

BHARATHIAR UNIVERSITY: COIMBATORE
REGULATIONS FOR M.A. TOURISM -INTERDISCIPLINARY DEGREE COURSE
CBCS pattern with effect from 2012-2013

Tourism is one of the world's highest priority industries and employers. India earned more than Rs. 77591/- crores in 2011 through tourism industry. The earning is expected to grow by 8.8% per annum, in the coming years. Further tourism sector provides direct and indirect employment opportunities. It is estimated that more than 24 million job opportunities would arise during the 12th five year plan. There is another findings that presently the tourism sector is facing acute shortage of over 200,000, trained manpower annually. Hence, tourism ministry is taking every effort to train 8 crores strong workforce over the next five years. Keeping in view of the employment opportunities and future needs for the trained human resource in tourism sectors an inter and multidisciplinary job oriented value based M.A. Tourism course is being offered.

Course of Study: M.A. (TOURISM) – Interdisciplinary

The course is a two year full-time Master of Arts (M.A.) interdisciplinary and multidisciplinary job oriented value based programme specializing in Tourism. The department would conduct the classes and examinations as per the guidelines of Choice Based Credit System. The Course shall be under the Semester System according to the Syllabus to be prescribed from time to time. This Course consists of Core Subjects and Elective Subjects.

Eligibility for Admission to the Course

A candidate who has passed any one of Degree Examinations through **English Medium** of this University or an examination of some other University accepted by the Syndicate as equivalent thereto shall be eligible for admission to the M.A. (TOURISM) – Interdisciplinary degree.

Duration of the Course

This Course of Study shall be based on Semester System. This Course shall consist of four Semesters covering a total of two Academic Years. For this purpose, each academic year shall be divided into two Semesters; the first and third Semesters; July to November and the second and the fourth Semesters; December to April. Each semester will have 90 working days consisting of 5 teaching hours per working day.

Scheme of Examinations

As given in the respective Board and as per the University norms prescribed for other PG courses.

The Medium of Instruction and Examinations

The medium of instruction and Examinations shall be English **only**. However, as per directives of the government, if the candidates answer in Tamil, their answer scripts will also be evaluated.

The Minimum (Pass) Marks

A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper. A candidate shall be declared to have passed the whole Examination if the student passes in all the papers.

BHARATIAR UNIVERSITY
SCHEME OF EXAMINATIONS

M.A.TOURISM(INTERDISCIPLINARY)(CBCS PATTERN)

For the students admitted during the academic Year 2012-2013 onwards.

StudyComponents /Course Title	Inst. Hrs/ week	Exam				Credit
		Duration	CIA	Uni. exa	Total	
<u>FIRST SEMESTER</u>						
PAPER-I Principlesof Tourism.	6	3	25	75	100	4
PAPER-II Cultural Heritage of India.	6	3	25	75	100	4
PAPER-III Tourism Resources of India -I.	6	3	25	75	100	4
PAPER-IV Tourism Geography.	6	3	25	75	100	4
PAPER-V Elective I- Principles of Management.	6	3	25	75	100	4
<u>SECOND SEMESTER</u>						
PAPER-VI Travel Agency and Tour OperatorBusiness.	6	3	25	75	100	4
PAPER-VII Transports for Tourism.	6	3	25	75	100	4
PAPER-VIII Tourism Resources of India -II .	6	3	25	75	100	4
PAPER-IX Hospitality Management.	6	3	25	75	100	4
PAPER-X Elective II - Communication Skills for Tourism.	6	3	25	75	100	4
PAPER-XI On the Job Training and Report.	-	-	50	-	50	2
<u>THIRD SEMESTER</u>						
PAPER-XII Sustainable Tourism Development	6	3	25	75	100	4
PAPER-XIII Air Fares and Ticketing.	6	3	25	75	100	4
PAPER-XIV Tourism Products of Tamil Nadu.	6	3	25	75	100	4
PAPER-XV World Tourism Panorama.	6	3	25	75	100	4
PAPER-XVI Elective III- Tourism Marketing.	6	3	25	75	100	4
PAPER-XVII Field Visit	-	-	50	-	50	2

