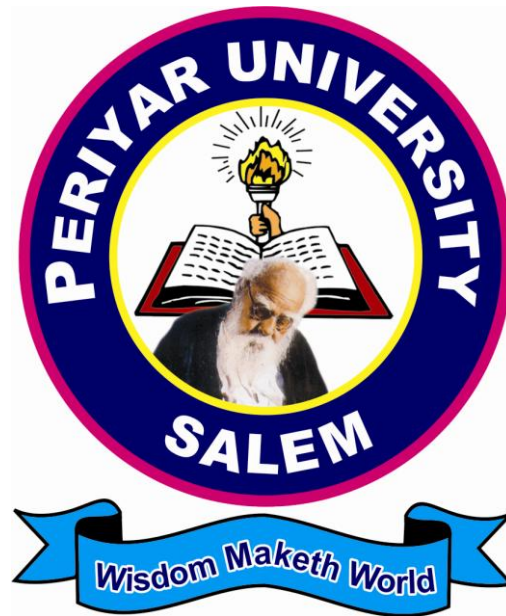


**PERIYAR UNIVERSITY
SALEM -11**



PERIYAR INSTITUTE OF DISTANCE EDUCATION

(PRIDE)

REGULATIONS AND SYLLABUS

**(MASTER BUSINESS ADMINISTRATION)
HOTEL AND TOURISM MANAGEMENT**

(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. DURATION OF THE COURSE:

The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. SUBJECTS OF STUDY:

The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining 1 will be electives / project.

The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.

All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. SCHEME OF EXAMINATION:

In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.

The distribution of examination shall be as follows:

FIRST YEAR:

- 1.1 Principles of Management
- 1.2 Organizational Behavior
- 1.3 Managerial Economics
- 1.4 Human Resource Management
- 1.5 Marketing Management
- 1.6 Financial and Management Accounting
- 1.7 Managerial Communication
- 1.8 Entrepreneurship in Tourism

SECOND YEAR

2.1 Principles of Hotel Front Office operations Management

2.2 Tourism Planning and Marketing

2.3. International Tourism Management

2.4 Hospitality Management

2.5 Global Tourism

2.6 Emerging Issues in Tourism

2.7 Tour Operations and Travel Agency

2.8 Tourism related Project work/Tourism and Indian Economy

- 1. The Project Guide should MBA / M.Phil / with two year of Teaching Experience in the concern syllabus and approval must be obtained from the Director PRIDE**
- 2. The copy of the approval must be enclosed in the project at the time of submission of the projects.**
- 3. Other conditions will apply as per PRIDE rules and regulations**

Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.

Total Marks: 75

PART-A (5x 5 = 25 Marks)

Answer all questions each answer not to exceed one page

1. (a) Question from Unit-I or
(b) Question from Unit-I
2. (a) Question from Unit-II or
(b) Question from Unit-II
3. (a) Question from Unit-III or
(b) Question from Unit-III
4. (a) Question from Unit-IV or
(b) Question from Unit-IV
5. (a) Question from Unit-V or
(b) Question from Unit-V

PART-B (5 x 10 = 50 Marks)

Answer all Questions each answer not to be exceed four pages

6. (a) Question from Unit-I or
(b) Question from Unit-I
7. (a) Question from Unit-II or
(b) Question from Unit-II
8. (a) Question from Unit-III or
(b) Question from Unit-III
9. (a) Question from Unit-IV or
(b) Question from Unit-IV
10. (a) Question from Unit-V or
(b) Question from Unit-V1.1

1.1. PRINCIPLES OF MANAGEMENT

UNIT-1- Introduction

Definition and Meaning - Introduction - characteristics of Management - Scope and functional areas of management - Level Management and Administration.

UNIT-II - Planning

Planning - Nature, Process, Types, Steps - Process -Objectives - Policy making - importance - Types, formulation and administration -Decision making Process.

UNIT-III - Organizing

Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization of authority and Responsibility - Span of control - MBO and MBE -Staffing process.

UNIT-IV - Directing

Directing - Meaning and nature - Leadership styles - Theories of Motivation - Importance of Financial and Non-Financial incentives - Communication – Types, Process, Barriers to Office Communication.

