Tourism market-classification/types; Characteristics affecting consumer behaviour: cultural, social, personal, and psychological factors; Buyer decision process; Market segmentation, Effective segmentation of Tourism markets: targeting and positioning strategies, process.

**Unit III- Tourism Products and Customers**

Product design; Branding; New product development; Product life cycle; Internal marketing; Service culture; non-routine transactions; Customer value, satisfaction and loyalty; Relationship marketing; Resolving complaints; Quality, Capacity and Demand management tactics.

**Unit IV - Tourism Product Pricing and Distribution**

Pricing methods, Factors; pricing strategies: for New/Existing Tourism products; Price adjustments during peak and off Seasons; Tourism Distribution, definition and system; Internet as an evolving Tourism distribution channel; channel behaviour and organization; Channel management decisions.

**Unit V- Promoting Tourism Products:**

Tourism Promotional Tools; An overview of National Tourism promotion campaigns - Incredible India, Atthi Devo Bhav; Promotion-mix factors; advertising- creative advertising, major decisions and process in creative advertising, public relations, press relations, product publicity, corporate communications, lobbying, and counselling; Public relations: process/PR tools in tourism and hospitality industry.

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**Suggested Readings (latest Editions)**

1. Philip Kotler, John Bowen, and James Makens, *Marketing for Hospitality and Tourism*, (Prentice Hall, India)
2. Alastair M. Morrison, *Hospitality and Travel Marketing*, (Delmar Thomson Learning)
3. Stephen F. Witt and Luiz Moutinho (Eds.) *Tourism Marketing and Management Handbook* (Prentice Hall, India)
4. Peter Mudie and Angela Pirrie, *Services Marketing Management*, Butterworth-Heinemann, USA.
5. S.M. Jha, *Services Marketing*, Himalaya Publishing House Pvt Ltd.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**

**SEMESTER-III**  
**GENERAL EDUCATION COMPONENT**

Course Title: - Tourism Geography	Course Code – BVOCGE301
Course Credit: -4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** This course explores the basic components of geography in relation with tourism. Knowledge of geography shall also give an extra edge to the students in designing the itineraries for the Travellers, suggesting them various destinations.

**Unit I-Concepts of Geography:**

Meaning, Scope of Geography, Importance of Geography in tourism, Climatic variations, climatic regions of world, Tropic of Capricorn, Arctic Circle, Antarctic Circle, longitude & latitude, International Date Line, Standard time and Day -light saving time.

**Unit II-Physical and Political Features:**

Physical and political features of India, Climatic conditions prevailing in India. Impact of weather and climate on tourist destinations. Tourism attractions in different states and territories of India.

**Unit III-Indian Climate**

Rain and Monsoon, The Seasonal Incidents: Floods, Drought, Famines-Causes and Effects Seasons for Travel to Different centres, Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/ area. Assessment of tourism facilities and services at local level and preparation of a report thereof.

**Unit IV-Tourism and Environmental Change:**

Biodiversity, Erosion & Physical Damage. Nature Tourism & Ecotourism- Characteristics of Eco-tourism, Eco-tourism in India. Potential benefits from alternative tourism. Sustainable Tourism- the Rationale for sustainable tourism.

**Unit V-Eco-Tourism Resources in India:**

National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere reserves & wetlands. Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots. Eco- Tourism Development.

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**Suggested Readings (latest Editions)**

1. Crowther, G. India - A Travel Survival Kit. Lonely Planet Publication
2. Dixit, M. Tourism Geography and Trends, Royal Publication
3. Geetanjali. Tourism Geography. Centrum Press, New Delhi.
4. Hall, C.M and Page, S.J. The Geography of Tourism and Recreation. Routledge Publishers.
5. Hussain, M. the Geography of India. Mc Graw-Hill Publishers
6. Singh, S. Tourism Geography. Random Publications, New Delhi.
7. William, S. Tourism Geography: A New Synthesis. Routledge Publishers.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER III**  
**GENERAL EDUCATION COMPONENT**

Course Title: - Adventure Tourism	Course Code: -BVOGE302
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** The course helps in understanding the resource potential for adventure tourism in India and the existing popular destinations and activities. Impart knowledge on various aspects of Adventure Tourism.

**Unit I- Introduction of adventure Tourism:**

Definition, Nature and classification of adventure Tourism; Adventure tourism in context of other tourism types. Future trends of adventure tourism in India. Challenges of adventure tourism-Litter, Waste, Pollution, destruction of flora and fauna.

