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 g, 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 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
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 Föster – An Introduction to Hospitality
3. M. Lauren & J.C.Branson – Hotel, Hostels and Hospital housekeeping
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:


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Dept. of Tourism & Hospitality Management
Acharya Nagarjuna University
NagArajan Nagar, Guntur-522 5
TOURISM AND TRAVEL MANAGEMENT
SIXTH SEMESTER
Paper – 602, 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 1&II, 1965
3. Denisliicrap- Food & Beverage Service 2006
Model Paper  
Fifth Semester  
Paper 501 Tourism Management  

Max Marks- 75  
Time 3 hrs

Section – A

Answer any FIVE of the following questions: 5x5=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: 5x10=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 NTO 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.

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Model Paper
Fifth Semester
Paper 86A 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 Edithworth Statler to hotel industry

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Model Paper
Sixth Semester
Paper 601 Tourism Marketing

Max Marks- 75
Time 3hrs

Section - A

Answer any FIVE of the following questions: 5x5=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: 5x10=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.
Model Paper
Sixth Semester
Paper 4 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 housekeeping
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 housekeeping 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.

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