UNIT-V - Co-ordination and Control

Co-ordination and Control - Meaning - Need - Principles effective Co-ordination - Problems - importance of Control - Span of Control.

Reference Books:

1. L.M. Prasad, Principles of Management, Sultan Chan & sons.
2. C.B, Gupta, Business organization and Management, Sultan Chand & sons.
3. P.C. Tripathi and P.N.Reddy, Principles of Management, TataMcGraw-Hill Publishing co., Ltd., New Delhi.
4. Dingar Pagare, Business Management, Sultan Chand & sons.
5. J. Jayashanlcar, Principles of Management, Margnam Publications. Lewis A. Atten, Management and Organisation 5 McGraw-Hill Publications.

1.2 ORGANISATIONAL BEHAVIOUR

UNIT-I

Meaning, Nature and Scope of Organizational Behaviour - Need for studying Organizational Behaviour - Disciplines contributing to Organizational Behaviour -Organizational Behaviour process - Approaches to the study of Organizational Behaviour .

UNIT-II

Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

UNIT-III

Motivation - Meaning - Nature of Motivation - Theories of Motivation and Techniques - Motivation Process- Job satisfaction - Measuring Job satisfaction.

UNIT-IV

Group Dynamics - theories of Groups -Group cohesiveness - Group role - Group decision making techniques - Group conflict.

UNIT-V

Leadership - Leadership styles - Theories - Leadership styles in Indian Organizations - Power - Sources of Power - Organization Culture - Types of Culture -Function of Culture - Organization Effectiveness.

Reference Books:

- 1.Stephen P. Robbins, Organizational Behaviour, Pearson Education. Newstrom & Davis, Organizational Behaviour, Tata McGraw-Hill.
2. Jit S Chandan. Organizational Behaviour, Vikas Publishing House. K.Aswathappa, Organizational Behaviour, Himalaya Publishing House.
3. Fred Luthans, Organizational Behaviour, Tata McGraw-Hill. L.M. Prasad, Organizational Behaviour, Sultan Chand & Sons.

1.3. MANAGERIAL ECONOMICS

UNIT-1

Managerial Economics – meaning, nature and Scope – Managerial Economics and Business decision making – Role of Managerial Economist – fundamental concepts of Managerial Economics – Demand Analysis – Meaning, determinants and types of demand – Elasticity of demand.

UNIT-II

Supply - meaning and determinants – production decisions – production functions – Isoquants, Expansion path – Cobb – Douglas function. Cost concepts – cost – output relationship – Economies and diseconomies of scale – cost functions.

UNIT-III

Market structure – characteristics – Pricing and output decisions – methods of pricing – differential pricing – Government intervention and pricing.

UNIT-IV

Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT-V

National Income – Business cycle – inflation and deflation – Balance of payments – Monetary and Fiscal Policies.

Reference Books:

1. Gupta G. S.- Managerial Economics
2. Varshey RX & Maheswari.KX. -Managerial Economics.

1.4. HUMAN RESOURCE MANAGEMENT

UNIT-I

Perceptive in Human Resource Management : Evolution - importance Objectives - Role of Human Resource Manager.

UNIT-II

The Concept of best-fit employee: Importance of Planning -Forecasting - Internal and external sources. Selection process screening.

UNIT-III

Training and executive development; Training Needs - Types of training methods, purposes, benefits resistance.

UNIT-IV

Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Performance evaluation and control process: Method of performance evaluation -Feedback - Industry practices. Promotion, demotion, transfer and separation - The control process - Importance - Methods - Requirement of effective control systems.

Reference Books:

- 1.Decenzo and Robbins, Human Resource Management, Wilsey. Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India.
- 2.Mamoria C.B. and Mamoria S. Prsonnel Management, Himalaya Publishing Company. Dessler, Human Respurce Management, Pearson Education Limited.

1.5 MARKETING MANAGEMENT

UNIT-I

Markets and marketing - Scope of Marketing - Fundamental concepts, trends and tasks - Marketing and customer value - Nature and contents of a marketing plan.

