

## **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

## **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
- National Action plan for tourism (NAPT) 1992: Objectives and strategies.
- 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**

1. Inskip, E. (1991): Tourism Planning: An Integrated and Sustainable Development Approach, van Nostrand Reinhold, New York.
2. Mukhopadhyay, S (2007) : Tourism Economics, ANE Books New Delhi-02
3. Sharma. K.K. (2000): Planning For Tourism.
4. Sharma. J.K. (2000): Tourism. Planning & Dev
5. Sinha, R.K.(1996):Tourism: Strategies, Planning & Development.
6. UNWTO (2001): National and Regional Tourism Planning : Methodology and Case Studies: Thomson Learning, UK

## **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 liaisoning 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 broacher/information leaflet with the help of incorporating the important destinations Andhra Pradesh.

### **REFERRED BOOKS**

1. Bhatia, A.K (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd. New Delhi
2. Bhattachararya, P. (2004): Tourism in Assam, Trends and Potentialities, Bani Mandir, MMC Bhawan, Ghy -3

3. Mandal, V.K.(2008): Travel and Transport Agency, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi
4. Negi, J. (1998): Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi -02
5. Negi, K.S.(2011): Travel Agency Management, Wisdom Press, New Delhi - 02

