KRISHNA UNIVERSITY
MACHILIPATNAM

B.A.THIRE YEAR DEGREE COURSE
IN TOURISM AND TRAVEL MANAGEMENT

SYLLABUS AND MODEL QUESTION PAPERS
TOURISM AND TRAVEL MANAGEMENT
FIRST SEMESTER
PAPER-101 CONCEPTS OF TOURISM

Unit-I

- Definition of Eco Tourism-its meaning, nature and scope
- Leisure, recreation tourism and their interrelationship.
- Concept of tourism resources- attraction, product, market, industry and destination in the context of tourism
- Components and elements of tourism: Intermediaries and suppliers
- The tourism system
- Types and typologies of tourism

Unit – II

- Travel and tourism through the Ages: Early Travels, ‘Renaissance’ and Age of Grand Tours; Emergence of modern tourism, concept of “Paid holiday”
- Tourism motivations
- Factors affecting growth and development of international and national Tourism
- Concept of push and pull factors in Tourism
- Impacts of Industrialization and Technological Advancements on tourism industry

Unit – III

- Tourism infrastructure - Types, Forms and Significance
- Accommodation: Forms and types
- Transport Sectors : Modes of Transport and relative significance
- Other support infrastructures required for tourism

Unit – IV

- Concept of demand and supply in tourism
- Unique features of tourist demand
- Constraints in creating ideal destination

Unit – V

- Economic impacts of Tourism : income and employment, multipliers of tourism, balance of payments, foreign exchange etc.
- Socio-cultural impacts of tourism: cultural exchange among nations and international understanding
- Impacts of tourism on ecology and environment.
REFERRED BOOKS

12. Dr.V.B.T Sundari .(2012) Travel and Tourism Management (book in Telugu)
Model Paper  
First Semester  
Paper 101 Concepts of Tourism  

Max Marks - 75  
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) Define tourism and write its meaning
2) What are the different types of tourism?
3) Write the concept of Paid Holiday
4) Explain the impact of industrialization on tourism industry
5) Write the different forms of Tourism infrastructure
6) Mention the various modes of transport
7) Examine the relation between tourism and ecology
8) What are the cultural benefits of tourism?

Section – B

Answer the following questions: 5×10=50

9) a) Examine the nature and scope of tourism.  
Or
b) Explain the component and elements of tourism.
10) a) Write the factors affecting growth and development of modern tourism.  
Or
b) Examine the impact of Technological advancement on tourism industry.
11) a) Describe the forms and types of Accommodation.  
Or
b) Write about the significance of transport sector in tourism.
12) a) Explain the unique features of tourist demand.  
Or
b) What are the constraints in creating ideal destination?
13) a) Examine the economic impacts of tourism.  
Or
b) Write the social benefits of tourism.
TOURISM AND TRAVEL MANAGEMENT
Second semester
Paper – 201 Tourism Resources of Andhra Pradesh

Unit – 1 Andhra Pradesh - Physical Background and Natural tourism resources

- Andhra Pradesh - Physical Background, climate, Natural vegetation, Drainage system & Transport and communication

Unit – II

- Historical Religious Resources of Andhra Pradesh Historical Tourism Resources, Monuments Museums Historical sites art and architecture archaeological and rain sites of Andhra Pradesh Religious Tourism Resources shrines, centers fairs & festivals

Unit - III

- Cultural Tourism Resources of Andhra Pradesh, Cultural Tourism Resources, Tribes of A.P.-in hilly regions and coastal regions, Tribal culture, dance & Music. Handicrafts, handloom cuisine, dress etc

Unit – IV

- Natural Tourism resources: National Parks, wild life sanctuaries, birds sanctuaries hill stations, river & river islands, lakes, waterfalls-Ananthagiri, Araku valley, Horsely Hills; Beaches-Visakhapatnam, Bheemunipatnam, Manginapudi

Unit V

- Eco Tourism in Andhra Pradesh-Eco Tourism & its prospects.
- Tyda jungle bells; Kambalakonda- Eco tourism projects
- Heritage circuit Tours in A.P.-Visakhapatnam circuit, Nagarjunasagar-Amaravati; Tirupati-Chandragiri-Sri Kalahasti

