



CENTER FOR HOSPITALITY AND TOURISM

BABA GHULAM SHAH BADSHAH UNIVERSITY

RAJOURI (J & K) – 185234

Semester-Fourth

Course Code	Course Title	Credit	Internal Assessment Marks	University Exam	Max. Marks
Core Courses					
MBAHTM-401	Tourism Resources & Geography of India.	4	40	60	100
MBAHTM-402	Travel Agency & Tour Operations.	4	40	60	100
MBAHTM-403	Tour Policy, Planning and Development.	4	40	60	100
MBAHTM-404	Tourism Management in India.	4	40	60	100
Choice Based Complimentary Elective Courses. Students are required to opt. any two of the following Courses.					
MBAHTM-405	Entrepreneurship Development in Hospitality & Tourism.	4	40	60	100
MBAHTM-406	Food & Beverage Management.	4	40	60	100
MBAHTM-407	Accommodation Management.	4	40	60	100
MBAHTM-408	Dimensions of International Tourism.	4	40	60	100
MBAHTM-409	Viva-Voce	50
	Total	24	240	360	650

4th Semester (Hospitality & Tourism Syllabus)

Course Code: MBAHTM-401

Course Title: Tourism Resources & Geography of India
Credit Value: 4

Maximum Marks:100

University Examination:60

Sessional Assessment:40

Examination Duration: 03 Hours

Course Objective: This course introduces students to geographical locations of tourist places, their weather climate and distances, convenient routes to reach them and their characteristics.

Unit I:

Geography of Tourism: Definition, scope and contents of Geography of Tourism. Approaches, Methodology and Techniques. Analyses in Geography of Tourism. Importance of Geography of Tourism. Natural and climatic regions of the world in brief. How to read a map.

Unit II:

Latitude, Longitude, International Date Line, time zones and calculation of time. Time differences, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time). Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis and Developmental strategy. Types, forms, patterns and linkages in Tourism.

Unit III:

Impact of weather and climate on Tourist destinations. Geographical Determinants: Diversities and disparities. Typology of area and Linkages flows and orientation.

Unit IV:

Indian Geography: Physical and political features of Indian subcontinent. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

Unit V:

Political and Physical features of world geography. Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver). Central America (Costa Rica, Panama, Belize etc) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. **Section B** will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course outcomes

CO1: To Understand the scope, approaches and methodology of tourism geography.

CO2: To understand the different physical dimensions of earth and its need in geography of tourism.

CO3: Discuss the changes in climatic and weather condition of the world and its impact on tourist destination.

CO4: To study the different physical and political features of Indian subcontinent.

CO5 :To study the different physical and political features of world geography

Books Recommended:

1. Boniface B. and Cooper C. (1987) "Geography of Travel and Tourism", London,England, Heinemann Professional Publishing.

2. Burton Rosemary (2005) “the Geography of Travel and Tourism”, (London).
3. Dubey and Negi (1988) “Economic Geography Delhi”.
4. Gopal Singh (1988) “The Geography of India”, Delhi
5. R. M. Desai (1988) “ Strategy of food and agriculture”, Bombay

Course Code- MBAHTM-402
Course Title: Travel Agency and Tour Operations
Credit Value: 4
Examination Duration: 3 Hours

Maximum Marks: 100
University Examination: 60
Sessional Assessment: 40

Course objective: The course aims at imparting basic knowledge about travel industry to students with the skills to deal with travel agencies and travel operations.

Unit-1

Conceptual Framework of Travel Agency & Tour Operators: Definition of Travel agency, and tour operators, difference between the travel agency and tour operators, types of travel agencies and tour operators, Growth and development of travel agencies and tour operators in India and worldwide, role and contribution of travel agencies in the growth and development of tourism industry.

Unit-2

Setting up and approval of Travel Agency Business: Procedure for the setting up of travel agency and tour operators business, procedure for the approval of travel agency and tour operators business from Department of Tourism, Government of J&K, Department of Tourism- Government of India and international Air Transport Association (IATA). Various Types of incentives available to travel agencies and Tour operators in India.