Fourth Semester						
PAPER-XVIII-E-Tourism	4	3	25	75	100	4
PAPER-XIX Human Resources Management.	4	3	25	75	100	4
PAPER-XX Tourism Policy, Planning and Development in India	4	3	25	75	100	4
PAPER-XX I Ethical Codes for Tourism	4	3	25	75	100	4
PAPER-XXI I Elective IV- Entrepreneurship Development in Tourism.	4	3	25	75	100	4
PAPER-XXIII Project and Viva	10	-	50	100	150	6
Total					2250	90

* In the core subjects, no. of papers both theory and practical are included wherever applicable. Existing number of papers to be offered. However, the total credit and marks for core subjects remains the same as stated above.

@ Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.

Electives :List of Group of Elective papers (Colleges can choose any one of the Group papers as electives)

	GROUP-A	GROUP-B	GROUP-C
Semester I: Elective- I.	Principles of Management.	MICE	Cultural Tourism
Semester II: Elective –II.	Communication Skills for Tourism.	Tourism Law.	Tour Guiding and Interpretation.
Semester III: Elective -III	Tourism Marketing.	Adventure Tourism in India	Ecotourism
Semester IV: Elective-IV	Entrepreneurship Development in Tourism.	Tourism Research Methods.	Emerging Issues in Tourism

SEMESTER –I

PAPER-I Principles of Tourism.

Objectives: To know the basics concepts and importance of tourism

Unit-1

Tourism-definition, meaning, and characteristics; Types of tourism; Tourists; Types of Tourists; Emerging tourism- Eco Tourism, Adventure Tourism, Rural Tourism etc.; Components of tourism and their linkages.

Unit-2

Development of travel and tourism through the ages- purposes for travel during the past, travelers, travel accounts, transports, highways, etc.; Factors responsible for the growth of mass tourism- spas, organized travels, paid holidays etc.; The grand tour.

Unit-3

Motivation for the travel; Deterrents of tourism; Measurement of tourism; Need for Tourism statistics; Types of tourism statistics; TSA-Tourism Satellite Accounts-methods and problems; Emerging trends in tourism traffic in India.

Unit-4

Impacts of tourism - Socio-economic - positive and negative; Tourism expenditure; Tourism multipliers –income, and employment; Manila Declaration; STD- Sustainable Tourism Development; Tourism-the world' peace industry.

Unit-5

Tourism organizations –objectives and functions ; WTO, IATA, PATA, WTTC, ICAO, MOT, DOT, ITDC, and TTDC.

References:

1. J.M.S. Negi Successful Tourism Management
2. Jagmohan Negi Travel & Tourism
3. A.K. Bhatia Introduction to Tourism
4. R. Garther Tourism Development
5. P.C. Sinha, 'Tourism Management.
6. Bhatia. AK International Tourism
7. R. Jacob New Facets of tourism Management
8. BP George Advancements in Tourism
9. BP George Tourists and Tourism.

PAPER-II Cultural Heritage of India.

Objectives: To enable the students to be familiar with historical and cultural background of India.

Unit-1

Culture- meaning; Indian culture- meaning and constituents; Salient features of Indian Culture- Unity in diversity; The importance of Indian cultural heritage for tourism; Outlines of the historical evolution of Indian culture.

Unit-2

Cultural heritage of Harappa, Vedic and Sangam period; The contributions of Buddhism and Jainism to Indian cultural heritage; The Maurya's contributions to culture-art and architecture.

Unit-3

The legacy of Indo-Greeks, Sungas and Satavahanas; The cultural heritage of Guptas and Harshas; Ancient centres of learning; The contributions of Chandellas and other kingdoms.

Unit-4

The contributions of Chalukyas, Pallavas, Pandiyas, Rastrakutas, the Cholas and Pandiyas, Nayaks and Vijaynagar kingdoms to cultural heritage.

Unit-5

The contributions of the Delhi Sultanate and the Mughals; Indo-Islamic culture; The importance of Bhakti movement; The contributions of west to Indian cultural heritage.