Referred Books:

1. B.Rajendra Prasad., Art of south India Andhra Pradesh
2. Comprehensive History of Andhra Pradesh volumes I to V
3. VBT Sundari & V.V. Vara Prasad., Bharatiya Samskriti-Paryatakaramgam, 2012
Model Paper
Second Semester
Paper 201 Tourism Resources of Andhra Pradesh

Max Marks- 75
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) Write about the Physical features of Andhra Pradesh.
2) Name the hill stations of Andhra Pradesh.
3) Describe the Buddhist Monuments of Andhra Pradesh.
4) What are the major pilgrimage centers of Andhra Pradesh?
5) Explain the dance forms of Andhra Pradesh.
6) Examine the Historical Monuments in Visakhapatnam
7) Write the role of festivals in tourism
8) What is meant by sustainable tourism development?

Section – B

Answer the following questions: 5×10=50

9) a) Describe the climate of Andhra Pradesh
   Or
   b) Examine the Natural Tourism resources of Andhra Pradesh.
10) a) Explain the role of Monuments in promoting tourism in Andhra Pradesh
    Or
    b) Describe the major festivals of Andhra Pradesh.
11) a) Examine the fairs and festivals of tribes in Andhra Pradesh.
    Or
    b) Write an Essay on Andhra Cuisine.
12) a) Write about the Religious Tourism resources of Visakhapatnam
    Or
    b) Explain the Cultural Tourism resources of Visakhapatnam.
13) a) Describe the growth of eco tourism in Andhra Pradesh
    Or
    b) Write an essay on the prospects of eco tourism.
TOURISM AND TRAVEL MANAGEMENT
THIRD SEMESTER
Paper- 301 Tourism Policy, Planning and Development

Unit – I: Introduction to Planning
- Concept, definition, nature and process of planning, Types of planning
- Importance of planning in tourism, tourism planning approach
- Steps in tourism planning
- Factors influencing in tourism planning

Unit- II: Approaches of planning in tourism
- Planning approaches for different forms of tourism: Eco tourism, urban tourism, Rural Tourism
- Planning for the development of a tourist destination
- Impacts of unplanned tourism development on a tourist destination

Unit- III Planning for Tourism in India
- Tourism Policy of India: study about the plans and policies of the govt. of India for the development of tourism sector
- Andhra Pradesh govt. Policy on the development of tourism in the state

Unit- IV
- Study of climatic, drainage, transport availability maps (road, air, water, railway) of Andhra Pradesh
- Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity

Unit- V
- 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

REFERRED BOOKS
Model Paper
Third Semester
Paper 301 Tourism Policy, Planning and Development
Max Marks - 75
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) Define Planning and write its nature.
2) What is the importance of planning in Tourism
3) Write the impacts of unplanned tourism development.
4) What are the objectives of National Action Plan for Tourism 1992
5) Describe the available road transport facilities in Andhra Pradesh.
6) Name the wildlife sanctuaries in Andhra Pradesh
7) What is the difference between a brochure and a poster?
8) How do you assess the tourism facilities?

Section – B

Answer the following questions: 5×10=50

9) a) Describe the process and types of planning
   b) Write the steps in tourism planning
10) a) Explain the planning approaches for rural tourism
    b) Examine the planning process for the development of a tourist destination
11) a) Examine the plans and policies of the government of India.
    b) Describe the tourism policy of Andhra Pradesh government.
12) a) Explain the climatic conditions of Andhra Pradesh
    b) How do you show historical and religious tourist spots in a map?
13) a) Examine the preparation of tourist brochure.
    b) Write a report on the assessment of tourism services at local level.
TOURISM AND TRAVEL MANAGEMENT

FOURTH SEMESTER

Paper – 401 Travel Management

Unit – I Travel Organization

- Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA
- Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI

Unit – II Understanding of Travel Agency and Tour Operator

- Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations
- Genesis and growth of travel agency and tour operator business
- Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc.
- Functions of tour operators: Negotiation and liaising with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management
- Source of income of travel agency and tour operator: commission, service charges and mark up on tours

Unit-III Approval, Travel Formalities and Tour Package Designing

- Entrepreneurship and tourism
- Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry
- Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)
- Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP)
- Tour Packaging: definition, types and designing tour package; Tourist Guide: definition, types, duties and responsibilities

Unit –IV

- Introduction to internet; Accessing Web Sites; E-mail, Sending and Receiving, e-mail Subscription, Search Engines, Searching through various Search Engines, Chatting, Access to Sites; Online Messages etc.

