Section – A (Short Answer Questions)  
Answer any five of the following questions 

1. Distinction between Tourist-Traveler-Visitor-Excursionist.  
2. Types and Forms of Tourism  
3. Domestic and International tourism  
4. UNWTO (United Nations World Tourism Organization)  
5. Determinants of tourism demands  
6. Positive and Negative Impacts of Tourism  
7. Nature and characteristics of Tourism Industry  
8. Hospitality  

Section – B (Essay Questions)  
Answer all of the following questions 

9. a) Definitions and Historical development of tourism?  
   or  
   b) Explain Components of tourism and its characteristics?  

10. a) Describe the features, pattern of growth and profile of Domestic tourism?  
    or  
    b) Explain the role of International Tourism Institutions and organizations in promoting 
       International movement?  

11. a) Describe the concept of Tourism Demand and Supply?  
    or  
    b) Explain the Emerging Trends and new thrust areas of Indian tourism?  

12. a) Explain the Socio and Cultural impacts of Tourism?  
    or  
    b) Explain the Economic, Environmental and Political impacts of Tourism?  

13. a) Describe the Status of Tourism and Tourism Industry in India?  
    or  
    b) Tourism in India is declared as an Industry. In this Context explain the consequences 
       of Industry status?
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

Unit - III

- Cultural Tourism Resources of Andhra Pradesh

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
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


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 liasioning 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; Email, 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