References:

1. A. L Basham, 'The Wonder that was India' Balaji, 2003
2. A. L. Basham, 'A Cultural History of India'
3. Salin Singh, 'Cultural Heritage of India' .
4. Dixit Manoj & Charu Sheela Tourism Products of India : New Royal Publishers (2006) Lucknow
5. Facets of India, Spectrum Series
6. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay. 2 vols
7. B, N Luniya Evolution of Indian Culture.

PAPER-III Tourism Resources of India—I.

Objectives: To know the tourism resources of India **excluding Tamil Nadu** and their tourism potentiality.

Unit-1

Tourism resources – concept , types- natural and manmade, and characteristics; Classification and location of tourism resources of India- eastern, western, northern and southern; India – A Tourist Paradise; Important tourism circuits; Unique features of tourism resources of India.

Unit-2

Archaeological sites in North India and other parts of India; A case study of Indus sites; Museums – types of museums; Functions of museums; Museums in India; Case studies - National museum, Delhi; Indian museum, Calcutta; Important art galleries in India;

Unit-3

Historical monuments and their types -regionwise; Important pillars, forts and palaces; World heritage sites in India; Selection criteria; Case study of Hambli; TajMahal, Khajurho temples, Ajanta and Ellora.

Unit-4

Cultural tourism resources of India; Styles of temple architecture; Development and features of temple architecture- Hindu-cave temples, monolithic temples, structural temples; Different parts of Hindu temples; Buddhistic- chaityas, viharas, stupas; and Islamic-mosques.

Unit-5

Features of Indian sculpture; Schools of Indian sculpture - Gandhara, Amaravati, Mathura; Idols and types of idols- Siva and Vishnu; Masterpiece of dancing Lord Siva; Features of paintings; Schools of Indian painting -Ajanta, Rajasthani, Kangra.

References:

1. India, Lonely Planet Publication ;2. S. Jaganathan, 'India Plan your own holiday'
3. H.K.Kaul, 'Travelers India; 4.Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001);
- 5.Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002); 6.Brown Percy, Indian Architecture (Buddhist and Hindu),Bombay. 2 vols
7. S. Punja, 'Museums of India' ;8.NBTIndian Painting;

PAPER-IV Tourism Geography.

Objectives: To understand the applications of geography to tourism .

Unit-1

Meaning and types of Geography; Maps and its uses; Maps-circuits and tourism centres;Geographical components of tourism; Importance of Geography in tourism; Important geographical regions-hemisphere,continents.

Unit-2

Major countries of world-physical and political geography- America, Asia, Australia, Africa and Europe;Tourism importance of weather and climate.

Unit-3

Latitudes and longitudes; International dateline; Time zones; Calculation of time; GMT variation and their relevance and importance for travel and tourism sector.

Unit-4

Aviation Geography and its uses; IATA Traffic Conference Areas, Sub areas and Sub regions; IATA three letter codes and Airline codes.

Unit-5

Geographical factors affecting global and regional tourism movements; Natural calamities; diseases, etc.; Impact of weather and climate in tourism sector; Emerging trends in global tourist movements.

References:

1. Robinson HA Geography of Tourism
2. Burton Rosemary The Geography of Travel & Tourism
3. BP George International Tourism
4. Sinha, P.C. Tourism Geography, Anmol Publication
5. Dixit, M. Tourism Geography and Trends, Royal Publication
6. International Atlas, Penguin Publication and DK Publications
7. ABC World wide Airways Guide (Red & Blue)
8. Travel Information Manual, IATA, Netherland, 2006

PAPER-V Elective -I Principles of Management.

Objectives: To understand the elementary management concept necessary for tourism administration.

Unit-1

Management-meaning, importance, levels, management skills; Development of management thought; Contributions of Henry Fayol and FW Taylor.

Unit-2

Functions of management; Planning- importance, types, process, MBO; Organization type and structure.

Unit-3

Overview of Staffing, recruitment and selection; Directing; Communication-types, barriers; Controlling – methods and techniques.

Unit-4

Motivation-importance and theories; Leadership –theories, styles and qualities.