Unit-3

Functions of Travel Agency & Tour Operators Business: Travel information and counseling to tourists, itinerary development and preparation, Airline ticketing and Reservations, Tour packaging, Reservations, handling tour file, tour documentation, Sources of income for travel Agency & Tour Operators Business.

Unit-4

Travel Agents and Tour operators organization: Role and contribution of various national and international organizations in the development of tourism industry- Indian Association of Tour operators (IATO), Travel Agents Association of India (TAAI), international Air Transport Association (IATA), Pacific Asia Travel Agents Association (PATA), American Association of Travel Agent Association (ASTA), Universal Federation of Travel Agent Association (UFTA)

Unit -5

Linkages and Arrangements: Linkages and arrangements with hotels, Airlines, Transport organizations, Ancillary tourism organizations. Organization structure of medium and large scale travel agencies and tour operators business, Present status and future prospects of travel agency and tour operators business in India.

Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. **Section B** will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course outcomes

CO1: knowledge and skills on the operations and management of tour and travel segments of tourism industry including trends and contemporary issues in the travel industry.

CO2: knowledge about the various factors influencing the tour operator industry including setting up of travel agencies and legal aspects in travel and tour operations.

CO3: knowledge and skills of tour operator's products which includes travel, transfer and accommodation planning.

CO4: knowledge about the various active organisations involved in the active development of the travel and tour operations across the globe.

CO5: Equip them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.

Books Recommended:

1. Bhatia A.K., Travel Agency and Tour Operations, Sterling Publications, New Delhi
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi
5. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.

Course Title: Tour Policy, Planning & Development

Course Code: MBAHTM-403

Duration of Examination: 3 Hours

Credit Value = 4

Total Marks:100

University Examination:60

Sessional Assessment:40

Objectives: The course will expose students to the Tourism policy of India, and those of a few famous Indian states.

Unit – I Introduction: Concept and formulation of tourism policy, Role of government, public and private sectors, Role of international, multinational, state and local tourism organizations in carrying out tourism policies.

Unit – II Tourism Policy: National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case studies of tourism policies (Jammu and Kashmir, Rajasthan and Kerala.). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit – III Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Role of Public and Private sectors in Tourism Development. Analysis of an individual Tourism Project (Development of the Buddhist circuit)

Unit – IV International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.

Unit – V Public Private partnership in Tourism Sector, concept , scope and importance. Tourism Policy of India 2015, Tourism Policy of Jammu and Kashmir.

Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. **Section B** will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course outcomes

CO1: Expose the students how to formulate the tourism policy.

CO2: Discuss the different phases of Indian tourism policy making journey.

CO3: Provide Knowledge of making plans and steps of planning for tourism development.

CO4: To make the students understand the nature of international tourism agreements.

CO5: To critical examine the role and need of public, private partnership in tourism sector.

Suggested Readings:

- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

Course Code: MBAHTM-404
Course Title: Tourism Management in India
Credit Value: 4

Maximum Marks:100
University Examination:60
Sessional Assessment:40
Examination Duration: 03 Hours

Objective: To make student familiar with Tourism management practices in India.

Unit I: Tourism: Concepts, Definition and Historical development of Tourism. Distinction between Tourist-Traveller-Visitor-Excursionist. Types and Forms of Tourism; Tourism system: Nature, characteristic. Components of tourism and its characteristics. **Tourism Policies in India:** National action Plan 1992. National Tourism Policy 2002.

Unit II: Need for tourism planning, Essentials of planning, Eight – point planning process, aims of tourism planning. Significance of planning.
Domestic and International tourism: Domestic tourism: features, pattern of growth, profile. International tourism: Generating and Destination regions. Pattern of growth and Profile.

Unit III: Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demand; Motivation and tourism demand; measuring tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.

Unit IV: Tourism Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political, Status of Tourism in India. The Tourism Industry: Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as Industry in India, consequences of Industry status.

Unit V: International Tourism Institutions and organizations: International Tourism Institutions and organizations and their role in promoting international movement-UNWTO , WTTC, TAAI, IATO, IATA, ITC.

Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. **Section B** will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course outcomes

CO1: To make student familiar with historical development of tourism and its growth in India.

CO2: To discuss the need and essentials of tourism planning for the sustainable growth of tourism industry.

CO3: To understand the nature of demand and supply factor in tourism business.