**Unit II - Land-based adventure activities**

Mountaineering, Trekking, Rock climbing, safaris, motor rallies etc. Basic minimum standards for land-based adventure tourism related activities-IMF rules for mountain expedition. Tools and Equipment are used in land-based adventure tourism. Popular tourist destinations for land-based adventure activities in India with special reference to J&K.

**Unit III- Water-based adventure activities**

Rafting, Kayaking, Canoeing, surfing, water skiing, scuba diving etc. Basic minimum standards for water-based adventure tourism related activities. Tools and Equipment's used in water-based adventure tourism. Popular tourist destinations for water-based adventure activities in India with special reference to J&K.

**Unit IV - Air -based adventure activities**

Paragliding, Parasailing, ballooning, bungee jumping, hang gliding, etc. Basic minimum standards for Air based adventure tourism related activities. Tools and Equipment's used in air-based adventure tourism. Popular tourist destinations for air-based adventure activities in India with special reference to J&K.

**Unit V- Adventure Tourism products and infrastructure**

Marketing and promotional strategies. Outstanding issues of adventure Tourism. Adventure Tourism Organizations and training institutes in India- Himalayan Mountaineering Institute, Nehru Institute of Mountaineering, Regional Water Sports Centre (H.P), and National Institute of Water Sports, Aero Club of India, The Balloon Club of India and in J&K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM & NIWS), Indian Institute of skiing & mountaineering.

**Suggested Readings (latest Editions):**

1. Buckley.R. Adventure Tourism Management. Routledge Publishers.
2. Gupta.V.K, Tourism in India. Gian Publishing House, Delhi
3. I.C. Gupta & Kasbekar.S. Tourism Products of India.
4. Malik, S.S, Potential of adventure Tourism in India, Agam Kala Prakashan Publishers.
5. Negi.J. Adventure Tourism and Sports: Risks and Challenges. Kanishka Publications.
6. Wright.G. Hill Stations of India. Penguin Books, New



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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-I**  
**GENERAL EDUCATION COMPONENT**

Course Title:- Tourism Principles and Practices	Course Code – BVOCGE303
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination:60	Sessional Assessment: -40

**Course objective:** This will be an introductory course focusing on the fundamentals of tourism. This will give broader understanding of tourism concepts and an overview of tourism industry and its various organisations.

**Course Contents:**

**Unit – 1 Tourism Overview:**

Concepts, definitions, Types of tourists: tourist, traveller, excursionists; Forms of tourism: inbound, outbound, domestic and international, Interdisciplinary approaches to the study of tourism, Leiper's Model of Tourism, Major motivations and deterrents to travel and historical development.

**Unit- II. Impacts and Significance of tourism:**

Economic, social, cultural and Political impacts and significance of tourism, (positive and negative) Employment generations, earnings of foreign exchange, regional development, national integration and international understanding and world peace.

**Unit- III Tourism Typology:**

Domestic tourism, international tourism, inter-regional & intra-regional tourism. Forms and classification, ideals of responsible Tourism-alternate Tourism, concept of "Paid holiday", Emergence of modern tourism; rural, Eco, Medical, Mice, literary, indigenous, wellness, film, golf etc.

**Unit- IV Tourism System, Models and Theories:**

Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism Area life cycle (TALC) Doxey's Index-Demonstration effect-Push and Pull theory-Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

**Unit- V Tourism Organizations and Bodies:**

Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of J&K, FHRAI, IHA, IATA, IATO .

**Suggested Readings (latest Editions)**

1. Pender. & Sharply, R. The Management of Tourism, Sage Publications.
2. Page, J. Stephen & Brant, P. Tourism: A Modern Synthesis, Thomson London

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3. Michel, M. & Cortman Introduction to travel and Tourism: An international Approach, Van Nostrand Reinhold, New York.
4. Goeldner & Ritchie. B. Tourism Principles, Practices and Philosophies, John Wiley & Sons
5. Kamra, K.K. & Chand, M. Basics of Tourism: Theory, Operation and Practice. Kanishka Publishers.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER- III**  
**GENERAL EDUCATION COMPONENT**

Course Title: - Pilgrimage Tourism	Course Code: -BVOCGE304
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** This paper's main objective is to highlight the important pilgrimage destinations of all religions of India. Students will also learn the major pilgrimage sites of some important states of India.

**Course Contents:**

**UnitI-An Overview of Religious Tourism**

Concept; Definition and Significance; Trends and Pattern in Religious tourism in India; Problems and Prospects of Religious Tourism in India; Hinduism: Main Teachings and Philosophy; Buddhism: Main Teachings and Philosophy; Sikhism: Main Teachings and Philosophy; Islam & Jainism: Main Teachings and Philosophy.