UNIT-II

Marketing Research Process - Measuring marketing productivity - Demand Measurement - Building Customer Value, Satisfaction and Loyalty - Maximizing Customer Lifetime Value - Customer Relationship Management.

UNIT-III

Levels of Marketing Segmentation - Segmenting Consumer Markets - Bases for segmenting Business Markets - Market Targeting - Building and managing Brand Equity -Developing and communicating a positioning strategy - Differentiation Strategies - Product Life Cycle Strategies.

UNIT-IV

Product Characteristics and Classification - Product and brand relationships -Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

UNIT-V

Role of Marketing Communication - Developing Effective Communication -Deciding and managing Marketing Communication Mix - Advertising versus Promotion -Direct Marketing and Interactive Marketing - New Product Development Process.

Reference Books:

- 1.Philip Kotler and Kevin Lane Keller; Marketing Management, Prentice Hall India. Kotler and Armstrong: Principles of Marketing, Prentice Hall India.
- 2.V.S. Ramaswamy and S.Namakumari; Marketing Management, Macmillan India. Rajiv Lal et al: Marketing Management: Text and Cases, Tata McGraw-Hill.
3. Etzel, Stanton and Walker: Fundamentals of Marketing, McGraw-Hill.

1.6. FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT I

Financial Accounting - Definition - Accounting Principles - Concepts and conventions - Trial Balance – Final Accounts (Problems) - Depreciation Methods-Straight line method, Written down value method.

UNIT II

Financial Statement Analysis - Objectives - Techniques of Financial Statement Analysis: Accounting Ratios: construction of balance sheet using ratios (problems)-Dupont analysis. Fund Flow Statement - Statement of Changes in Working Capital - Preparation of Fund Flow Statement - Cash Flow Statement Analysis- Distinction between Fund Flow and Cash Flow Statement. Problems

UNIT III

Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet - Problems. Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Problems -Zero Base Budgeting.

UNIT IV

Objectives and functions of Financial Management - Role of Financial Management in the organisation - Risk-Return relationship- Time value of money concepts - Indian Financial system - Legal, Regulatory and tax framework. Sources of Long term finance - Features of Capital market development in India - Role of SEBI in Capital Issues. Capital Budgeting - methods of appraisal - Conflict in criteria for evaluation - Capital Rationing - Problems - Risk analysis in Capital Budgeting.

UNIT-V

Cost of Capital - Computation for each source of finance and weighted average cost of capital - EBIT -EPS Analysis - Operating Leverage - Financial Leverage - problems. Capital Structure Theories - Dividend Policies - Types of Divided Policy. Working Capital Management - Definition and Objectives - Working Capital Policies - Factors affecting Working Capital requirements - Forecasting Working Capital requirements (problems) - Cash Management - Receivables Management and - Inventory Management - Working Capital Financing - Sources of Working Capital and Implications of various Committee Reports.

REFERENCE

1. Advanced Accountancy - R.L.Gupta and Radhaswamy
2. Management Accounting - Khan and Jain
3. Management Accounting - S.N.Maheswari
4. Prasanna Chandra, “Financial Management – Theory and Practice”, Tata McGraw Hill, New Delhi (1994).
5. I.M.Pandey, “Financial Management”, Vikas Publishing, New Delhi.

1.7 MANAGERIAL COMMUNICATION

UNIT-I

Role of Communication in Business - Main forms of Communication in Business -Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II

Active listening - Anatomy of poor listening - Contributors to poor listening -Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III

Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness, call a meeting - Conducting meetings - minutes.

UNIT-IV

Business letters - Stationery - Format and layout -E-mail - Presenting mail - Commonsense and Etiquette. Report Writing - Parts of a report - Qualities of a good report - Improving writing skills.

UNIT-V

Recruitment Correspondence - Application Letter - Curriculum Vitae / Resume -Invitation' to interview - Offer of employment - Letter of acceptance -letter of resignation -Recommendation letter.

Reference Books:

1.Matthukutty M Monippally, Business Communication Strategies, Tata McGraw-Hill. Chaturvedi P.D. et ai, Business Communication; Concepts, Cases, & Applications, Pearson Education.

