
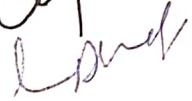



List of Books to be procured for Tourism & Hospitality Management Branch

S. No	Name of the Book	Author of the Book	Quantity Required
1	Marketing for Hospitality & Tourism (4 th Edition) 2013	Philip Kotler, John Bowen, Makens James	20
2	Hospitality & Travel Marketing (2 nd Edition)2002	Morrison Alistair. M	20
3	Sustainable Tourism: A Global Perspective	Rob Harris, Tony Griffin, Peter Williams	20
4	Sustainable Development of Tourism: An Annotated Bibliography	Worlds Tourism Organisation	20
5	Sustainable Tourism: Theory & Practice	David Weaver Powells	20
6	Event Management (2001)	A.K.Bhatia	20
7	Special Events: Best Practices in Modern Event Management	Joe Gold Blatt	20
8	Understanding and Managing Tourism Impacts: An Integrated Approach	C. Michael Hall, Alan A. Lew	20
9	Tourism Impacts: Planning and Management	Peter Mason	20
10	Entrepreneurship in Hospitality and Tourism: A Global Perspective	Maureen Brookes and Levent Altinay	20
11	Tourism & Entrepreneurship	Jovo Ateljevic, Stephen Page	20
12	International Tourism	A.K. Bhatia	20
13	Tourism Principles and Practices	Chris Cooper	20
14	Tourism: An Exploration	Janvan Harsell	20
15	Hospitality Management: An Introduction	Tim Knowals	20
16	International Tourism: A Global Perspective	John Tribe, John Ashworth	20
17	Tourism Management: An Introduction	Stephen J. Page	20
18	Successful Tourism Management- Vol-II	Pran Nath Seth	20
19	Tourism Development: Principles and Policies	A.K. Bhatia	20
20	Travel Agency Operations	J.M.S. Negi	20
21	Introduction to Hospitality	John R. Walker, Pearson	20
22	The Tourism System	R.C.Mill and Morrison Kendall Hunt	20
23	Transport and Tourism	Stephen Page	20
24	Effective Business Communication	Asha Kaul	20

Handwritten signatures and initials at the bottom of the page.

25	Communication in Tourism & Hospitality	Lyn Vander Wagen	20
26	Effective Communication Skills	Kulbhushan Kumar	20
27	International Tourism Management	A.K.Bhatia	20
28	Tourism & Travel: Concepts & Principles	J.M.S.Negi	20
29	Themes in Indian History Vol: 1,2 & 3	NCERT	20
30	Discovery of India	Pandit Jawahar Lal Nehru	20
31	History of Medieval India	R.S Chaurasia	20
32	The Geography of Travel & Tourism	B.G.Boniface, Christopher Cooper	20
33	International Tourism Management	A.K.Bhatia	20
34	Atlas: The Orient Logman School Atlas	Published by Orient Logman Limited	20
35	An Introduction to Tourism	N.Jaypalan	20

1. 
2. 
3. 


Mr. Tareq Amin
Head Academics/HOD
TTHM Branch
GPC Bandipora

* Note: The books may be procured through Gem.