Unit- V

- Designing of Tourist itinerary: Project work on preparation of a tourist itinerary/tourist brochure/information leaflet with the help of incorporating the important destinations Andhra Pradesh.

REFERRED BOOKS

Model Paper
Fourth Semester
Paper 401 Travel Management

Max Marks- 75
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) Describe the functions of UNWTO
2) Write a note on Thomas Cook
3) Define Travel Agent and Tour operator
4) Name the sources of income for Travel Agent
5) Examine the different kinds of VISAS
6) What is meant by Restricted Area Permit
7) List the different types of package tours
8) What do you understand by Tourist itinerary

Section – B

Answer the following questions: 5×10=50

9) a) Write the organization and functions of TAAI
   Or
   b) Examine the functions of IATA.
10) a) Explain the genesis and growth of travel agency
    Or
    b) Describe the functions of Travel Agency
11) a) Examine the various steps in setting up a travel agency
    Or
    b) What are the duties and responsibilities of a tourist guide?
12) a) Explain the significance of internet in today’s tourism.
    Or
    b) What are the various search engines?
13) a) Write an essay on the preparation of a tourist brochure
    Or
    b) Design an itinerary connecting the Buddhist sites of Coastal Andhra.
TOURISM AND TRAVEL MANAGEMENT
FIFTH SEMESTER

Paper – 501 Tourism Management

Unit I: Fundamentals of Management

- Meaning, concept and characteristic of management
- Nature of management: Management as a science, arts, and as a profession
- Functions of management and their relevance in tourism industry: planning, organizing, directing, controlling, staffing, coordinating
- Types of management: operative and administrative management

Unit II: Importance of Management Functions in Tourism

- Planning: Nature, type, steps, process and levels of planning, importance of planning in tourism development
- Organising: Principles of organizing, span of management and levels of authority strategies for improving the human resources through organizing in tourism
- Staffing: Steps and process of staffing, sources of recruitment in tourism, importance of training and development of the human resources in tourism
- Controlling: Concept and process of controlling, control mechanism for measuring the performance and corrective actions, control techniques
- Directing: Principles of directing, problems in human relations, motivation of the workforce of the tourism organization and the strategies for establishing healthy human relationship
- Co-ordinating: Meaning, nature and importance of co-coordinating, difference between co-ordination and co-operation types of co-coordinating: among individual, organization, and its importance in tourism
- Managing risks, managing events in tourism management

Unit III: Tourism Organisations: Inter-governmental & National

- Inter-governmental organizations and tourism industry: co-ordination of the tourism industry with government departments viz., Tourism, Civil aviation, Transport, Forest, Archaeology, Culture, Museum, Health, etc., Role of State Tourism Development Corporation in the development of tourism in respective state
- National Tourism Organizations: Organization like NTO, ITDC, FHRAI, TAAI and their role
Unit – IV International tourism organizations

- International tourism organizations: Role of the international organizations like UNWTO, IATA, PATA, ICAO etc in the promotion and development in tourism worldwide.

Unit V: Destination Management:
- The Tourist Destination
- Management of the Destination: Maintaining the infrastructure, environmental quality preservation of attractions through tourism
- Future of the destination: increasing competitiveness for globalization and satisfying the tourist needs

REFERRED BOOKS:
Kumar, Akshay (1997): Tourism Management, Commonwealth Publishers, Ansari Road, Daryaganj, New Delhi-02
Model Paper  
Fifth Semester  
Paper 501 Tourism Management

Max Marks- 75  
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) Write the meaning and concept of Management  
2) What are the types of Management  
3) Describe the importance of Planning in Tourism Development  
4) What are the problems in Human Relations  
5) Name the different inter governmental organizations in tourist organization  
6) Examine the role of ITDC in tourism  
7) What is the organization of ICAO  
8) Explain the features of a tourist destination.

