

BTTM-102

Principles of Management

Bachelor in Tourism & Travel Management (BTTM)



UTTARAKHAND OPEN UNIVERSITY

School of Tourism and Hotel Management

Teenpani Bye Pass Road, Near Transport Nagar, Haldwani – 263139

Phone No.: 05946-261122, 261123

Toll Free No. 18001804025

Fax No.: 05946-264232,

E-mail : info@uou.ac.in <http://uou.ac.in>

LIST OF CONTRIBUTORS		
Sr. No	Author	Unit Number
1.	Dr. Parikshit S. Manhas , Associate Professor, Jammu University	1-3
2.	Dr. Komal Nagar , Assistant Professor, Jammu University	4
3.	Dr. Vinay Chauhan , Associate Professor, Jammu University	5-9
4.	Ms. Preeti Raj , Asstt. Professor, Amarpali Institute, Haldwani	13
5.	Dr. Saurabh Dixit , Asstt. Professor, Bundelkhand University	10,12,14,16
6.	Mr. Abhinav Mishra , Barielly	11,15

Programme Coordinator

Dr. Akhilesh Singh

Department of Tourism, Uttarakhand Open University, Haldwani

Editor

Dr. Amit Gangotia

Former Faculty, Department of Tourism, Uttarakhand Open University,
Haldwani

ISBN:

Copyright: @ Uttarakhand Open University

All rights reserved. No part of this work may be reproduced in any form, by mimeograph or any other means, without permission in writing from the Uttarakhand Open University.