CO4: To discuss the critical analysis of different tourism impact on society, culture and environment.

CO5: to understand the functions of international tourism institutions and organisations in tourism industry.

Books Recommended:

1. Akhter, Javaid (2009) Tourism Management in India, Aph Publishing Corporation.
2. Bhatia, A.K. (2009) Tourism Development: Principles & Practices, Sterling Publisher (P) Ltd. New Delhi.
3. Cooper, Fletcher (2007) Tourism Principles and practices (1993) Pitman.
4. K. N. Patel (2010), Travel and Tourism: International Approach Adhyayan Publishers & Distributors.
5. Singh Kr Awadhesh & Mulla Abdul Majeed (2011) Management of Tourism in India, Madhav Books.
6. Swain, K.S & Mishra, M.M. (2012). Tourism Principles and Practices. Delhi: Oxford University.

Course Title: Entrepreneurship Development in Hospitality and Tourism

Course Code: MBAHTM-405
Duration of Examination: 3 Hours

Total Marks:100

University Examination:60
Sessional Assessment:40
Credit Value = 4

Objective: The aim of this course is to enrich students with entrepreneurial styles and challenges in Hospitality & Tourism

Unit I:

Entrepreneur & Entrepreneurship – definition-concepts- characteristics and functions. Distinction between entrepreneur and manager, entrepreneur and entrepreneur, entrepreneur and entrepreneurship- traits and motivation; theories of motivation. Role of entrepreneur in economic development- factors affecting entrepreneurial growth. Tourism as an industry, basic needs of a tourism entrepreneur. Schumpeter's concept of an entrepreneur. Risk and uncertainty in entrepreneurship with particular reference to tourism and hospitality. Entrepreneurial competencies.

Unit II:

Types of entrepreneurs: The entrepreneurs on various aspects like, objectives, behavior, business technology, motivation, growth, stages of development, scale of operations. Factors affecting entrepreneurial growth in general and in particular to tourism and hospitality. Women entrepreneur; need, scope and problems. Tourism and women entrepreneurs-emerging challenges, women empowerment and entrepreneurship. Use of manpower in tourism.

Unit III:

E D P: meaning and objectives. Reasons for starting an enterprise-importance of training-target group-contents of training programme-special agencies for entrepreneurial development and training- banks, public and private, T C O's NIESBUD, EDII XISS, NABARD, NISIET etc, problems in the conduct of E D P's-steps to make EDP successful – factors affecting tourism entrepreneurial growth-economic ,social, psychological , governmental attitude, competitive factors & opportunity analysis.

Unit IV: Venture promotion: Venture promotion steps- searching for prospective business ideas or opportunities; processing of these ideas and selecting the best idea; collecting the required resources and setting up the enterprise. Forms of ownership, problems faced by a new entrepreneur. The pre requisites to start an enterprise- registration- different types of license and other requirements. Small scale business. Tourism marketing mix for entrepreneurs-travel firms (tour operators, travel agencies) SME's- Hospitality-(hotels, supplementary units)

Unit V: Project: meaning, features & classification. Detailed study of the phases of project, project identification, project formulation, project appraisal, project selection, project implementation & management. Format of feasibility report. Role and responsibilities of a project manager. Comparative study of PERT and CPM. Distinguish between administration and management. TQM. Foreign language as a tourism product, SWOT analysis. Subsidies and incentives: role in tourism industry.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course outcomes

CO1: understand basic concepts, characteristics and functions of entrepreneurship and need of tourism entrepreneurship.

CO2: know about various types of entrepreneurship, various factors that affect growth of entrepreneurship.

CO3: understand various governmental and non-governmental organisations working for entrepreneurship.

CO4: introduce start-ups, venture promoting, idea generation for prosperous business.

CO5: have an empirical knowledge of project development and detailed knowledge about projects, understand project management techniques like PERT, CPM, SWOT analysis.