**UnitII- Major Pilgrimage Centres of India-I**

**Hinduism:** Char Dham Yatra, Char Dham Yatra of Uttarakhand, Jyotirlingas, Kumbh Mela. **Buddhism:** Bodhgaya, Sarnath, Vaishali & Kushinagar.

**UnitIII- Major Pilgrimage Centres of India-II**

**Islam & Christianity:** Ajmer, Haji Ali Dargah (Mumbai), Hazratbal Shrine (Srinagar), Goa. **Jainism & Sikhism:** Mount Abu, Palitana, Amritsar, Hemkund Sahib (Chamoli), Patna Sahib.

**UnitIV- Trends and Impacts of Pilgrimage Tourism**

Trends and Patterns of Pilgrimage Tourism in India; Strategies to Promote Pilgrimage Tourism in India; Problems and Prospects of Pilgrimage Tourism in India; Impacts of Pilgrimage Tourism.

**UnitV- Pilgrimage Tourism in States**

Pilgrimage Tourism in Jammu and Kashmir; Pilgrimage Tourism in Punjab; Pilgrimage Tourism in Uttarakhand; Pilgrimage Tourism in Uttar Pradesh; Pilgrimage Tourism in Madhya Pradesh; Pilgrimage Tourism in Bihar.

**Suggested Readings (latest Editions)**

1. Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi.
2. Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa & Co. New Delhi.
3. Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols. Penguin Books, Delhi.
4. Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi.
5. Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols. Oxford University Press, New Delhi.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-V**  
**GENERAL EDUCATION COMPONENT**

Course Title: -Special Interest Tourism	Course Code: - BVOCGE 305
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** After reading this course student will be able to understand the meaning of Special Interest Tourism (SIT), Evolve a framework for designing SIT as a tourism product, and identify the policy framework within which to develop and design SIT.

**Unit I –Introduction to Special Interest Tourism**

Concept of Special Interest Tourism; Meaning and concept of Special Interest Tourism (SIT); Features of SIT; Scope of SIT; Types of SIT; Significance of SIT; Market Segmentation; Motivation and Special Interest Tourism ; Tourism Interest Cycle; Leisure Tourism Interest Cycle; Special Interest Tourism Cycle.

**Unit II-Defining and Conceptual Base of SIT**

Concept behind the Existence of SIT; Features of SIT as a Destination; New Product Development for SIT; Major and Minor Innovations; Introduction of New Services in the Existing Market; Changing into the Style of the Product; Product/Service Improvement; History, Definition, Characteristics and Motivation for SIT; Tourism Interpreter, Guides and the Tourism Experience for SIT; What to do if you are Guide for SIT?

**Unit III-Alternate Tourism and SIT Demand**

Why Alternate Tourism ; Definition of Alternate Tourism ; Forms of Alternate Tourism ; Features of Alternate Tourism ; Significance of Alternative Tourism ; Introduction of alternate tourism as a policy matter to the market. **Special Interest Tourism Demand:** Defining needs, wants and demand and their linkage with SIT; Types of Demand ; Factors affecting Demand for SIT ; Demand Forecasting ; Pricing Policy for SIT ; Cost and benefit of SIT.

**Unit IV-Image Creation and Media for SIT**

Distinguished features of SIT as a Tourism Product; Promotional Methods to be employed for SIT; Need of image creation and media for SIT; Deciding factor for media selection; Choosing among major media type. Film and Media Based Tourism: Concept, types and Characteristics of Film and Media Based Tourism. Popular Film and Media Based Destination in India; Popular Film Tourism Itineraries. Contemporary trends of travel Blogging. Vlogging and video scripts.

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### Unit-V Theme and introductory ideas: *Dark Tourism*

History of dark tourism; Dark Tourism Today; Dark Tourism Products; Dark Tourism Factories; Exhibitions of dark tourism; Dungeonsplaces; Rest Place for Dead; Shrines associated with dark tourism; Various conflict sites; Mass destruction or Genocide place; Top 5 dark tourists' destinations in the world; Dark Tourism in India.

