

Recommended Texts of Diploma in Tourism Management

| Course Name | Recommended Text | Author/ Title/ Publisher/ Year | Call No. |
|--|------------------|--|--|
| Business Communication BUSS1223 | Main | John V. Thill, Courtland V. Bovee, Ava Cross. <u>Excellence in business communication</u> . Pearson Education 2015. | New ed: c2017, 12th ed. 658.4/THI/2017 658.4/THI-5 |
| | | Courtland V. Bovee, John V. Thill. <u>Business communication today</u> . 12th ed. Pearson Education, 2015. | New ed.: c2018, 14th ed. 658.4/BOV-6 |
| | Supplementary | - | |
| Computer Applications CSIS1053 | Main | Shelly, Gary B. et al. Microsoft <u>Internet Explorer 6 : introductory concepts and techniques</u> . Australia: Thomson Course Technology, 2005. | New ed.: c2012 004.6/SHE-3 <i>Title should be</i> <i><u>Windows Internet</u></i> <i><u>Explorer 9</u></i> <i><u>: introductory</u></i> |
| | | Habraken, Joe. <u>Microsoft Office 2003 All in One</u> . Indiana: Que, 2004. | <i>Other title: <u>Office 2016 in depth</u></i> c2016 005.5/HAB-2 |
| Computer Reservation Systems TOUR2023 | Main | Amadeus Selling Platform Version 6.1 P120 May 2014 | Not available |
| | | Amadeus Selling Platform Version 6.1 P120 May 2014 (Basic Fares and Ticketing) | Not available |
| | Supplementary | - | |

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|---|------------------|---|---|
| Ecotourism and Hospitality Tour TOUR1063 | Main | Fennell, D. A. <u>Ecotourism</u> . 4th ed. New York : Routledge, 2014. | 338.4791/FEN/2015 |
| | | Hill, J. and Gale, T. <u>Ecotourism and environmental sustainability : principles and practices</u> . Ashgate Publishing, 2009. | 910.684/ECO |
| | Supplementary | Weaver, D. <u>Ecotourism</u> . 2nd ed. Australia : John Wiley & Sons, 2008. | Not available |
| | | Kotler, P., Bowen, J., and Makens, J. <u>Marketing for hospitality & tourism</u> . 5th ed. Pearson, 2009. | New ed.: C2017, 7th ed. 647.94/KOT/2017 |
| | | Page, S.J., and Connell, J. <u>Tourism : a modern synthesis</u> . 3rd ed. UK : Cengage Learning, 2009. | New ed.: c2014, 5th ed. 338.4791/PAG/2014 |
| | | Mill, R. C. <u>Restaurant management : customers, operations and employees</u> . 3rd ed. New Jersey : Pearson Education, 2007. | Not available |
| | | Cooper, C., Fletcher, J., Gilbert, D., and Wanhill, S. <u>Tourism : principles and practices</u> , 4th ed. UK : Pearson Edu. Limited, 2008. | 338.4791/FLE/2018 <i>Author should be John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill.</i> |
| Entrepreneurship for Tourism TOUR3023 | Main | Barringer B., Ireland D., <u>Entrepreneurship : successfully launching new ventures</u> . 4th ed. Upper Saddle River : Prentice Hall, 2011. | New ed.: c2016, 5th ed. 658.1/BAR-4 658.1/BAR-3 |