Recommended Books:

- Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management, Kalyani, New Delhi. 5. Abraham M.M., Entrepreneurship Development and Project Management, Prakash: Changanacherry.
- Desai, Vasant(2012) Entrepreneurship Development, Himalaya Publishers.
- Hisrich.D.Robert. (2011), International Entrepreneurship: startingDeveloping and, Managing a Global Venture, Sage.
- Rice P. Mark (2008), Entrepreneurship, Atlantic Publishers.
- Stephen J. Page (Editor), Jovo Ateljevic (2009) Tourism and Entrepreneurship: International Perspectives (Advances in Tourism Research), A Butterworth-Heinemann Title; 1 edition.

Course Title: Food & Beverage Management

Course Code: MBAHTM-406

Duration of Examination: 3 Hours

Credit Value : 04

Total Marks:100

University Examination:60

Sessional Assessment:40

COURSE OBJECTIVE:

The course objective is to impart empirical foundations and professional orientation towards the practice of food and beverage management as it applies to business, culinary arts and hospitality to the students. The course will make students understand principles of food preparation, cooking techniques, material handling, heat transfer and professionalism.

UNIT I: KITCHEN MANAGEMENT

Job description: Hierarchy, Attitude and behaviour; Food premises, Kitchen planning, Basic Preparation and operations, Basic principles of food production, Equipments, Fuels and coordination with other departments.

UNIT II: MENU

Types of menu – menu planning, Beverage menu, Menu designing, menu merchandising, menu balancing, wine and food pairing.

UNIT III: PRE - PRODUCTION

Purchasing procedure, price and quality performance, Purchase specification, receiving, storing and issuing, methods of storage and stock taking.

UNIT IV: FOOD AND BEVERAGE PRODUCTION

Food production methods, Beverage production methods, F & B Service areas, Food and beverage service methods, specialized services.

UNIT V: CATERING MANAGEMENT

Types of catering: fast-food and popular catering, hotels and quality restaurants, industrial catering, hospital catering, basic policies, financial marketing and catering, control and performance management

Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. **Section B** will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course outcomes

CO1: Understand basics concepts of kitchen planning and operations, role and responsibilities of Kitchen staff in catering industry.

CO2: understand various concepts of Menu-planning, designing and merchandising in various catering types of outlets.

CO3: Understand about the procedure of food purchasing and storage and stocking methods.

CO4: Evaluate various types of services, roles and responsibilities of staff in F&B department. And special service methods.

CO5: understand basics and various types of catering establishments: control and performance management

Books Recommended:

1. Arora, Krishna. (2010)Theory of Cooking. Frank Bros. & Co.
2. Bernard Davis, Andrew Lockwood and Sally Stone(1998) Food and Beverage Management, Third Edition. Elsevier.
3. Denney G. Rutherford and Michael J. O’Fallon.(2007) Hotel and Management Operations. Latest edition. John Wiley & Sons,
4. John A. Cousins, David Foskett, Cailein Gillespie. (2002)Food and Beverage Management. Prentice Hall.
5. Parvinder S.Bali. (2009)Food Production Operations. Oxford.

Total Marks:100

Course Title: Accommodation Management

Course Code: MBAHTM-407

Duration of Examination: 3 Hours

Credit Value : 4

University Examination:60

Sessional Assessment:40

COURSE OBJECTIVE

The course has been conceived to make students aware about the hotel industry & its various departments. The course further tries to provide students better understanding on the various aspects of hotels.

COURSE OUTCOME

The course will prepare students for handling Accommodation management processes and procedures in hospitality Industry.

UNIT I: INTRODUCTION

Accommodation: concept, types & Typologies, Linkage & Significance with relation to tourism. Emerging dimensions of Accommodation Industry: Heritage hotels, motels & Resort properties & time share establishments; Hotel: Origin, growth & diversification, various departments of a standard hotel. Classification / Categorization of hotels.

UNIT II: Hotel Industry in India

Leading multinational hotel chains operating in India, public sector in hoteliering business: role, contribution & performance. Duties & Responsibilities of Housekeeping department: Executive Housekeeper, Asst Executive Housekeeper-Middle level Management-Skill based employee's responsibilities-Communication responsibilities-Total quality innovations-tariffs

UNIT III: INFRASTRUCTURE MANAGEMENT

Interior decoration & design: Elements and Purpose-Fixtures & Furniture's-Carpets & Floor-Lighting & Colours-Managing Inventories:-Linen & Uniforms-Cleaning equipments & Agents-Budget Process-Safety & Security-pest control-Safety and security, types of Linen used in restaurants.