### Suggested Readings (Latest Editions):

1. Brown, D. Holomisa, T. Kota, I, et al (2011). Via Africa Tourism Grade10 teachers Guide. Types of tourist and tourist profile (pp.7-9). Heerengracht: Cape Town.
2. Cohen, E. (2004). Who is a tourist? In J. Jafari (Ed.), Contemporary tourism: Diversity and change (pp. 17-36).
3. Hannam, K. & Diekmann, A. (2010). From backpacking to flashbacking: developments in backpacker tourism research. In K. Hannam & A. Diekmann (Eds.), beyond backpacker tourism: Motilities and experiences (pp. 1-7). Bristol: Channel View Publications.
4. Jarvis, J. & Peel, V. (2010). Flashbacking in Fiji: Reframing the 'global nomad' in a developing destination. In K. Hannam & A. Diekmann (Eds.), beyond backpacker tourism: Motilities and experiences (21-39). Bristol: Channel View Publications.
5. Murphy, L. (2001). Exploring social interactions of backpackers. Journal of Travel & Tourism Marketing, 28(1), 50-67.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER -IV**  
**SKILL COMPONENT**

Course Title: - Tour Package Designing and Development	Course Code: -BVOCS401
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objectives:** To enable the students to understand the basics of Itinerary planning and development and determine various pricing strategies. This paper also gives a detailed overview of hand on skills required to operate a package tour.

**Unit I - Itinerary Planning & Development**

Itinerary Planning & Development: Meaning; Importance and Types of Itinerary; Resources and Steps for Itinerary Planning; Do's and Don'ts of Itinerary Preparation; Custom made itinerary and Readymade itinerary; Seasonal itinerary; Product based itinerary; All-inclusive itinerary.

**Unit II -Developing & Innovating Package Tour**

Tour Formulation and Designing Process; Free Independent Travellers (FIT) & Group; Special Interest Tours (SITs); Tour **Packaging**: Importance of Tour Packaging; Classifications of Tour Packages; Components of Package Tours; Pre-Tour Management; Tour Operation; Post Tour Management.

**Unit III - Product Based Itinerary -All Inclusive Itinerary**

Introduction; Product Based Itinerary- All Inclusive Itinerary; Exploring the Diversity of India's; Culture – Tour Itinerary; Conference Tour Package (Business Meeting); Preparing Tour Packages for Cultural Events. **Factors to Be Considered While Preparing an Itinerary:** Travel Destination- Supply Side ; Expected Number Of Tourists ; Tourism Market- Demand Side ; Review Travel Warnings And Alerts ; Tourist Budget ; Facilities ; Check Visa And Passport Requirements ; Travel Documents ; Types Of Travelers ; Time Allocation ; Choice Of Accommodation And Transportation ; Programme Structure ; Trip Notification And Schedule Changes ; World Time Zones ; Tourist Guiding ; Logistics ; Flexibility ; Entrance And Exit Fees Health And Travel Insurance ; Test Drive Your Itinerary.

**Unit IV - Concept of Costing**

Concept of Costing: Types of Costs, Components of Tour Cost; Preparation of Cost Sheet; Tour Pricing, Calculation of Tour Price; Pricing Strategies; Tour Packages of SOTC; Cox & Kings and TCI.

**Unit V- Operation of Package Tour**

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; Check-in and Check-out in the Hotel; Sightseeing; the Do's and Don'ts of Sightseeing; Crisis Management in tour; Preparation of Feedback or Guest Comment Sheet; Filling the Guest Comment Sheet; Analysis of Comments of Guest; Service providers; Tour Escorts.

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**Suggested Readings (latest Editions)**

1. Arvind Kumar, Travel Agency Management & Operations, Walnut Publication.
2. Jacqueline Holland (Author), David Leslie, Tour Operators and Operations: Development, Management and Responsibility, CABI Publishing.
3. A.K Bhatia (2013), the Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
4. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
5. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
6. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
7. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
8. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-VI**  
**SKILL COMPONENT**

Course Title: -Destination Management	Course Code: - BVOCSC402
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course objective:** This paper is for making student understand about the various types of destination and their peculiarities. This paper is also for explain different patterns of destination life cycle and associated things. Pre and post purchase decision of tourists will also explain tourist behaviour.

**Unit I-Destination Management Overview**

Destination; Definition; concept and meaning; Impacts of tourism over a destination; Types of Tourism Destinations; Historic-cultural destination; Tourist city; Tourist Villages; Resort; Protected Areas; National Park; Sanctuary; Conservation Reserve; Community Reserve; Marine Protected Area; Health/Wellness.

**Unit II-Tourist Circuits**

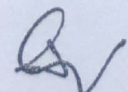
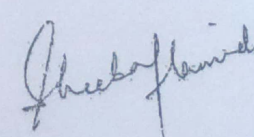
Concept Meaning and Definitions of Tourist Circuit; Features and Types of Tourist Circuit ; Types of Tourist Circuit ; Importance of Tourist Circuits in Destination Development and Process of Identification of a Tourist Circuits ; Importance of Tourist Circuits In Destination Development ; Process of Identification of a Tourist Circuit ; Short tours and detours as value added products; **The Role of DMOs/Tourism Development Corporations:** Developing a destination; Introduction in destination management ; Role of DMO's ; Developing a product ; Ensuring safety and security.