Unit-5

Accounting-nature, purpose, and concepts; Journal ledger and trial balance; Profit and loss account and Balance sheet; Travel agency accounting-uses and users of accounting information; Financial management-objectives and functions.

References:

1. Harold Koontz & Heinz Weihrich Essential of Management.
2. H. Koontz & Cyril O'Donnell Management

3. Jungle, H. Koontz Management Theory.
4. Peter F. Drucker. Principles of Management
5. V.S.P. Rao, Management Concepts – Konark Publishers
6. L.M. Prasad Principles & Practice of Management, S. Chand.
7. R. D. Agarwal, Tata McGraw Hill. Organization & Management

SEMESTER –II

PAPER-VI Travel Agency and Tour Operator Business.

Objectives: To enable the students to be familiar with functions of travel agency and tour operator firms

Unit-1

Travel agency- meaning, origin and development; Thomas Cook contributions, American Express; Types of travel agency.

Unit-2

Procedures to set up a travel agency; Organization of travel agency- Departments; Functions of travel agency; Sources of income; Distribution channels.

Unit-3

Tour operator- meaning and types; regulations and procedures to set up a tour operator firm; functions of tour operator firm; preparation of tour itinerary; FIT, GIT; types of tour packages- product oriented, adventure oriented, special interest tour-merits and demerits.

Unit-4

Tourist guide; types; qualities; functions; training and income; Travel formalities- passport, visa and its types, health and currency formalities.

Unit-5

Organizations promoting travel and tour operators business -ASTA; UFTAA; WATA; TAAI; IATO; FHRAI.

References:

1. Chand.M., 'Management of Travel Agency and Tour Operation' ,Anmol, New Delhi
2. Jagmohan Negi, 'Tourist Guide and Tour Operation : Planning & Organising' Kanishka, New Delhi, 2005
3. J.M.S.Negi, 'Travel Agency Operation, Concepts and Principles' Kanishka, New Delhi, 2005
4. The Business of Travel Agency Operations and Management - D.L. Foster
5. Successful Tourism Management : P.N. Seth

PAPER –VII Transports for Tourism

Objectives:To familiarize with the various types of transports.

Unit-1

Transports -meaning; Modes of travel; Means of transports; Types of transports; Importance of transports in tourism.

Unit-2

Surface transport- the development of automobiles, car, coaches, recreation vehicles, etc. and their tourism importance.

Unit-3

Origin and development of railways; Major railway systems- British rail, Eurorail, Amtrak; Indian railways and its operations; Tourism important trains-Palace on wheels, Royal orient, Toy trains, World heritage trains, Trams, Metro, Taj express, Satabti, Superfast etc.; Role of railways in tourism promotion - promotional fares, Indrailpass.

Unit-4

Water transports- liners and cruises, Queen Mary -II, Amet, boat houses, hovercrafts, hydrofoils, etc.; Tourism potentialities and activities of water transports.

Unit-5

Airlines-scheduled and charter and its types; Advantages of charters; Five freedoms of international airlines; Major airlines of the world; Development of civil aviation in India; Nationalization of air lines; Open sky policy; Role of airlines in tourism promotion.

References:

1. Travel Industry : Chunk Y. Gee
2. Transport for Tourism : Stephen Page
3. Tourism System : Mill, R.C. and Morrison
4. Successful Tourism Management : P.N. Seth
5. Ministry of Tourism/Railways/Civil Aviation : Annual Report

PAPER-VIII Tourism Resources of India—II.

Objectives: To know the tourism resources of India **excluding Tamil Nadu** and their potentiality.

Unit-1

Performing arts-Dances-folk and classical; Music-marg and desi; Kinds of musical instruments; Dance and music festivals and their importance; Festivals-secular and religious; Indian food and handicrafts.

Unit-2

Pilgrim centres of religions of Indian origin- National level pilgrim tourism circuits, Kasi, Haridwar, TriveniSagamam, Kumbamela, Ayothya, Mathura, Kedarnath, Badrinath, Vaishnodevi, Tiruppati, Sabarimala, Dharmasala, Mookambikai, Guruvayur, Udipi, etc.; Important pilgrimages- Amarnath, Kumbamela, Rathyatra, Puttaparti, Mantralaya, Shiradi, etc. Other religious pilgrim centres- Mt. Abu; Sravanabelacola; Stupas- Churches – St. Xavier; Mosque- Jumma; Golden temple.