Section – B

Answer the following questions: 5×10=50

9) a) Describe the nature of management  
Or  
b) Write the functions of management
10) a) Explain the significance of organizing in tourism  
Or  
b) What are the risks in managing events in tourism management?
11) a) Describe the role of state tourism development corporation in the development of tourism  
Or  
b) Examine the role of N T O in the development of tourism
12) a) What are the functions of UNWTO?  
Or  
b) How PATA works in the promotion of tourism development
13) a) How do you manage infrastructural facilities at a tourist destination?  
Or  
b) Assess the effects of globalization on a tourist destination.
TOURISM AND TRAVEL MANAGEMENT
FIFTH SEMESTER

Paper – 502 Tourism Resources of India

Unit I: Knowledge of history and its importance in tourism

- Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.
- British rule and genesis of modern tourism in India

Unit II: Historical, Cultural and Religious tourism resources of India

- Art and architecture of tourism significance
- World Heritage monuments and other prominent monuments of India
- Cultural tourism resources: Indian Classical dances and Folk dance forms, Music and Musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural
- Religious tourism resources: Major religions of India-Hinduism, Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India

Unit III: Natural Tourism Resources of India

- Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India
- Major hill stations, Islands, River and River Islands of India
- Important Sea Beaches of India – Mumbai, Puri, Goa, Chennai, Trivandrum and Kerala
- Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India

Unit IV: Catalyst of Tourism Development in India

- Tourism promotional festivals of India
- Museum and art galleries of India
- Tourist Trains in India – Places on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India
Unit – V Important tourism Circuits

- Golden triangle – Delhi, Agra and Jaipur, Southern triangle Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit – Lumbinie, Bodhgaya, Sarnath and Kushinagpur and Green triangle – Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri - Konark
- Important hotel chains in India

REFERRED BOOKS:

5. Percy, B. (1940): Indian Architecture – Hindu and Buddhist Period
9. Singh, A.: Cultural Tourism in India
10. Singh, R.: Dynamics of Historical Cultural & Heritage Tourism
12. Dr. V B T Sundari - Bharatiya Sanskruthi Paryataka Rangam, 2012
Model Paper
Fifth Semester
Paper 502 Tourism Resources of India

Max Marks- 75
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) Write the importance of knowledge of history in tourism
2) Name the Chinese travelers who visited India
3) List the classical dance forms of India
4) Mention the famous Jain shrines in India
5) Write about Project Tiger
6) What are the land based adventure sports
7) Name the major art galleries in India
8) Write about Palace on Wheels

Section – B

Answer the following questions: 5×10=50

9) a) Describe the growth and development of travel related activity in ancient India
   Or
   b) Trace the origin of modern tourism in India
10) a) Describe the significance of World Heritage Monuments in Tourism
    Or
    b) Explain the fairs and festivals of India
11) a) Write an essay on Wild Life Sanctuaries of India.
    Or
    b) What are the existing trends in adventure sports in India?
12) a) Write about tourism promotional festivals of India
    Or
    b) Write the significance of museums in tourism
13) a) Describe the Golden triangle in North India
    Or
    b) Write an essay on Buddhist circuit in India
TOURISM AND TRAVEL MANAGEMENT
SIXTH SEMESTER

Paper – 601 Tourism Marketing

Unit I: Understanding of Marketing

- Marketing: Concept and definition and its significance in tourism industry
- Basic concept of need and want; demand, product, service, market and sales
- Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing
- Defining marketing mix, the 8 P’s of marketing mix

Unit II: Market Research

- Understanding of marketing research, concept of primary data, secondary data, qualitative and qualitative data and marketing information system (MIS) and its function
- Consumer and consumer behavior, Factors influencing the buying behavior of consumers
- Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies