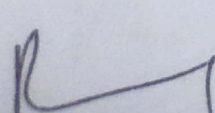
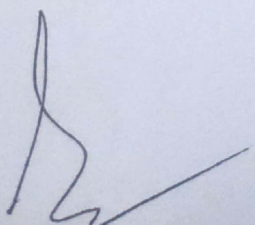
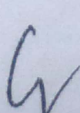
**UnitIII- Travel Decision Making Process**

Consumer Decision Making Process; Five Sets of Travel Decision Making; Basic Travel Decision Making Process; Consumer Decision Making Models; Chronological development of Various Models of Travel decision Making Process; Complexities of Consumer Decision Making. **Destination Life Cycle:** Six Stages of Destination Life Cycle; Impacts of Destination Life Cycle on Quality of Life.

**UnitVI- Tourist Behaviour at Destinations**

Concept and Importance of Tourist Behaviour; Types of Tourists and Their Travelling Style; Meaning of Tourist Behaviour in Destination Development & Planning; Importance of Tourist Behaviour in Destination Development and Planning; Factors Influencing Tourist Behaviour & Their Role in Destination Development



9)  
& Planning; Social Factors; Individual Characteristics of a Tourist; Situational and Environmental Variables; Tourist Motivations.

**Unit IV-Destination Markets:** - Destination community and its importance. Travel purchase behaviour process for destination markets development policies. International pleasure and leisure travel markets. Market segment with growth potential. Emerging Tourism Paradigms-Tourism metamorphosis.

**Suggested Readings (Latest Editions):**

1. Baud, BovyMunuel and Lawson, *Tourism and Recreation Development*, C.B.I. Pub.
2. Likorish Leonard J, Development, *Tourism Destination Policies and Perspectives*.
3. Seth P.N, *Successful Tourism Planning Management*, Cross publication.
4. Murphy Peter E. *Tourism- A Community Approach* New York.
5. Kaul R.N, *Dynamic of Tourism- A Trilogy* Sterling Publishers, New Delhi.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER- III**  
**GENERAL EDUCATION COMPONENT**

Course Title: - Tour Guiding	Course Code: -BVOCSC403
Course Credit: -4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** The purpose of the course is to provide the know ledge to students to enable them to become successful tour guides in the regional area, and to be able to apply that know ledge to other cities w here guides are hired.

**Unit I-Introduction to the Tour Guiding**

Introduction; Job of a Tour Guide; Importance of tour guides in the tourism and travel business; Why Guiding is important Meaning of a Tour Guide; Job profile; Working Environment; what is the role of a Tour guide? Why do people want to become a tour guide; what is expected from a tour guide? ; Guiding Gadgets; Do I need a tour guide; Future tour guides.

**Unit II-Steps to become A Tour Guide**

Instincts of a tour guide; Steps In Tour Guiding; Tour Escort; Opportunities for a Tour Guide; Educational and Training Opportunities; How to become a certified tour guide? Prerequisites to becoming a tour guide; Personal Attributes of a tour guide.

**Unit III-Roles and responsibilities of a tour guide**

Roles and responsibilities of a tour guide; Tour Guiding as a profession; Tour Guide Job Responsibilities; Qualities of a Tour Guide/ Manager; Tips for successful Guiding; Role of a tour operator; Tour Guide job description; Role of a tour operator; Challenges and role of Tour Guides; Typical Work Activities; Roles of Tourist Guide; Challenges and role of Tour Guides; Typical Work Activities; Responsibilities towards natural environment.

**Unit IV-Principles of Tour Guiding**

Principles of Tour Guiding: Be flexible; Be Professional; Have full Information about the tour; Be responsive; Be reliable; Be a man with knowledge; Be proactive; Value for Money; Be well Groomed; Complete Informed; Be proactive and first in any action ; Be well dressed ; Be flexible to change as per requirements. Dealing with emergencies; Accidents, Law and order; Theft, Loss of documents; First Aid- importance; general procedures, evaluation of situation; Complaint handling.