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|------------------------------------|------------------|---|---|
| | | Scarborough, Norman, M., <u>Essentials of entrepreneurship and small business management</u> . 7th ed. Upper Saddle River : Pearson, 2013. | New ed.: c2016, 8th ed. 658.02/SCA-2 |
| | Supplementary | Hisrich, Robert., M. Peters and Shepherd D. <u>Entrepreneurship</u> . 9th ed. USA : McGraw Hill/ Irwin, 2012. | New ed.: c2017, 10th ed. 658.4/HIS-4 |
| | | Mariotti, Steve and Glackin C., <u>Entrepreneurship : starting and operating a small business</u> . 3rd ed. Upper Saddle River : Prentice Hall, 2012. | New ed.: c2016 , 4th ed. 658.1/MAR-2 |
| | | Lambing, Peggy, and Charles R. Kuehl, <u>Entrepreneurship</u> , 4th ed. Upper Saddle River : Prentice Hall, 2007. | 658.4/LAM-2 |
| Financial Accounting I ACCT1003 | Main | Frank Wood, Alan Sangster. <u>Business Accounting 1</u> . 13th ed. Pearson, 2015. | New ed.: c2018, 14th ed. 657/WOO-2/2018 <i>Title should be <u>Frank Wood's business accounting 1</u></i> |
| | Supplementary | Harold Randall. <u>AS level and A level accounting</u> . Cambridge University Press, 2012. | 657/RAN-2 <i>Title should be <u>Accounting : Cambridge international AS and A level</u></i> |

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|---|------------------|---|---|
| | | <u>Association of Chartered Certified Accountants. Study Text- Maintaining Financial Records,</u> CAT. BPP Learning Media, 2011. | Not available |
| Food, Culture in Tourism and Hospitality Industry TOUR2003 | Main | Kittler and Sucher. <u>Food and culture.</u> 5th ed. Thomson Wadsworth, 2008. Civitello, L. <u>Cuisine and culture : a history of food and people.</u> 3rd ed. John Wileys, 2011. Guptill, A.E., Copelton, D.A., & Lucal, B. <u>Food & society : principles and paradoxes.</u> John Wileys, 2012. | New ed.: c2017, 7th ed. 394.120973/KIT/2017 Not available New ed.: c2017, 2nd ed. 394.12/GUP/2017 |
| | Supplementary | Beardsworth A & Keil T. <u>Sociology on the menu.</u> Routledge, 2006. Bryant C. <u>The cultural feast : an introduction to food and society.</u> West Publishing, 2005. Higman, B. W. <u>How food made history.</u> John Wileys, 2011. Fieldhouse P. <u>Food and nutrition : custom and culture, chapman and hall.</u> John Wileys, 2006. Caplan P. <u>Food, health and identity.</u> Routledge, 2006. | Not available Not available Not available Not available Not available |

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|-------------------------------------|------------------|--|---|
| Foundation English ENGL1113 | Main | Folse, K.S., Muchmore-Vokoun, A., & Solomon, E. V. <u>Great writing 1 : great sentences for great paragraphs.</u> 4th ed. Cengage Learning : Boston, 2014. | 808.042/FOL/V1 |
| | Supplementary | Paterson, K. <u>Oxford living grammar : elementary.</u> Oxford : Oxford University Press, 2009. | 428.24/OXF |
| | | Harrison, M. <u>Oxford living grammar : pre-intermediate.</u> Oxford : Oxford University Press, 2012. | 428.24/OXF-4 |
| | | Swan, M., & Walter, C. <u>Oxford English Grammar Course: Intermediate.</u> Oxford : Oxford University Press, 2012. | 428.24 SWA-2 <i>Title should be <u>Oxford English grammar course : intermediate : a grammar practice book for intermediate and upper-intermediate students of English : with answers</u></i> |
| Fundamentals of Management MGMT1003 | Main | Robbins, Stephen P, and David A.Decenzo. <u>Fundamentals of management.</u> 10th ed. US : Pearson Higher Education, 2017. | 658/ROB/2017 |
| | | Whelten, David A, and Kim S.Cameron. <u>Developing management skills.</u> 9th ed. US : Pearson Higher Education, 2016. | 658.4 WHE-5 |
| | Supplementary | - | |