Unit-3

Natural tourism resources- beaches in east and west coast; Goa, Juhu; Tourism importance and potentiality of islands; Back waters, Rivers and lakes; Snake boat race, and Boat houses.

Unit-4

Tourism importance of forests and deserts; botanical garden; bio- spheres; Mangrove forests, Sunderban; National parks and Wild life sanctuaries; water falls; Hill stations-Northern, Southern, Eastern, and Western India; Tourism promotional fairs and festivals flower shows, and summer festival.

Unit-5

Man-made tourism resources- Amusement parks, Appughar, Esselworld, Fantasyland, Wonder la; Kiskinta; Pogoland; Maharaja; Black thunder; Planetariums; Medical and health tourism- naturopathy, Panchkarma; Ashrams; MICE-meetings, incentives, conferences, and events; Trade fairs; Sports stadiums

References:

1. India, Lonely Planet Publication
2. S. Jaganathan, 'India Plan your own holiday'
3. H.K.Kaul, 'Travelers India'
4. VatsayanaKapil Indian Classical Dance, New Delhi.
5. Swami, Prayaganand, History of Indian Music
6. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
7. Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.

PAPER- IX Hospitality Management.

Objectives: To enable the students to know the basic operations of hotel sectors

Unit-1

Accommodation –meaning, origin and development; Importance of accommodation sectors in tourism promotion; Characteristics of hospitality sector.

Unit-2

Hotels-meaning and types; International hotels; Gradation; Classification; Hotel chains; Heritage hotels; Motels and its types; Emerging Ecotel.

Unit-3

Secondary and supplementary accommodation; International youth hostels; Emergence of time shares; PGA.

Unit-4

Hotel operations and organization; Front office; Rooms ;Food and Beverages Service and Production; Tariff plans- American, Europe; Continental; House keeping; Menus-Chinese, Continental, Indian.

Unit-5

Leading multinational hotel chains in India; Ashok group; Trends in accommodation sector; Incentives of Govt. of India to the sector; HRD needs in hospitality; Ethical values and regulatory measures required for the sector.

References:

1. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi,2000
3. Andrews: 'Hotel front office training manual' Tata Mcgraw Hill,Bombay,1980
4. Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
5. Arthur &Gladwell: Hotel Assistant Manager(London communica, Barril, Jenkins)
6. Negi: Professional Hotel Management(Delhi: S.Chand)

PAPER-X Elective Paper-II Communication Skills for Tourism

Objectives : To impart communication skill for better public relations and interpretation about destination.

Unit -1

The concept of communication, meaning,process,types;Need for communication; Channels of communication; Barriers; Principles of effective communication; Relevance of communication for tourism; Rules for effective listening;Listening to the speech of the native speakers especially foreign tourists.

Unit -2

Grammar and pronunciation for effective speaking; Communication skills required for telephone handling; Communication skills required for the staff of travel agency, hotels,etc.; Skills for tourism product publicity – presentation technique; Describing the tourism attractions.

Unit-3

Public speaking skills; Reporting skills;Role of body language, dress, gestures, manners and overall confidence; Non-verbal communication; Ethical and legal guidelines; Table etiquettes; Role of culture in the process of communication.

Unit-4

Basics of paragraph writing, paragraph as a unit of meaning;The sentences and the paragraph - relationship and interdependence; Use of sentences connectors.

Unit -5

Features of written communication; types of letters, lay out of a letter, written of applications, office correspondence; narrative techniques; writing sales letter;communicating through reports; preparation of promotional materials- brochures, advertisements etc.; writing for various media.

References:

1. Lynn Vander Wagen, Hospitality Press Pt. Communication in Tourism and Hospitality .
2. Jon & Lisa Burton - Longman Group Ltd Interpersonal Skills for Travel and Tourism
- 3.Rayon and V. Lesikar, John D. Pettit, JR. - Richard D. Irwin, INC Business Communication

PAPER-XI On the Job Training for three weeks and Report.