2.Shirley Taylor, Communication for Business, Pearson Education. Lesiicar and Flatley, Basic Business Communication, Tata McGraw-Hill. Courtan L. Bovee et al., Business Communication Today, Pearson Education. Rajendra Paui et al., Business Communication, Sultan Chand & Sons.

1.8 ENTREPRENEURSHIP IN TOURISM

Unit-I Entrepreneurship

Concept of Entrepreneur and entrepreneurship- its evolution, characteristics, role of entrepreneurship on economic development, Entrepreneurship in India- Factors and Institutional framework. Theories of entrepreneurship

Unit -II Entrepreneur Relationship

Relationship between small and large business, problems of small scale industries in Indian context, growth of SSI's and Entrepreneurial motivation, policy support to small scale industries

and entrepreneurship.

Unit -III Forms of Ownership

Structural patterns, entrepreneurial development and training, aspects involved in the growth of entrepreneurial environment.

Unit -IV Issues of Technological Changes

Issues relating to small business, financial, marketing channels, technological challenges in small business. Problems and remedies of entrepreneurship in India.

UNIT-V Managing Power of Entrepreneur

Growth stages; strategies for stabilization and growth. Management performance, assessment and control. Managing family enterprises

Reference:

1. Methew J Manimala- Entrepreneurship Theory at the cross road: Paradigms & praxis- Biztantra, NewDelhi
2. Robert D Hisrich : Entrepreneurship- Mc Graw Hill Companies Kanishika Bedi- Management & Entrepreneurshi p-oxford University press.
3. Vasant Desai-The Dynamics of Entrepreneurial Development and Management-Himalaya publishing House.

1.9 PRINCIPLES OF HOTEL FRONT OFFICE OPERATIONS MANAGEMENT

Unit – I

Introduction to Hotel Industry, Growth of Hotel Industry in abroad and India, Organization chart of large, medium and small hotels. Classification of Hotels according to the length of stay, clientele, number of rooms, locations.

Unit – II

Organization of Front Office Department, various Departments in Front Office and its importance, staff organization of Front Office Department, Job description of various staff in Front Office Department, Different types of Tariff and Plan.

Unit – III

Reception-Reservation, Check In, Check out – Pre-registration, Check-in of reserved guest, Walk-in guest, Registration Procedure, Knowledge of various registers and forms used in

Reception, Check out procedure Reservations – Types of reservations, Modes of reservations, Diaries and Charts used in reservation, Group reservation, Over Booking.

Unit – IV

Bell Desk – Staff Organisation and Job Description of Bell Desk Staff, Handling of Guest Luggage while check in & check out, Left Luggage Procedure, Mail Handling, Paging. Telephones, Board (PBX, PABX, EPABX), Qualities of Telephone Operator, Wake-up call procedure.

Unit - V

Cashier – Job Description of Front Office Cashier, Records & Ledgers maintained by the Cashier, Visitors Tabular ledger, Guest's weekly bill, Allowance Voucher, Visitors Paid out Voucher, Taxes, Foreign Currency Encashment, Credit Cards, Charge slips, Telephone Voucher, Petty Cash Voucher Cashier report, Types of Guest Folio, Methods settling the Guest Bill – Night auditing – Functions of night auditing, preparing night audit reports – Front Office Terminologies.

Reference Books:

1. Hotel Front Office Training Manual – Sudhir Andrews – Tata Mc Graw Hill Publishers, New Delhi.
2. Front Office Management – S.K.Bhatnagar, Frank Brothers Co Ltd., Daryaganj, New Delhi.
3. The Hotel Receptionist – Grace Paige and Jane Paige ELBS Publications
4. Manual of Hotel Reception – Medlik.

1.10 TOURISM PLANNING AND MARKETING

Unit- I Introduction

Define: Tourism, Tourism policy, Role of Government public and private sectors, local tourism organizations in carrying out tourism policies.

Unit -II Tourism Policy

The concept of national tourism board, national committee on tourism investment, opportunities and government policy for investment in hotel/tourism industry.

