

**TOPICS FOR ASSIGNMENTS TO THE STUDENTS OF
M.B.A. [TOURISM] (PREVIOUS)
FOR THE ACADEMIC YEAR 2018-19**

1. Fundamentals of Tourism:-

- (1) Socio-economic impacts of tourism.
- (2) Tourist trains of India

2. Geography for Tourism:-

- (1) Climatic classifications of the world.
- (2) Tourism characteristics and tourist attractions of USA

3. Marketing for Tourism:-

- (1) Promotional methods in tourism industry.
- (2) Market segmentation, market targeting and market positioning in tourism sector.

4. Tourism Products of India:-

- (1) Folk dances of India.
- (2) Fairs and festivals of India.

5. Travel operations and consultancy:-

- (1) Online travel agencies.
- (2) Tour operation as a profession: Opportunities and challenges.


DIRECTOR