Objectives: To expose the students to the industry thereby enabling them for a better career opportunities and placement and to give practical exposure.

SEMESTER –III

PAPER-XII Sustainable Tourism Development

Objectives: To understand the practices and procedure in developing the tourism without much negative impacts.

Unit –1

Sustainable development- back ground, concept and definition; Dimensions of sustainability-social, economic, environmental; Stockholm conference 1972;Brundtland Commission 1987; Rio Declaration 1992; Global Warming and Sustainable Development.

Unit – 2

Sustainable tourism- meaning, definition, global significance of sustainable tourism; Agenda – 21 for travel and tourism industry; World Conference on Sustainable Tourism 1995 ; Benefit and issues of sustainable tourism development.

Unit – 3

Sustainable tourism planning; Principles of sustainable tourism planning; Climate analysis, locality analysis and site analysis; Design for environment;Socio-economic conditions;Culture and experimental values.

Unit – 4

Standardization and certification for tourism sustainability; ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development code

Unit – 5

Approaches in sustainable tourism; Ecotourism; concepts, objectives of ecotourism; Characteristics of ecotourism;Global initiative under Quebec City and Oslo conventions; Responsible tourism;

Concept and global responses; Cape Town and Kerala Declaration; Community based and pro poor tourism including STEP; Eco-friendly practices and energy waste management.

References:

1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca
2. Sustainable Tourism, Salah Wahab and John J. Pigram,
3. Sustainable Development – Economic and Policy, P.K. Rao

PAPER-XIII Air Fares and Ticketing.

Objectives: To prepare students to get a job in airlines and travel agency.

Unit- 1

Division of world by IATA traffic conference areas, sub areas, sub regions; Major airlines, and Major airports of the world; Airport Authority of India; Open sky policy; Time calculations; GMT variations; Concept of standard time; and Day lite saving time; Calculation of elapsed time; Flying time and Ground time.

Unit-2

Familiarization with OAG(ABC); Important airlines and airport of world; Three letter city codes; Three letter airport code; Coding and decoding of country, city, airport and airline; Minimum connecting time.

Unit-3

Ticket-meaning and types; manual and machine; Vouchers; Basic elements of air fare; Components of fare; Operations cost; Classes of journey; Familiarization with air tariff; Mileage and extra mileage allowance ; Currency regulation; NUC conversion; Mode of payment.

Unit-4

HIP- Higher intermediate Point; Circle trip minimum (CTM); Backhaul check; Add on; General limitations on indirect travel; Mixed class journey; Special fares; Passenger ticket and baggage check with issuance of ticket with itineraries- one way , return, circle trip, mixed class special fare ; Baggage rules.

Unit-5

Familiarization with travel information manual; Documentation-passport, visa and its types; Currency, Custom and Health regulations; Cards useful for expenses of passenger's travel, Credit card and its types; ATC- air travel card, UATP- universal air travel plan; BSP- billing and settlement plan.

References:

1. OAG
2. JagmohanNegi, 'Air travel Ticketing and Fare construction', KanishkaDelhi,2005
3. IATA Ticketing Hand Book
- 4.ABCWorld wide Airways Guide (Red & Blue)
- 5.Air Tariff Book 1, World wide Fares.

PAPER- XIV Tourism Products of Tamil Nadu.

Objectives: To enable the students to understand the nature and importance of regional tourism potentiality.

Unit-1

Geographical locations of Tamil Nadu; race, language and rulers of Tamilagam; Socio-cultural tourism resources – Historical monuments; Architectural features of – Mahabalipuram, Chola triangle – Tanjore, Gangaikondacholapuram and Darasuram; Madurai; Chidambaram; Sri Rangam; Palaces, Forts; Museums; Galleries, etc.

Unit-2

Pilgrim centres- Temples-Divyadesams; Padalperrasthalas; Arupadaiveedugal; Navagraha temples; Panchabhuta temples; Sri Rangam; Amman shrines; Mahamaham; Nagore; Velankanni; Basilica; Ashrams; Auroville, Mutts.