**Unit V-Code of Conduct of Tour Guiding:** Code of conduct; Purpose of code of conduct; Structure of code; Standards of Guiding ; Professional Values and Relationships for a Tour Guides ; Professional Integrity of a Tour Guide ; Professional Development Tour Guides ; Professional Collegiality and Collaboration Guides should: Code of Guiding Practice for Licensed Tourist Guides ; Code of conduct ; Dos and Don'ts ; Why code of conduct and Do's and Do not are required?

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**Suggested Readings (latest Editions)**

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations

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**Course objective:** The students are expected to learn about the broader landscape of tourism entrepreneurship and the course desires to impart fundamental knowledge and skills required to run successful enterprises. The course aspires to prepare students in entrepreneurship development, incubation, start-ups and venture creation in tourism and its allied sectors.

Unit 1- Introduction to Entrepreneurship  
Concept and process of entrepreneurship; Characteristics of successful entrepreneurs, role and responsibilities of entrepreneur, Creativity & Innovation in Entrepreneurship, Typology of entrepreneurs; Entrepreneurship: Socio-economic impact of entrepreneurship; Entrepreneurial Ecosystem.

Entrepreneurial school of thought, Entrepreneurial Motivation, Factors influencing Entrepreneurial Motivation, David McClelland's Theory, Entrepreneurship Development Programmes (EDP).

Entrepreneurship and venture creation in tourism sector, financial support for new venture creation: role of banks, venture capital and debt financing, Women Entrepreneurship in Tourism, Role of technology in new venture creation and launch.

Concept of feasibility study; Purpose and advantages of feasibility study; Components of feasibility study. Concept and importance of business plan; Writing and developing project proposal for tourism business.

Introduction, Features and Principles of Business Ethics, Importance of Ethics in Business, Functional Business Areas, Ethical Issues in International Business.

1. Maureen Brookes and Levent Altinay Entrepreneurship in Hospitality and Tourism: A Global Perspective, Good fellows Publishers Limited
2. JovoAteljevic and Stephen Page Tourism and Entrepreneurship (Advances In Tourism Research), Routledge,
3. Jobe Leonard, Start-up Incubators and Business Accelerators: The Easy Way to Create a Start-up Incubation and Business Acceleration Center, Jobe Leonard Books
4. Jeffry A Timmons and Stephen Spinelli, New Venture Creation: Entrepreneurship for the 21st Century, McGraw-Hill Higher Education
5. David Holt, Entrepreneurship: New Venture Creation, Prentice Hall India Learning Private Limited.



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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-V**  
**GENERAL EDUCATION COMPONENT**

Course Title: -Culture & Traditions of J&K	Course Code: -BVOCGE502
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** To familiarise the student with the cultural heritage of Jammu and Kashmir.

**Course Contents:**

**Unit I- Culture and Traditions of Jammu and Kashmir**

Introduction of People and Languages of J&K: Origin, Background and People of J&K; Languages of J&K; Origin and Development of Kashmiri, Dogri, Pahari, Gojri and Urdu languages; Communities speaking Kashmiri, Dogri, Pahari, Gojri and Urdu languages; Major achievements of the languages of J&K; Organisations working for the languages of J&K; Current status of the languages of J&K.

**Unit II- Costumes and Cuisines of J&K**

Costumes: Costumes of J&K: An aspect of cultural tourism; Traditional costumes of J&K during ancient and medieval times; Current status of traditional costumes of J&K; Pheran: Traditional Kashmiri dress; Cuisines: Historical Development of J&K cuisine; Characteristics and salient features of the cuisines; Cooking styles and eating habits of the people of J&K; Cooking equipment's and utensils used; Specialities during the festivals and other occasions; A Study on cuisine (Kashmiri, Dogri, Pahari, Gojri).

**Unit III- Music, Dance and Festivals**

Music and Dance; Sufiana Music; Rouf, Band Jashan; Band Pather; Ladishah; Kud; Haren; Gwatri; Dogri, Pahari and Gojri Music Including Geet, Tapey, Bait, Saifulmalook, Festivals and Observances: Eid ulAzha and Eid Ul Fitr; Hemis Festival; Baisakhi; Tulip Festival; Shikara Festival; Gurez Festival; Lohri Festival; Annual Urs (Festivals), Festivals as communicative performance and celebration of ethnicity.

**Unit IV- Handicraft and Architecture of J&K**

Handicraft: Kashmiri Carpets; Kashmiri Shawl; Wood Curving; Papier Machie; Architecture: Religious Architecture; Secular Architecture. Dogri, Pahari and Gojri Craft (Phori, Khera, Pole) and Art.

**Unit V- Tourist Attractions of Jammu and Kashmir**

Major Tourist Attractions, Historical Sites and Monuments. Conservation of Cultural heritage. Role of Tourism in Economic Development of Jammu and Kashmir.