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|---|------------------|---|--|
| Fundamentals of Marketing MKTG2003 | Main | Armstrong, Gary, and Phillip Kotler. <u>Marketing : an introduction.</u> 11th ed. Upper Saddle River : Prentice Hall, 2012. Kotler, Phillip and Gary Armstrong. <u>Principles of Marketing.</u> 15th ed. Upper Saddle River : Prentice Hall, 2013. | New ed.: c2015, 12th ed. 658.8/ARM-6 658.8/KOT-34 <i>Publishing year should be c2014.</i> |
| | Supplementary | Kotler, Phillip, and Kevin Keller. <u>Marketing management.</u> 14th ed. US : Prentice Hall, 2011. Kerin, Roger, Steven Hartley and W. Rudelius. <u>Marketing.</u> 11th ed. US : McGraw-Hill/Irwin, 2012 | New ed.: c2016, 15th ed. 658.8/KOT-37 Not available |
| Geography for Tourism and Travel Tour TOUR1013 | Main | Boniface B & Cooper C. <u>Worldwide destinations : the geography of travel and tourism.</u> 4th ed. Burlington : Elsevier Butterworth-Heinemann, 2005. <u>World Atlas.</u> Readers Digest, 2005. Harm J. de Bli, Peter O. Muller & Jan Nijman. <u>Geography : realms, regions and concepts, textbook and student study guide.</u> 15th ed. John Wiley and Sons, 2011. | New ed.: 2016, 7th ed. 338.4791/BON 912/REA-2 <i>Title should be <u>Reader's Digest world atlas</u></i> Not available |

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|---|------------------|---|--|
| | Supplementary | Marc M. <u>Selling destinations</u> . New York : Southern Western Publishing Company, 2004. Hudman L & Jackson R. <u>Geography of travel and tourism</u> . 4th ed. New York, 2003. <u>Compact atlas of the world</u> . London : Dorling Kindersley Book.Delmar Publishers, 2003. | Not available Not available New ed.: 2015 912/WOR <i>Title should be <u>World atlas compact</u></i> |
| Industry Placement TOUR3038 | Main | Baird, B. N. <u>The internship, practicum, and field placement handbook : a guide for the helping professions</u> . 3rd ed. US : Prentice Hall, 2002. | New ed.: 2019, 8th ed. 158.307155/BAI/2019 |
| | Supplementary | - | |
| International Tour Planning and Operations TOUR3003 | Main | Holland. J. & Leslie. D. <u>Tour operators and operations : development, management & responsibility</u> . UK : CABI. Wallingford, 2017. Foundation Course. <u>Tour packages</u> . 5. 8th ed. Montreal: IATA, 2011. Syratt G. <u>Manual of travel agency practice</u> . 5th ed. Oxford : Butterworth Heinemann, 2011. | 910.68/HOL Not available 338.4791/SYR/2011 |
| | Supplementary | Pastorelli, J. <u>Enriching the experience : an interpretive</u> | Not available |

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|---|------------------|--|---|
| | | <p><u>approach to tour guiding</u>. NSW : Hospitality Press, 2003.</p> <p>Donald E. Lundberg, Carolyn B. Lundberg. <u>International travel and tourism</u>. 2nd ed. John Wiley and Sons, 1993.</p> <p>Chuck Y. Gee, James C. Makens, Dexter J. L. Choy. <u>The travel industry</u>. 3rd ed. John Wiley and Sons, 1997.</p> | <p>Not available</p> <p>Not available</p> |
| International Tourism Business TOUR2053 | Main | <p>Holloway C., R. Davidson and Humpreys C. <u>The business of tourism</u>. 9th ed. Pearson Prentice Hall, 2012.</p> <p>Weaver D & Lawton L. <u>Tourism management</u>. John Wiley and Sons, 2014. (Out of Print)</p> | <p>New ed.: 2016, 10th ed. 338.4791/HOL/2016</p> <p>Old ed.: 2006, 3rd ed. 338.4791/WEA</p> |
| | Supplementary | <p>D Harrison. <u>Tourism and the less developed world</u>. Cabi Publishing, 2004.</p> <p>J Connell & S Page. <u>Tourism : a modern synthesis</u>. 3rd ed. Thomson Learning, 2006.</p> <p>Lundberg D. E. & Lunberg C. B. <u>International travel and tourism</u>. 2nd ed. John Wiley and Sons 1993.</p> | <p>Not available</p> <p>New ed.: c2014, 5th ed. 338.4791/PAG/2014</p> <p>Not available</p> |
| Introduction to Leisure and Recreation | Main | D D Mclean, M R Hurd and N B Rogers. <u>Kraus' recreation and leisure in modern society</u> . 9th ed. | New ed.: c2019, 11th ed. 790.097/MCL/2019 |