Unit -III Understanding Tourism Planning

Evolution of tourism planning, managing tourism places of heritage. Significance, public & private sectors role in Tourism development.

Unit -IV International Agreements

Chicago conventions, Warsaw convention, open sky policy, Bermuda convention, Euro agreement, Schengen agreement.

Unit -V Tourism Marketing

Features of tourist demand and tourism product, tourism marketing mix. Tourism marketing trends in 2012.

Reference:

1. New Inskoop, Edward, Tourism Planning: An Integrated and Sustainable development approach (1991) VNR, New York.
2. Ashworth, G.J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon , Oxford.
3. Dept. of Tourism, GOI Investment Opportunities in tourism (Brochure).
4. Sharma, J.K (2000), Tourism Development. Design for ecological sustainability, Kanishka Publication, New Delhi.
5. Maclean, Hunter: Marketing Management (Tourism in your business).

1.11 INTERNATIONAL TOURISM MANAGEMENT

Unit -I Globalisation in Tourism

Globalisation & tourism sector, Globalisation & the business world. Factors affecting global & regional tourist movements, demand and origin factors. Contemporary trends in international tourist movements.

Unit -II Emergence of International Hotels

Historical aspects, development of chains. International organisations dealing with barriers viz: WTO, IMF, IHA need for government support of tourism, national tourism organisations, political risk, crisis management.

Unit- III International Hotels

International hotels, balancing global, operate in a multinational environment. Human resources & cultural diversity, cultural perceptions, cultural considerations in negotiations.

Unit- IV International Tourism Sales & Marketing

Market research, understanding various travel distribution systems viz GDS product positioning.

Unit- V Global Competition

Global competition and the future long-term tourism growth trends, tourism growth in major regions, transportation, development, technology & automation, development issues, tourism and the environment.

Reference:

1. Dept. of Tourism, GOI Investment Opportunities in tourism (Brochure).
2. Sharma, J.K (2000), Tourism Development. Design for ecological sustainability, Kanishka Publication, New Delhi.
3. Maclean, Hunter: Marketing Management (Tourism in your business)
4. Andrews: hotel front office training manual Bombay: Tata mc Graw Hill, 2002.

1.12 HOSPITALITY MANAGEMENT

Unit- I World of Hospitality

Introduction to hotel, travel and tourism industry-economic and other impact of hotel, tourism and travel industry-globalisation of the lodging industry.

Unit -II Organization and Structure of Longing Operations

Size and scope of the Food service industry. Competition and size of food service industry-organisation of hotel and restaurant food service- management and operation of food service.

Unit- III Rooms Division

The front office department, the reservation department, the telecommunications department and

uniformed service department.

Unit -IV Functional Areas

Engineering and maintenance division, marketing and sales division, accounting division, human resources division and security division.

Unit -V Hospitality Marketing

Distinction characteristics, seven Ps of marketing, segmentation, usage of CSR in hotel industry, role of associations in hospitality management.

Reference:

1. Gray and Ligouri: Hotel and Motel Management and operations (Delhi: Prentice hall India 2002.
2. Andrews: hotel front office training manual Bombay: Tata mc Graw Hill, 2002.
3. Negi : Hotels for tourism development Delhi : metropolitan India , 2004.
4. Negi : Professional Hotel Management Delhi : S chand 2003.

1.13 GLOBAL TOURISM

Unit -I Global Tourism

State of global tourism, trends and driving forces, tourism trends, demographic developments, socio-cultural developments, world tourism developments.

Unit -II Micro-level Trends in Tourism

Motivation, opportunities, ability approach opportunities for need, gratification, travel personalities & general personality theories.

Unit -III Impact of Global Tourism

Environmental impacts on tourism, influences of biodiversity, global variety of ecosystems, tourism type and environmental implications.

Unit- IV Role of Communication in Sustainable Tourism

Public events to promote tourism, tourism knowledge management, tourism development in interventions.

Unit -V International Cultural Tourism

Dynamic interaction between tourism & cultural heritage, objectives of charter, principles of cultural tourism charters. Different certification programmes, regulatory complaints.