Unit III: Marketing Mix in Tourism Industry

- Product: Definition and levels, nature of tourism product, stages of launching a new product, product life cycle (PLC)
- Branding concept and need of branding of a product for a tourism company
- Pricing: Definition and influencing factors: Major pricing strategies for products of tourism industry
- Communication: Concept and purpose of communication for an organization, process of communication, barriers of effective communication

Unit – IV Promotion and Distribution

- Promotion: Major tools of Promotion Mix – Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing
• Distribution: definition, factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry

Unit V: Destination Marketing

• Necessary attributes for a ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination

REFERRED BOOKS:

Model Paper
Sixth Semester
Paper 601 Tourism Marketing

Max Marks- 75
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) Define Marketing
2) Write the difference between product marketing and service marketing
3) What do you understand by market research
4) Who are the consumers in tourism
5) Describe the branding concept
6) What is the importance of communication in tourism
7) Name the major tools of Promotion in tourism
8) Write about the features of ideal tourist destination

Section – B

Answer the following questions: 5×10=50

9) a) Describe the significance of service and characteristics of service marketing
   Or
   b) Define Marketing Mix. Write the 8 P’s of Marketing Mix
10) a) Describe the factors influencing the buying behavior of consumers
    Or
    b) Examine the significance of market segmentation
11) a) Explain the nature of tourism product
    Or
    b) Mention the factors influencing pricing in tourism industry
12) a) Write about the importance of advertising in tourism
    Or
    b) Examine the role of travel agency in tourism industry
13) a) What are the marketing strategies for promoting a tourist destination
    Or
    b) Describe any ideal tourist destination in India.
Unit I – Definition of Ecotourism-Basic principles of Ecotourism-Forms of Ecotourism in India: Rural Tourism; Agro Tourism; wildlife Tourism; Eco Treks; Green Tourism; Special interest Tourism; Benefits of Ecotourism.

Unit II – Eco-system and its types-Aquatic ecosystem; Arctic Tundra; Boreal forest; Urban ecosystem. Ecological imbalance-Need to restore and conserve ecosystem; Importance of Travel literature in Ecotourism.

Unit III-Impacts of Ecotourism: Positive and Negative; Links between Eco-tourism and Environment; Impacts on Wildlife; Birds; fresh water ecosystems; Marine environments; Soils; Vegetation; Local people; Displacement of people; Threats to indigenous cultures. Managing impacts of Ecotourism-Community involvement-Educating people, Conservation of cultural and historical heritage.

Unit IV – Ecotourism destinations-diverse country-diverse peoples; Need for responsible travel and tourism; Objectives of Ecotourism Society of India - Concept of carrying capacity- Sustainable development-Planning of Eco-tourism destinations

Unit V – Field Study: Student has to submit project report based on field study: Practical aspects of ecotourism-Planning trips- travel and on-site training-Issues and Prospects of Eco-Tourism in Andhra Pradesh State.

Books for consultation:

5. Govinda Prasad et.al., Eco Tourism and Environmental Management, 2007
6. David B Weaver, Eco Tourism, 2008
Model Paper  
Sixth Semester  
Paper 602 Eco Tourism  

Max Marks- 75  
Time 3hrs  

Section – A  

Answer any FIVE of the following questions: 5×5=25  

1) Define Eco tourism  
2) What do you understand by green tourism  
3) Write the relationship between tourism and environment  
4) Name the eco tourism destinations in Andhra Pradesh  
5) Write about Sustainable Development  
6) Describe the ethical aspects of Tourism  
7) Write the significance of Rio Declaration  
8) Write the role of tourist in protecting environment  

Section – B  

Answer the following questions: 5×10=50  

9) a) Explain the growth of Eco tourism.  
   Or  
   b) Write about special interest tourism  
10) a) Examine the need to restore ecological balance.  
    Or  
    b) Mention the key steps to maintain Eco friendly tourism.  
11) a) Describe the planning of eco tourism destinations  
    Or  
    b) Explain the role of community involvement in conserving cultural heritage.  
12) a) Examine the significance of responsible travel and tourism.  
    Or  
    b) Describe the concept of carrying capacity of a tourist destination with examples.  
13) a) Write a report on any Eco friendly tourist destination in India  
    Or  
    b) Trace the relationship between Tourism and sustainable development
TOURISM AND TRAVEL MANAGEMENT
FIFTH SEMESTER