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|---|------------------|---|--|
| TOUR1023 | | <p>Jones & Bartlett Publishers, 2011.</p> <p>Human Kinetics. <u>Introduction to recreation and leisure</u>. 3rd ed. Human Kinetics, 2010.</p> <p>Edginton, C. R., DeGraaf, D. G., Dieser, R. B., and Edginton, S. R. <u>Leisure and life satisfaction : foundational perspectives</u>. 6th ed. New York, NY : McGraw Hill, 2011.</p> | <p>New ed.: c2019, 3rd ed. 790/INT/2019 Author should be Tyler Tapps, Mary Sara Wells.</p> <p>Not available</p> |
| | Supplementary | <p>Peter Bramham and Stephen Wagg. <u>Introduction to leisure studies : principles and practice</u>. London : SAGE Publications Ltd, 2014.</p> <p>Dr Chriss Bull, Dr Jayne Hooses, Dr Mike Weed. <u>An introduction to leisure studies</u>. Financial Times/ Prentice Hall, 2002.</p> <p>George Torkidsen. <u>Leisure and recreation management</u>. 5th ed. Routledge, 2005.</p> | <p>306.4812/BRA</p> <p>790.01/BUL</p> <p>Not available</p> |
| Introduction to Mice Event Management TOUR3013 | Main | <p>Fenich G. <u>Meetings, expositions, events and conventions : an introduction to the industry</u>. 5th ed. New Jersey : Pearson Education, 2018.</p> <p>Rogers T. <u>Conferences and conventions</u>. 3rd ed. Elsevier Ltd,</p> | <p>647.94/FEN/2019</p> <p>Not available</p> |

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|---|------------------|---|--|
| | | 2012. Schultz L. J and L Coote. <u>Event planning basics : meetings, conferences, conventions, exhibitions and special events.</u> CMP, 2010. | Not available |
| | Supplementary | Astroff M. <u>Convention management and service.</u> Michigan : Educational Institution of American Hotel & Motel Association, 2006. Appleby P. <u>Organising a conference : how to run a successful event.</u> 3rd ed. Oxford : How to Books, 2005. Krugman C and R. R. Wright. <u>Global meetings and exhibitions : the Wiley event management series.</u> John Wiley & Sons, 2006. | 647.94/ABB:2/2016 Not available 658/KRU |
| Introduction to Tourism and Travel Industry TOUR1003 | Main | Tom Power & Clayton Barrows. <u>Introduction to management in hospitality industry.</u> 10th ed. Wiley, 2011. Goeldner C. R. and Brent Richie J. R. <u>Tourism : principles, practices & philosophies.</u> 12th ed. John Wiley & Sons, 2012. Clayton W. Barrows, Tom Powers & Dennis R. Reynolds. <u>Introduction to hospitality industry.</u> 8th ed. Wiley, 2012. | 647.94068/BAR 338.4791/GOE 647.94068/BAR-2 |

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|--|------------------|---|--|
| | Supplementary | - | |
| Local Tour Planning and Operations TOUR2033 | Main | <p>Betty Weiler and Rosemary Black. <u>Tour guiding research : insights, issues and implications (Aspects of Tourism)</u>. John Wiley and Sons, 2014.</p> <p>Bhatia, A. <u>The business of travel agency and tour operations management</u>. Sterling Publishers Pvt. Ltd., 2012.</p> <p>Jane Archer, G. S. <u>Manual of travel agency practice</u>. Oxford, UK: Routledge, 2012.</p> <p>Peter Robinson, P. F. <u>Operations management in the travel industry</u>. CABI, 2016.</p> <p>Holland . J & Leslie. D. <u>Tour operators and operations : development, management & responsibility</u>. UK : CABI. Walling ford, 2017.</p> | <p>338.4971/WEI</p> <p>338.4791/BHA</p> <p>338.4791/SYR/2011</p> <p>338.4791/OPE</p> <p>910.68/HOL</p> |
| | Supplementary | <p>Mancini M. <u>Conducting tours : a practical guide</u>. 3rd ed. New York : Cengage Learning, 2001.</p> <p>Pastorelli, J. <u>Enriching the experience : an interpretive approach to tour guiding</u>. NSW : Hospitality Press, 2003.</p> | <p>338.4/MAN</p> <p>Not available</p> |

