

**S.Y.B.A. SEMESTER.- IV**

**NEW SYLLABUS OF GEOGRAPHY (w.e.f. : June 2016)**

**GEOGRAPHY OF TOURISM MANAGEMENT**

**Code: – APC-II ( 465207)**

Objectives: 1. To familiarize the students with the aspects of

tourism management.

2.To acquaints the students with tavel agencies and their

management.

<b>Unit</b>	<b>Topic</b>	<b>Sub Topic</b>	<b>Periods</b>	<b>Marks</b>
<b>I</b>	<b>Role of Accommodation</b>	1.Need of different types of Accommodation 2. Types of Accommodation 3. Hotels, Types of Hotels. 4. Motels, 5. Dharmashalas, 6. Tourist Homes, 7. Youth Hostels	1 5	25
<b>II</b>	<b>Travel Agencies</b>	1. Definition and History of Travel Agency. 2. Functions of Travel Agencies	1 0	20
<b>III</b>	<b>Tourism Marketing</b>	1. Concept of Marketing : a. Tourism product- b. Attraction and facilities, c. Accessibility, marketing, d. characteristics. 2. Types of Tourism Marketing a. Vocational Tourism, Business b. Tourism, common interest tourism. 3. Function of Tourism Marketing a. Marketing	1 5	25

IV	Development and Planning	<b>(A) Tourism Planning:</b> (i) Tourism Planning in Developed and developing countries. (ii) Components of tourism Planning:	20	30
			c) Infrastructural facilities. d) Model of tourism Planning. <b>(B) Tourism Development:</b> a) Development of tourism in India and Maharashtra. b) Tourism Policies of India and Maharashtra. c) Case study of following Tourist centers	

**Reference Books:**

- 1) **Bhatia A K (2001):**-Tourism Development , Scientific Publication, New Delhi.
- 2) **Boniface B. and Cooper C.(1987):**-The Geography of Travel and Tourism, Heinemann Professional Publishing. London, England .
- 3) **Burkart and Medlik (1981):Tourism:** Past, Present and Future Heinemann, ELBS.
- 4) **Cooper, Fletcher, Tourism ( 1993):** Principles and practices, Pitman. Publishing .
- 5) **Dixit, M.(2001):** Tourism Geography and Trends: Royal Publication Hall, New Delhi.
- 6) **Kaul (2003):** Dynamics of Tourism (New Delhi, Sterling)
- 1) **Mill and Morrison(1992):**- The Tourism system- an Introductory Text , Prentice Hall.
- 2) **P.S. Gill (1998):** Dynamics of Tourism (4 Vols), Anmol Publication. New Delhi,
- 3) **P.C. Sinha (2001):** Tourism Evolution Scope Nature & Organization, Anmol Publication. New Delhi.
- 11) **Robinson H.A.A(1981):** Geography of Tourism, and Evans, London.
- 12) **Bhole & Bhatewal (2012):** Payrtan Bhugol, Prashant Prakashan, Jalgaon
- 13) **Gharpure V.T. (2006)-** Payrtan Bhugol,Vidhya Prakashan, Nagpur.
- 14) **Nagtode & Pardhi D.A (2007):** Payrtan Bhugol, pimpalapure Prakashan , Nagpur