

TOURISM BUSINESS-II

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.

- Domestic tourism development in India
- Domestic vs. international tourism
- Role of different tourism organizations
- WTO, PATA, IATA, TAAI, IATO

REFERENCES

- Christopher J. Holloway- The Business of Tourism Macdonald and Evans.
- 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.