Paper – 503 TOURISM GEOGRAPHY

Unit – I

Importance of Geography in Tourism Latitude, longitude, International Data line
How to read maps. Timezones, Time differences G.M.T. variations

Unit – II

Major Tourist Attractions around the world North America, South America
Europe, Africa, Asia, Australia

Unit – III

Elements of weather and climate Itinerary Planning by Air Factors affecting
global and regional tourist movements

Unit – IV

Physical Geographical features of India Mountains, Rivers, Plains, Coastal Areas
Deccan Plateau, Lakes, Desert

Unit – V

Tourism network map
Maps of India showing major tourist circuits Project report on selected Indian
states Andhra Pradesh, Rajasthan, Karnataka Madhya Pradesh.

REFERRED BOOKS:

2. Boniface B & Cooper. C – The Geography of Travel and Tourism, 2005
3. Robinson H.A – A Geography of Tourism, 1976
Model Paper
Fifth Semester
Paper 503 Tourism Geography

Max Marks- 75
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) Write about latitude and longitude
2) What is the importance of Greenwich Mean Time
3) Mention any two tourist attractions in North America
4) Explain the elements of weather
5) Name the major rivers in India
6) Describe the climate of Deccan plateau
7) What are the major temples in Andhra Pradesh
8) Mention the important forts of Rajasthan

Section – B

Answer the following questions: 5×10=50

9) a) Examine the importance of geography in tourism
   Or
   b) Describe the time zones and time differences
10) a) Describe the major tourist attractions of Western Europe
    Or
    b) Write an essay on the tourist places in Asia
11) a) Explain the planning of itinerary by air
    Or
    b) Examine the factors affecting global and regional tourist movements
12) a) Describe the physical features of India
    Or
    b) Explain the significance of Himalayas in Tourism
13) a) Describe the tourist resources of Karnataka
    Or
    b) Write about the major tourist attractions in Madhya Pradesh
TOURISM AND TRAVEL MANAGEMENT
FIFTH SEMESTER
Paper – 504 Accommodation Management – I

Unit –I

Introduction to Hotels, Accommodation Industry Types of Hotels-International Hotels-resort Hotels, commercial Hotels; Residential Hotels; supplementary accommodation-Youth Hostels, Motels, Camping sites, Bed and Breakfast establishments

Unit –II

Evolution of lodging industry, Importance and Role of Hotels in Tourism

Unit –III

Rating of Hotels, Stars – Hotel Chains ITDC, Welcome, Taj group .Oberoi Hotels

Unit –IV

Marketing of Hotels
Meaning and concept of Hospitality Marketing – importance, its future.

Unit –V

Great leaders in hospitality Ellsworth Statler, Ralph Hitz, J. Willard Marriot, Marketing Mix Hotel Market & new trends

REFERRED BOOKS:

1. Dennis Foster –An Introduction to Hospitality
3. M. Lauren & J.C. Branson – Hotel, Hostels and Hospital housekeeping
Model Paper
Fifth Semester
Paper 504 Accommodation Management I

Max Marks- 75
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) What do you understand by the word hotel
2) Write the importance of accommodation industry
3) Examine the need of lodging industry
4) Write a note on Taj group of hotels
5) Describe the major hotel chains in India
6) Write the concept of hospitality
7) Write the contributions of Ralf Hitz to Hotel Industry
8) Write the features of hotel market

Section – B

Answer the following questions: 5×10=50

9) a) Write an essay on traditional hotels
   Or
   b) Explain the different forms of supplementary accommodations
10) a) Explain the evolution of lodging industry
    Or
    b) Describe the role of hotels in tourism
11) a) Mention the features of Heritage hotels
    Or
    b) Examine the contribution of ITDC in hotel industry
12) a) Write the importance of Marketing in hotel industry
    Or
    b) Discuss the future of accommodation industry in India
13) a) Explain the concept of marketing mix in hotel industry
    Or
    b) Describe the services of Ellsworth Stalter to hotel industry
Unit – I
Definition of tour package, types, forms of Package tours Product oriented package tours special interest Tours.

