

The nature of conference markets ♦ Demand for conference facilities ♦ Economic and social significance of conventions-impact of conventions on local and national communities ♦ Demographic trends and Geographical Distribution ♦ introduction to professional meeting planning ♦ management of conference at site.

Unit ♦ III

Convention / exhibition facilities, Benefits of conventions facilities. Interrelated venues. Project planning development.

Unit ♦ IV

Meeting planner/ convention manager, Organizing and planning events. Major attributes of meeting planners. Types of meeting planners. Convention and visitor bureaus. Bureaus structure and funding.

Unit ♦ V

Travel Industry Fairs:

Participation Advantage

ITB ♦ WTM ♦ SMTV ♦ FITUR ♦ EIBTM- PATA TRAVEL MART.

REFERENCE BOOKS:

Gray and Higouri : Hotel and Motel management & operations.

A.K. Bhatia ♦ 2001, Sterling Publishers Pvt Ltd.

BTS PROGRAMME

CORE 12 ♦ ECO ♦ TOURISM

Objectives

1. To enable the students to understand new trends in travel and tourism industry.
2. To understand different managerial technique adopted for sustainable eco tourism development

Unit ♦ I

Eco- Tourism :- concept and definition ♦ the eco- tourist character- eco-tourism products- trends.

Unit ♦ II

Eco- Tourism development :- definition and their relevance for tourism- common property resources and their management of tourism- strategies of eco- tourism development.

Unit ♦ III

Planning for sustainable development :- Area Protection ♦ industry regulation ♦ visitor management techniques, environment impact assessment (EIA), carrying capacity ♦ Types.

Unit ♦ IV

Sustainability :- principles of sustainability ♦ tourism ecological sustainability ♦ economic sustainability ♦ socio cultural sustainability ♦ psychological sustainability.

Unit ♦ V

Eco- Tourism and India ♦ Eco ♦ tourism and World Tourism Organisation, present scenario, national committee on tourism and ecological aspects of tourism.

REFERENCES

1. Tourism in the new Millennium ♦ Challenges opportunities ♦ Dr. S.P. Bansal
Sushma, Sonia and chander Mohan.
2. Bro, E. ♦ Eco -tourism ♦ The potential and pitfalls.
3. Brandon . K. ♦ Eco ♦ tourism and conservation
4. David A. Fennel ♦ Eco- tourism and conservation
5. Martin Mowforth and Ian Munt ♦ Tourism and Sustainability.

BTS PROGRAMME

CORE- 13 ♦ GUIDING AND NEGOTIATING SKILLS FOR TOURISM

Objectives

1. To understand the qualities of a guide.
2. To impart knowledge on various skills necessary for guiding the tourists.

UNIT- I

Meaning ♦ concept and types of guide; duties and responsibilities ♦ qualities of a good guide.

UNIT- II

Conducting tours:- Conducting various types of tour- understanding clients need- establishing good service security measures.

UNIT- III

Skills:- standard of dress and personal grooming ♦ Greeting participant and introducing self- leading the participants- skill in leading group.

UNIT- IV

Professional development :- Interpretative planning; Training staff for interpretation ; Evaluation techniques; Sources of professional assistance.

UNIT- V

Negotiation skills ; Types of negotiation techniques , negotiating a business deal.

Reference

Pond K.L : The professional guide : Dynamics of Tour Guiding, 1993

BTS PROGRAMME**CORE ♦ 14 ♦ TRAVEL AGENCY AND TOUR OPERATION BUSINESS****Objectives**

1. To understand the inner working mechanism of the travel agency.
2. To understand various skills necessary for tour operation business.

UNIT ♦ I

Travel trade :- History and development of travel agency- functions, travel agent- types- responsibilities, source of income of a travel agent- setting up of travel agency; Role of IATA and approval ♦ approval from the government ♦ Bill settlement Plan (BSP)

UNIT ♦ II

Tour operation :- concept and nature of tour operation ♦ functions ♦ types of tour operations ♦ type of tour operators.

UNIT ♦ III

Travel agency and tour operations: - Difference between travel agent and tour operator ♦ linkages and arrangements with hotel - travel agencies and airlines- tour escorts and guides.

UNIT ♦ IV

Itinerary development: - Meaning and definition ♦ types of Itineraries ♦ reference tool for itinerary preparation ♦ development of effective itinerary.