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|---------------------------------------|------------------|---|---|
| | | Syratt G. <u>Manual of travel agency practice</u> . 3rd ed. Oxford: Butterworth Heinemann, 2003. | 338.4791/SYR/2011 |
| Managing Guest Experience TOUR2063 | Main | Ford, R. C. & Sturman, M. C. <u>Managing hospitality organisations: achieving excellence in the guest experience</u> . 2nd ed. California : SAGE Publications Inc., 2019. Barrows, C. W., Powers, T. and Reynolds, D. <u>Introduction to management in the hospitality industry</u> . 10th ed. John Wiley & Sons, Inc., 2012. | Not available *Has been ordered 647.94068/BAR |
| | Supplementary | Barrows, C. W., Powers, T. and Reynolds, D. <u>Introduction to the hospitality industry</u> . 8 th ed. John Wiley & Sons, Inc., 2012. Williams & Buswell. <u>Service quality in leisure and tourism</u> . CABI Publishing, 2003. Ford & Heaton. <u>Managing the guest experience in hospitality</u> . Delmar Learning, 2000. | 647.94068/BAR-2 New ed.: c2017, 2nd ed. 910.688/BUS/2018 647.94068/FOR |
| Microeconomics ECON1003 | Main | R. Glenn Hubbard and Anthony Patrick O'Brien. <u>Economics</u> . 6th ed. Pearson Education, 2016. Lipsey, Richard G., and Chrystal, K. Alec. <u>Economics</u> . 12th ed. New York : Oxford University Press, 2011. | 330/HUB/2017 New ed.: c2015, 13th ed. 330 LIP-2 2015 |

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|--|------------------|--|--|
| | Supplementary | Mankiw, N. G. <u>Principles of economics</u> . 5th ed. South-Western Cengage, 2011. | New ed.: c2018, 8th ed. 330/MAN:2/2018 |
| Tourism Destination Planning and Development TOUR1033 | Main | Donald Peterson. <u>Tourism development and destination management</u> . Clanrye International, c2016. Kaiser C. and Helber L. E. <u>Tourism planning and development</u> . Massachusetts, CBI Planning C. Inc, 2011. Dredge, Dianne & Jenkins, John. <u>Tourism planning and policy</u> . Australia, John Wiley & Sons, 2010. Hall. Michael C. <u>Tourism planning : policies, processes and relationships</u> . 4th ed. UK : Pearson Education, 2012. | 338.4791/TOU:2 Not available Not available Not available |
| | Supplementary | Alastair M. Morrison. <u>Marketing and managing tourism destinations</u> . 2nd ed. Routledge, 2018. Mark Anthony Camilleri. <u>Tourism planning and destination marketing</u> . Emerald Publishing Limited, 2018. Hawkins, Shafer, Rovelstad. <u>Tourism planning and development issues</u> . Washington : George Washington University, 2005. | Old ed.: 2013 338.4791 MOR *New ed. has been ordered Not available *Has been ordered Not available |