Reference:

1. Methew J Manimala- Entrepreneurship Theory at the cross road: Paradigms & praxis- Biztantra, NewDelhi
2. Robert D Hisrich: Entrepreneurship- Mc Graw Hill Companies Kanishika Bedi- Management & Entrepreneurshi p-oxford University press.
3. Vasant Desai-The Dynamics of Entrepreneurial Development and Management- Himalaya publishing House.

1.14 EMERGING ISSUES IN TOURISM

Unit-I Trends in Tourism Markets

Internet and the travel industry - Internet and accommodation Industry effects of global conditional on travel industry –Emerging factors.

Unit-II New Tourism Demands

Demographic changes development of tourism industry study of England - Formation of economic enterprise and investment - Creation of strategic body of transformation.

Unit-III Quality of Tourism Accommodation

Growth of Business tourism –Improvement in standard of living – Better information for Customers and business – Development of destination management systems.

Unit-IV Marketing of Tourism Destinations

Effects of factors in the marketing environment -Marketing tourism destinations – cultural and factors, subjective factors.

Unit-V Perspectives on Destination Competiveness

Attractive resources endowed resources - built resources supporting factors –service dimension marketers.

References:

1. P.n Girija prasad (2010) “Glopal tourism “Adhyayan publications ISBN 978-81-8435-173
2. Sunil sharma (2005), “Hospitality and tourism marketing” Akansha publisihg house, ISBN 81-8370-017-9.
3. Romila chawla (2005) “International tourism” Rajat publications, ISBN 81-7880-158-2.
4. A.k. Bhatia (1997),” Tourism management and marketing “Sterling publishers Pvt lit, ISBN 81 2071908 5 (pb), ISBN 81 207 1830 5 (hb).

1.15 TOUR OPERATORS AND TRAVEL AGENCY

Unit-I Scope and Role of Travel Agency/Tour Operations

Meaning, definition, types, significance and growth over the years.

Unit-II Travel Agency Appointment

Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business. Trade association activities, traffic conferences activities. IATA allied services and accreditation for travel agency.

Unit-III Travel Agency Organization Structure

Meaning and significance, Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.

Unit-IV Passenger Reservation and Ticketing

Tour Packaging – Concept, meaning, types. Role and contribution of Air Couriers in India and Indian Railways in promotion of tour package business.

Unit-V Understanding the Role of Government and Other Organizations Travel Trade

Role and contribution of Department of Tourism, Government of India, ITDC and State Government Travel Trade Associations and Organizations-Role and contribution of WTO, IATA, TAAI and IATO.

Reference:

1. Foster, D., the Business of Travel Agency, Pitman, 1990.
3. Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
4. Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).
5. Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006

1.16 TOURISM & INDIAN ECONOMY

Unit-I Introduction of Tourism

Nature and type of Tourism – Motives for tourism – Please travel- some general features of tourism – seasonality- frequency – characterizes features various types of tourists.

Unit-II Components of Tourist Demand

Attractions – facilities – Accessibilities - Mass Tourism – Economic and other factors - Growth and development of International Tourism in India.

Unit-III Domestic Tourism

Factors determine the volume of domestic tourism – economic rationale for third world tourism

– Regional development - Human resource development.

Unit-IV Approaches of Tourism

Different approaches towards estimated Multiplier- involvement of union government in tourism development in the post independence period.

Unit-V Number of Tourists and Net Contribution

Regional economy – political responsiveness – socio environment impact – General profile of travel decision –seasonality of tourism –economic turnover in India.

Reference:

1. Sunil sharma (2007), “Emerging international tourism marketing” Rajat publications, isbn 81-7880-272-4.
2. Kunal chattopadhyay (1995), Economic impact of tourism development “Kanishka publications, isbn 81-7391-047-2.
3. P.n Girija prasad (2010) “Global tourism “Adhyayan publications Isbn 978-81-8435-173-6.
4. Sunil sharma (2005), “Hospitality and tourism marketing” Akansha publishing house, Isbn 81-8370-017-9.
5. Ashworth, G.J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon , Oxford
6. Dept. of Tourism, GOI Investment Opportunities in tourism (Brochure).