Unit – II
Planning for a tour package components of a tour package Factors in tour packaging design

Unit – III
Steps in Tour Package Designing Destination survey, seasonal consideration confidential tariff, seasonal consideration confidential tariff arrangements payment procedures, etc limitation of a package tour

Unit – IV
Itinerary preparation – necessary requirements do’s and don’ts of itinerary preparations costing, quotation, tariff, commissions & other remunerations of tour operation

Unit – V
Tour operation Documentation Hotel & Airline Vouchers, Pax docket, daily sales record, AGT statements communication for Reservation & cancellation importance and significance of credit cards.

REFERRED BOOKS:

1. Foster D.L. The Business of travel Agency operation and Tour Management
3. Susan Webstar – Group travel Operating Procedure
4. A.K Bhatia, the Business of Travel Agency and Tour Operations Management, 2012
Section – A

Answer any FIVE of the following questions: 5x5=25

1) Define tour package
2) Write the importance of package tours
3) Mention the types of package tours
4) What are the limitations of package tours
5) Write the do’s and don’ts of itinerary preparation
6) Describe any package tour offered by APTDC from Visakhapatnam
7) What are the required documents in tour operation
8) Write the meaning of Pax docket

Section – B

Answer the following questions: 5x10=50

9) a) Describe the forms of package tour
    Or
b) Explain special interest tours with examples
10) a) What are the components of a tour package
    Or
    b) Mention the factors in tour packaging design
11) a) Describe the steps in tour packaging design
    Or
    b) Explain the confidential tariff arrangements
12) a) Mention the necessary requirements for itinerary preparation
    Or
    b) Describe the commissions and other remunerations of tour operation
13) a) Explain the communication for reservation and cancellation
    Or
    b) Write the importance of credit cards
TOURISM AND TRAVEL MANAGEMENT
SIXTH SEMESTER
Paper – 604  Accommodation Management. II

Unit –I

Key departments in a Hotel front Office Management Advantages ,Formalities and formats

Unit – II

Types of rooms and plans – Organization chart and duties and responsibilities qualities of front Office staff

Unit – III

House Keeping Introduction to House keeping – importance of house keeping department; Organizational Chart and the duties and responsibilities . Cleaning – different equipments & agents Daily routine systems, Laundry, linen & uniform, interior decoration, special decoration.

Unit-IV

Food & Beverage Service introduction to food & Beverage service Types of Services – menus, idea about Beverages- Alcoholic & Non- Alcoholic

Unit –V

Food Production Introduction – Hierarchy, Idea about different cuisines- national and international – Specific Menus

REFERRED BOOKS:

2. T.E. Philip- Modern Cookery val I&II, 1965
3. Denisliicrap- Food & Beverage Service 2006
Model Paper
Sixth Semester
Paper 604 Accommodation Management II

Max Marks- 75
Time 3hrs

Section – A

Answer any FIVE of the following questions: 5×5=25

1) Write the importance of reception in a hotel
2) Mention the key departments in hotel
3) How many types of rooms are there in a hotel
4) Write the significance of organization chart
5) Write the meaning of house keeping
6) Name the different cleaning agents
7) Mention the importance of menus
8) List the non alcoholic beverages

Section – B

Answer the following questions: 5×10=50

9) a) Write the advantages of front office
   Or
   b) Mention the formalities and formats in a hotel
10) a) Write the duties of front office staff
    Or
    b) Explain the qualities of front office staff
11) a) Write the importance of house keeping department
    Or
    b) Describe the features of interior decoration in a hotel
12) a) What are the services rendered by food and beverage department
    Or
    b) Describe the various types of beverages in a hotel
13) a) Explain the hierarchy in food production
    Or
    b) Write about South Indian cuisine.