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|--|------------------|--|--|
| | | Gunn, C. A. <u>Tourism planning</u> . New York : Crane Russack, 2004. | Not available |
| | | Band-Bovey and Lawson F. <u>Tourism and recreation development</u> . Massachustees, CBI Publishing Inc, 2005. | Not available |
| Tourism Promotion and Marketing TOUR2043 | Main | Weaver D. & Lawton L. <u>Tourism management</u> . 5th ed. John Wiley and Sons, 2014. | Old ed.: 2006, 3rd ed. 338.4791/WEA |
| | | Reid, R. D. & Bojanic D. C. <u>Hospitality marketing management</u> . 5th ed. John Wiley and Sons, 2009. | New ed.: c2017, 6th ed. 647.940688/BOJ/2017 |
| | | Kotler, Armstrong. <u>Marketing : an introduction</u> . 11th ed. Pearson International Edition, 2012. | New ed.: c2015, 12th ed. 658.8/ARM-6 |
| | | Kerin, Hartley, Rudelius <u>Marketing : the core</u> . 4th ed. McGraw-Hill Irwin, 2011. | New ed.: c2018, 7th ed. 658.8/KER/2018 |
| | Supplementary | Cathy Hsu, Les Killion, Graham Brown, Michael J.Gross, Sam Huang. <u>Tourism marketing : an Asia-Pacific perspectives</u> . John Wiley & Sons Australia, 2008. | Not available |
| | | Kotler, P., Bowen J. and Makens James. <u>Marketing for hospitaliry and tourism</u> . 4th ed. New Jersey : Pearson Education, 2005. | New ed.: c2017, 7th ed. 647.94/KOT/2017 |

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|-------------------------------------|------------------|--|--|
| | | Bland M., Theaker A. & Wragg D. <u>Effective media relations : how to get results</u> . 3rd ed. London : Kogan Page Limited, 2005. | Not available |
| | | Dickman, S. <u>Tourism & hospitality marketing</u> . Victoria : Oxford University Press, 1999. | Not available |
| Transportation for Tourist TOUR1043 | Main | Page, S. <u>Transport and tourism : global perspectives</u> . 3rd ed. Essex : Pearson, 2010. | 338.4791/PAG/2009 |
| | | Coyle, J. J. <u>Transportation : a supply chain perspective</u> . USA : Cengage, 2011. | New ed.: c2019, 9th ed. 388/NOV/2019 |
| | Supplementary | Sven Gross and Louisa Klemmer. <u>Introduction to tourism Transport</u> . CABI, 2014. | 388.042/GRO |
| | | Duval, D. T. <u>Tourism and transport : modes, networks and flows</u> . Clevedon : Channel View Publications, 2007. | Not available |
| | | Coyle, J. J. <u>Transportation : a supply chain perspective</u> . USA : Cengage, 2011. | 388/COY |
| | | Lumsdon, L. M. and Page, S. <u>Tourism and transport : issues and agenda for the new millennium</u> . Oxford : Elsevier, 2003. | Not available |

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|--------------------------------------|------------------|---|--|
| Travel Agency Operations TOUR1053 | Main | Jane Archer, G. S. <u>Manual of travel agency practice</u> . Oxford, UK : Routledge, 2012. | 338.4791/SYR /2011 |
| | | Bhatia, A. <u>The business of travel agency and tour operations management</u> . Sterling Publishers Pvt. Ltd., 2012. | 338.4791/ BHA |
| | Supplementary | Gwenda Syrratt. <u>Manual of travel agency practice</u> . UK : Butterworth Heinemann, 2005. | Not available |
| | | Dennis L. Foster. <u>The business of travel</u> . 4th ed. UK : McGraw Hill, 2003. | Not available |
| | | Alan, Plannet. <u>Principles of hotel and catering law</u> . 5th ed. UK : Cassel, 2003. | Not available |
| Travel Ticketing TOUR2013 | Main | Jeanne Semer-Purzycki. <u>Practical Guide to Fares & Ticketing</u> . 3rd ed. Delmar Cengage Learning, 2001. | Not available |
| | | John G. Wensveen. <u>Air transportation</u> . 6 th ed. Ashgate Publishing, 2007. | Not available <i>*New ed. (2015, 8th ed.) has been ordered</i> |
| | | David W. Howell. <u>Passport : an introduction to travel and tourism industry</u> . 8th ed. USA : South Western Industry, 2011. | Not available |
| | | Horner, P. <u>Travel agency practice</u> . 9th ed. UK : Longman, 2012. | Not available |
| | | Davidoff, D. S. & Davidoff, P. G. <u>Air fares and ticketing</u> . 3rd ed. United | Not available |

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|-------------|------------------|--|---------------|
| | | Kingdom: Pearson, 1995. | |
| | Supplementary | Foster, Daniel. <u>An introduction to travel and tourism</u> . Singapore : Oxford Press, 2004. | Not available |

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