

**Third Year B. B. A.  
Elective Paper - 10 TOURISM MANAGEMENT**

Importance of Tourism in developing countries Basic difference between Tourism and other industries. 10%

Tourism Management : Management concepts & Techniques Their relevance to Tourism : Scope. 10%

**3. Relevant Factors in planning Long term : 10%**

- Short term and long term.
- Types of facilities :  
(a) Construction and management of Hotels Motels and Travelers lodges, (b) Management of transport facilities for Tourism, (c) Preparation of publicity and Promotional materials and (d) Provision of Entertainment & management of duty free shops at International Airports.

**4. Financial management in Tourism : 20%**

- Fixed working capital Management - major sources of income & Expenditure Extent of Foreign Exchange Earnings.
- A critical Review of the financial Provisions under Five Year plans measures to augment the profitability from Tourism.

**5. Personnel Management in Tourism : 10%**

- Identification of special skills required for Tourism - Need for special orientation - Recruitment - Training - Compensation and control.

**6. Tourism Market : 10%**

- Characteristics - Domestic & Foreign Tourism, and other bases for segmentation.

**7. Application of Marketing Research to Tourism : 10%**

- Demand projections for the inflow of tourism- Region wise assessment of tourism potentials - Corresponding projections. In respect of Hotel requirement, Transportation, and other special facilities - financial implications : overall and sectoral.

**8. Institutional Framework : Need - Overall Framework : 10%**

- Department of Tourism : Organizations and Functions - management of Regional office in India and abroad.
- The India Tourism Corporation Organization and Function Tourism. Corporation at the state level- Organization and function
- Performance Appraisal of the above mentioned Institutions.

**Note :** One case each in the areas of :

- Planning of infrastructure facilities.
- Incentives for promoting tourism.
- Working Capital management in tourism.
- Training programme.