UNIT IV: HOSPITALITY PERSONNEL MANAGEMENT

Managing Human Resources:-Induction and Training-Recruiting, Selecting-Skill Training & Coordination-Motivation & Employee Discipline. HRD perspective with special reference to India, Fiscal & non fiscal incentive available to hotel industry in India: Ethical, legal & regulatory aspects.

UNIT V: GREEN HOSPITALITY

Eco housekeeping-Horticulture-Contemporary spas-Conservation practices and methods-Eco hotels and recent trends- Emerging trends- Practices at private and public sector.

Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. **Section B** will contain 10 long answer type Questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course outcomes

CO1: Understand the basic conception of accomodation industry.

CO2: Analyse concept of hotel industry in India and also understand the duties and responsibilities of housekeeping department.

CO3: Understand the concept of interior decoration and design as well as operations involved in uniform.

CO4: Acquaint with the basic components of managing human resources in hospitality industry.

CO5: Evaluate about the emerging trend of the subject of Green hospitality.

Reference books:

1. Sudhir Andrews, Hotel House Keeping Training Manual, (2005) Tata Mc Graw Hill
2. Tiwari Jatashankar R. (2009) Hotel Front office. Oxford University Press,
3. Casado Matt A. A (2012), Housekeeping Management, John Wiley & Sons Inc.
4. Aleta Nitschke, Marget M.M. Kappa (1990) Managing Housekeeping operations. Amer Hotel
5. Robert J. Martin, Professional Management of Housekeeping operations, John Wiley & Sons Inc. Publishers, New Delhi

Course Title: Dimensions of International Tourism.

Course Code: MBAHTM-408

Duration of Examination: 3 Hours

Credit Value: 04

Total Marks:100

University Examination:60

Sessional Assessment:40

Objective: The objective of this course is to educate the students about various dimensions of international tourism.

Unit 1: International Travel and Tourism Statistics

Types & typologies of tourism, Travel motivators & deterrents, Pull & Push forces in Tourism, Regional and Global tourist movements, Tourist Arrivals/Receipts, challenges. Factors affecting- Demand and Supply at tourist destinations.

Unit 2: International Tourism Destination Development

Need for planned development, various levels at which plans are prepared. Scale of International Tourism Destination Development- Allocentric, Midcentric and Psychocentric. The emerging international tourism types. Political aspects of the international travel.

Unit 3: The Role of the Government and international Tourism Bodies

Need for Tourism organizations, National Tourism Organization (NTO) - Functions, Administrative set up. India's out bound Tourism for Gulf, Europe, USA, South East Asia Australia and New-Zealand, characteristics and patterns of India's major international markets, domestic tourism in India, patterns and characteristics of major tourist generating states. ITDC, DGCA, AAI, FHRAI, TAAI.

Unit 4: International Travel Formalities

Aviation Geography: IATA Traffic conferences, important tourist circuits and popular Itineraries of Middle East, Asia Pacific and Europe. Customs Formalities, Passport, Emigration and Immigration- passport, Arrival and Departure formalities, Health Regulations, Airport tax. Visa- types. Visa rules for India, Duration of stay, Currency regulations, Exchange Control formalities- Currency and jewellery, payment of hotel bills, purchase of goods.

Unit 5: International Tourism Organizations

International Tourism Organizations: UFTAA, WATA, WTO, PATA , IATA, ICAO, IHA
Travel industry fairs- Participation Advantages. Role of ITB, WTM, PATA Travel Mart and FITUR.

Course outcomes

CO1: To understand the nature of international travel motives and travel statistics.

CO2: To familiarize the students with the tourism destination development levels and need.

CO3: To understand and examine the role of different tourism bodies at national and international levels.

CO4: To familiarize the students with the legal formalities and documentation need for tourism and travel business.

CO5: to study the role and functions of International tourism organisations.

Suggested readings:

1. Bhatia, A.K., (2001) - International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
2. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.
3. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
5. Seth, P.N., (1999). Successful Tourism Management (Vol 1 &2).
6. Sunetha Roday ET. al., (2009). Tourism operations and management, Oxford Univ. Press, New Delhi.