

TOURISM BUSINESS-I

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Tourism: concept & features, understanding the terms tourist, excursionist, visitor, vacationer, tourist resource, tourism product and destination, nature and scope of tourism, components and types of tourism

Tourism as an industry, performance of tourism in India over the years, problems and prospects of tourism in India, tourism education and its significance for tourism industry,

Factors responsible for growth and development of tourism at the global level; tourism trends at international level; economic impacts of tourism, socio-cultural impacts of tourism.

REFERENCES

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- A.K. Bhatia- Tourism Development Principles and Practices Sterling Publishers, New Delhi.
- Anand M.M.- Tourism and Hotel Industry in India: Sterling Publishers, New Delhi.
- Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, New Delhi.
- IITTM- Growth of Modern Tourism Manograph: IITTM, New Delhi.
- Burhat & Madlik- Tourism- Past, Present and Future, Heinermann, London.
- Wahab, S.E.- Tourism Management: tourism International Press, London.
- Brymer, Robert A- Introduction of Hotel and Restaurant Management: HUB Publication Co., Iowa.
- Dutta, **Bholanath**, “International Tourism Management”, Himalaya Publishing House.
- Jah, S. M., “Tourism Marketing”, Himalaya Publishing House
- Singh, Manpal, “Tourism Management and Marketing”, Himalaya Publishing.