Unit-3

Natural tourism centres- Beaches- Marina; Kovalam; Kanyakumari beach-sun rise and setting; Andaman & Nicobar islands; Pitchavaram; Muttukadu; Rivers; Jog falls, Hogenakkal, Hill stations- Ooty, Kodaikanal; Yercaud; Valparai; Topslip; Tourism promotion festivals and Flower festivals in hill stations; Zoological and biological garden; Wildlife sanctuaries-Vandalur, Mudumalai; Theme parks- Athisayam; Black thunder; Kiskinta; Birla Planetarium.

Unit-4

Tourism potentiality in Udumalaipettai and its environs; Climate; Hill stations- Munnar, Thekkadi, Topslip, Valparai, Anaimalai, Parambikulam; Tea estates; Falls; Retreat houses; Tree houses; Dams - Aliyar, Tirumoorthy, Amaravati, and others; Masaniamman temple; AliyarVedatri Maharishi Ashram; Eco, Adventure, Wildlife and Rural tourism activities; Trekking; Flora and fauna.

Unit-5

The role of Department of Tourism, Govt. of TN for tourism promotion; Tourism traffic trends in TN; Formation of TTDC, function and various activities of TTDC; Tour packages of TTDC; Strategies announced by the TN govt. in 2012 for the tourism promotion.

References:

1. SitaTravel Planner.
2. SrinivasSouth Indian Temple
3. K.Kaul, 'Travelers India
- 4.India, Lonely Planet Publication
- 5.Nilakanda Sastri History of South India
- 6.Dixit, M and Sheela, C. Tourism Products

PAPER-XV World Tourism Panorama.

Objectives: To make learners to be aware of the most popular tour centres of the world

Unit-1

Wonders of the world including the contemporary; Antarctica as tourism resources; Space as a tourism resources; Important tourism centres of Australia – Sydney harbor; Sydney opera house;

Beaches- Bondi, Surfers paradise, Cable, Bells, Gold coast and Magnetic island; Great barriers; Great Ocean road; Kakadu national reserve.

Unit- 2

Popular tourism attractions of North America and South America-Times Square; National Mall; Memorial parks; Disney world Magic kingdom; Disney land; Theatre Hollywood; White house, Statue of liberty; Library of congress; Empire building; American Museum of natural history; Lincoln and metro museum; Amazon, Niagara; Angel falls; Sea world Florida; Andes; Rockies; Grand Canyon national park; Las Vegas.

Unit-3

The most important tourism centres of northern, western and other part of Europe ; Eiffel tower; Louvre museum; Notre Dame de Paris; Palace of Versailles; British museum; Buckingham palace; Pleasure beach in UK; Bigpen; Tower bridge; Rome coliseum; Acropolis; The Vatican museum; The Vatican Square; Amsterdam, Alps; Swiss; Edinburg castle; Cathedral dame; Barcelona beaches; Kremlin.

Unit-4

Tourism attractions of Asia- central, east and west; Muktinath; Manasarovar; Jerusalem; Tibetan plateau; Mecca; Macedonia; Jerusalem; Bethlehem; Bali; Ankorvat; Borodopur; Lhasa Potala palace; China summer palace, Temple of heaven, Forbidden city, Chang tang national reserve; Universal studio of Japan; Malaysia beaches and Petronas twin tower; Singapore; Hong-kong; Bangkok; Dubai.

Unit-5

Famous African tourism destinations -Masaimara national reserve; Simien national park; other national parks- Awash, Omo, Mago, Gambala; Rift valley; The blue Nile falls; Nile cruise; Victoria falls; rock hewn church of Lalibela- 8th wonder of world; Cape town; Kilimanjaro; Zanzibar.

References:

Lonely Planet Travel guides: Great Journeys; Asia Book; Australia; USA ; Thailand; South America; New discover Rome, London.

PAPER-XVI Elective -III Tourism Marketing.

Objectives: To acquaint with basic ideas of marketing skills relevant for the tourism sector

Unit-1

Marketing-concepts; Tourism marketing; Importance of tourism marketing ;The tourist product; Salient features of the tourism marketing; Market research technique.

