

Rajasthan Tourism

Unit I: Rajasthan Tourism Introduction: Monuments, Forts, Museums, Historical sites, Art and Architecture etc. Important tourist destinations of Rajasthan, World Heritage sites in Rajasthan, Art gallery, Folk art of Rajasthan, Blue pottery Art, Handicrafts & architecture. Rajasthan's Music and Dances, Rajasthan's Cuisines and Beverages.

Unit II: Major Resources of Tourism in Rajasthan: Resources in terms of Mountains, Flora and Fauna, Wild Life, Eco tourism, Religious Tourism, Adventure tourism, Agro tourism, Dark Tourism, Cultural Tourism, Heritage tourism, Medical Tourism, Festival and Event Tourism; MICE Tourism, Sport Tourism, Wedding Tourism. Impact of weather and climate on destination choice.

Unit III: Government Tourism policies and Circuits: Tourism policy of Rajasthan ,RTDC & its role in Tourism development of state, Important Tourist Circuits: Desert Circuit, Mewar Circuit, Vagad Circuit, Godwar Circuit, Dhundhar Circuit, Marwar Circuit, Brij Mewar Circuit, Shekhawati Circuit and Hadoti Circuit.

Unit IV: Hotel Industry of Rajasthan: Resorts, Hotels and Havelies of Rajasthan; Management Function in Hotel Industry- Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Managing Guest Amenities, Room Service. Different Package tours of Rajasthan, Luxury Trains in Rajasthan

Unit V: Past , Present and Future of Rajasthan Tourism : Recent Trends in Domestic and International Tourism in Rajasthan, Marketing strategies for Rajasthan Tourism Development, Unique Selling Propositions (USP), Tourist safety and security policy, Role and impact of online tour planning and booking on tourist demand in the state, Tourism Education and research status in Rajasthan, Tourist potential of Rajasthan.

Reference Books:

1. Tourism Employment: Riley, Ladkin, Szivas
2. Event Management and Marketing: Theory, Practical Approaches and Planning Sharma and Arora, Bharti Publications, New Delhi
3. Tourism and Development: Concepts & Issues: Sharpley & Telfer
4. Tourism, Globalization & Cultural Change: Donald Macleod

5. Successful Tourism Management: Pran Nathseth
6. Tourism Principles & Practices: Cooper et al
7. International Best Practice in Event Management: Hind, Arlene, Fernandez, Lin, Sharma, PRASETIYS MULYA PUBLISHING, INDONESIA and United Kingdom Event Industry Academy Ltd.
8. Tourism System: Mill & Morrison
9. Sudhir Andrews, Hotel H. K. Training Manual, Tata Mcgraw Hilt
10. Gee Chuck Y., Resort Development and Management
11. Yogendra K. Sharma, Hotel Management, Kanishka Publishers, New Delhi
12. S.Kannan, Hotel Industry in India, Deep and Deep Publications, Pvt Ltd, New Delhi