**Suggested Readings (Latest Editions):**

1. The People and Culture of Jammu-Kashmir- Ladakh, Parvez Dewan.
2. Islamic Culture in Kashmir, GMD Sofi.

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3. Kashmiri Language and Culture, Mohi-ud-Din Hajini.
4. Cultural and Political History of Kashmir, Vol. 1 & 2, PNK Bamzai.
5. Kashmir under Sultan, Mohibul Hasan.
6. Arts and Crafts of Jammu and Kashmir, DN Saraf.
7. Art and Crafts of Jammu-Kashmir-Ladakh, Renu Sinha.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-V**  
**GENERAL EDUCATION COMPONENT**

Course Title:-Community Based Tourism	Course Code: -BVOCGE503
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course objective:** The course has been directed towards building the conceptual and operational knowledge of the students in community building projects and tourism sector. The course aims to expose the community resources and their mobilization constraints to the professionals.

**UnitI-Communities and Community Development**

Definition, Concept and Meaning. Community Development: Community Building and Organization; Community Services.

**Unit II- Community Based Tourism (CBT)**

Definitions and concepts, Indigenous people and tourism, Models of community based tourism, concept of destination community and community resources, modes of community participation, barriers to community participation, Tourism communities and growth management, Tourism in border communities and their issues, capacity building dilemma in CBT, authenticity debates in CBT.

**UnitIII- Empowering Community through Tourism**

Local People Function and Sustainable Tourism Development; Community Empowerment; Tourism Development and Community Empowerment; Empowering Local Communities Through Tourism.

**UnitIV-Guiding Principles for Planning and Management**

Sustainable Tourism ; .Sustainable Tourism And Principles; Evolution Of Sustainable Development; Evolution Of Sustainable Tourism Development ; Aims Of Sustainable Tourism Development ; Need Of Sustainable Tourism Development ; Dimensions Of Sustainable Tourism ; Principles Of Sustainable Tourism Development ; Pre Requisites To Sustainable Tourism Development ; Key Strategies For Sustainable Tourism Development ; Stakeholders Of Sustainable Tourism Development ; Managing Sustainable Tourism Development ; Benefits Of Sustainable Tourism Development.

**UnitV- Towards a New Approach to Sustainable Tourism Management**

Scope Of Sustainable Tourism ; Sustainable Tourism-The Key Stakeholders ; Sustainable Tourism and Different types of Environment ; Sustainable Tourism and Different Types of Tourism; Sustainable Tourism and different types of Tourism Organizations ; Sustainable Tourism and the Different Sectors of Tourism ; Sustainable Tourism and Functional Management ; Understand the Concept of Sustainable

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Tourism in different parts of World ; Towards A New Approach To Sustainable Tourism Management ; The Need For More Research ; Changes In The Concept Of Sustainable Tourism Over Time ; Strategies And Tools For Sustainable Tourism.

**Suggested Readings:**

1. Brandon, K. Basic Steps Toward Encouraging Local Participation in Nature Tourism Project,
2. Ecotourism: A Guide for Planners and Managers, Lindberg & Hawkins, The Ecotourism Society, North Bennington, Vermont.
3. Drum, A. "New Approaches to Community-Based Ecotourism Management", in Ecotourism: A Guide for Planners and Managers, eds Lindberg, K., Wood, E. M. and Engeldrum, D. vol. 2. The Ecotourism Society, North Bennington, Vermont.
4. Fridgen, D. J. Dimensions of Tourism, East Lansing, Michigan, United States of America.
5. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge.

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**CENTRE FOR HOSPITALITY AND TOURISM, BGSB UNIVERSITY**  
**B.VOC (TOURISM AND TRAVEL MANAGEMENT)**  
**SEMESTER-VI**  
**GENERAL EDUCATION COMPONENT**

Course Title: -Service Marketing In Tourism	Course Code: -BVOCGE504
Course Credit: -4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** This paper is for providing student an opportunity founder stand about different concept of market, marketing and emerging service marketing patterns. This paper is to familiarise student about broad prospects of integrated marketing communication, advertising, selling and branding concept of service and marketing.

**Course Contents:**

**Unit -I Basics of Marketing**

Basic Concept of Marketing, Need, Want Demand, Product and Service. Definition of Market, Types of Market – Buyer's Market, Seller's Market, Definition of Marketing, Marketing Management Philosophies, Manufacturing Concept, Product Concept, Selling Concept, Marketing Concept, Societal Perspective- Modern Marketing Concept. Market-Segmentation, Targeting and Positioning, Marketing Mix, Product and Product Mix.

**Unit-II Basics of Service Marketing**

Meaning and concept of Services-Characteristic and features of services, Types of Services, difference between services and product, Evolution of services marketing, growth of service industry, Recent Trends in service sector, Opportunities and Challenges in service sector, Service Marketing Mix. Concept of Service Quality and Service Quality Dimension, Gap Model of Service quality, Determinants of Service Quality.

**Unit III- Integrated Service Market Communication**

Integrated Marketing Communication, Introduction to Advertising, Roles and Functions of Advertising, Difference between public relations and advertising, Role and Process of Public Relations, Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity.

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#### Unit IV- Consumer Behaviour and Branding

Basics in understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding. Concept of Consumer Behaviour, Problems, Factor influencing Consumer Behaviour, Buyers Motives and Habits, Buyers decision process. Pricing Meaning, Types of Pricing, Service Marketing Distribution Channels-Intermediaries.

#### Unit V-Tourism Sales

Types of Selling-Alternative Sales, Structure, Network Marketing, Mail Order Selling, Element of Direct Selling, Teleshopping, Tele Marketing, System Selling, Sale Objectives, Selling Process-Forecasting and Strategies.

#### Reference Books

1. Principle of Marketing by Philip Kotler and Gray Armstrong
2. Marketing Management by Philip Kotler,
3. Management of Sales Force by William J. Stanton
4. Services Marketing ; Author, Zeithaml ; Publisher, McGraw-Hill Education (India) Pvt Limited

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**B.VOC (TOURISM AND TRAVEL MANAGEMENT)****SEMESTER- V****GENERAL EDUCATION COMPONENT**

Course Title: - Tourism Planning & Policy	Course Code: -BVOCGE505
Course Credit: - 4	Duration of Exam: 3 Hours
University Examination: -60	Sessional Assessment: -40

**Course Objective:** The objective of this paper is to apprise the students about the planning and policymaking dimensions of Tourism. This paper also includes historical aspect of planning prospective.

**Course Contents:****UnitI- Levels, type and process of planning**

Introduction; Process of tourism planning; Types of tourism planning, **Destination planning:** Conceptualization; Background Analysis; In-depth Research.

**UnitII - Tourism project feasibility study**

Justification to feasibility study; Planning the feasibility study; Doing research and preparing checklists; Financial feasibility; structuring and writing feasibility study; Report production; Preparing a business plan.

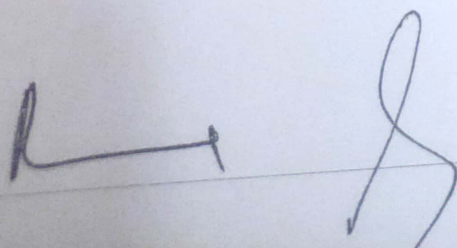
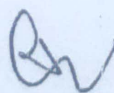
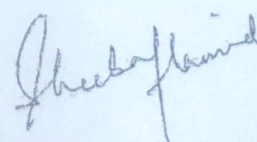
**UnitIII- Synthesis phase and preparation of statements in Destination planning**

Introduction; Synthesis phase; Preparation of position statements. **Policy making bodies in India:** Ministry of Tourism, Government of India; Planning Commission of India; The National Development Council; Inter State Council.

**UnitIV- Involvement of Local community in tourism Development:** Introduction; Development of tourism in India; local participation in tourism development; Sustainable tourism development; Goals and objectives of Sustainable tourism development; Benefits to locals through Involvement in tourism development; Threats to locals through involvement in tourism development.

**Unit V- National Plan and Policies**

**National action Plan 1992:** Meaning and concept of plan; Meaning of action plan; Planning and Need for planning; National action Plan 1992; Five-year plans. **National tourism policy 1982:** Meaning and concept of Policy; Process of Policy Formulation; National tourism policy 1982. **The latest policy document on tourism:** Meaning, Nature & Salient Features; National Tourism Policy 2002.



**Suggested Readings (latest Editions)**

1. Tourism Policy and Planning: Yesterday, Today, and Tomorrow by David Edgell and Jason R. Swanson.
2. Indian Tourism: Policy, Issues and Alternatives (Hardcover, M.R. Biju, M.R.B. Anantha Padmanabha
3. Clare A. Gunn and Turgut Var (2002). Tourism Planning: Basics, Concept, Cases (Fourth Edition). New York: Routledge.
4. Peter Mason (2003). Tourism Impacts, Planning and Management. Oxford: Butterworth-Heinemann.

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