Unit-2

The tourism market- market segmentation-important bases, tourism marketing mixes i.e. four p's- product, price, place, and promotion.

Unit-3

Product designing , branding and packaging; New product development; Product life cycle; Pricing – determining factors and objectives; Distribution systems- electronic distribution system.

Unit-4

Tourism advertising- importance ; Selection of media; Message; Strategy; Tourism publicity- Publicity media;Public Relations; PR techniques in tourism.

Unit-5

Sales promotion- Techniques of sales promotion; Tools of sales promotion; Marketing of Indian tourism – God’s own country, Incredible India, Discover India; AthithiBhavo; Visit India Year.

References:

1. Ernie Heath &Geoffrey Wall, John Wiley &Sons Marketing Tourism Destinations
2. Philip Kotler, Jon Bower Marketing for Hospitality and Tourism.
3. S.M. JhaTourism Marketing.
- 4.J.Christopheo Holloway &ChrisMarketing for Tourism.

PAPER-XVII- Field Visit

Objectives: To expose the students to have the first knowledge about tourism centres and enable them to observe the sectors activities and practices and tourists activities.

SEMESTER – IV

PAPER-XVIII E-Tourism

Objectives: To introduce to the learners the important concepts and applications of communication and information technologies in tourism.

Unit-1

E-tourism-meaning; Development of e-tourism; E-travel and Travel portals; Significance of travel portals; Advantages and disadvantages of e-tourism; Travel portals in India; Technologies for data processing and communication- hardware and software.

Unit-2

Internet and www; web designing; Tourism websites; Email; Regulatory frame work; Internet economics- using IT for competitive advantage.

Unit-3

E-commerce ;Starting e-business;E-marketing of tourism products; Electronic High way.

Unit-4

Uses of tournet and CRS – Galileo; Sabre; Amadeus; Apollo; Fantasia; and various function; Eticketing.

Unit-5

Uses of computer- Computer in Airlines; Contribution of SITA to airlines; Computer in hotels; Usage of CRS in Hotel Industry; Operational usage through chain of hotels; Computer in travel agency- videotex system, services; Computer in railways.

References:

1. Sheldon, P. Tourism Information Technology: CABI, 2002
2. Inkpen, G. Information Technology for Travel and Tourism: Addison Wesley, 2000
3. Buhalis, D. E Tourism: Information technology for strategic tourism management.
4. Poon, A. Tourism, Technology, and Competitive strategies: CABI, 1998
5. Eisenmann, T.R. Internet Business Models – Text and Cases: McGraw-Hill, 2002

PAPER-XIX Human Resources Management.

Objectives: To develop the manpower resource required for tourism sector.

Unit-1

Human resources management-functions, objectives; HRP-human resource planning-objectives; Need for HRP on tourism; Job analysis.

Unit-2

Recruitment and selection: sources and methods of recruitment; E-Recruitment; Selection procedure-tests and interviews; Induction and placement.

Unit-3

Training- methods; Performance appraisal; Career development; Purposes and types of transfers; Types and importance of promotions.

Unit-4

Compensation to employees; Remuneration; Pay components; Incentives; Benefits.

Unit-5

Employee morale; Grievances; Managing conflicts; Disciplinary process; Collective bargaining; Labor welfare; Trade unions.

References:

1. Saiyadain S. Mirza, 'HRM', TMH, New Delhi, 2003.
2. Dessler, 'A Framework for HR Management', Pearson Edn India, 2001
3. Edmund Heery, 'A Dictionary of HRM', Oxford Uni. Press, 2001
4. Ian Beardwell & Len Holden – Human Resource Management: A contemporary perspective, Macmillan
5. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata McGraw Hill
6. M. Madhukar - Human Resource Management in Tourism , R. Publications

PAPER-XX Tourism Policy, Planning and Development in India.

Objectives- To enable the student to acquire the skill required to promote the tourism product keeping in view of the existing policies.

Unit-1

Tourism policy-concept and importance; Tourism policy making bodies-WTO, Govt. of India; Sergeant committee report and L.K.Jha.committee report.

Unit-2

Objectives and strategies of various tourism policies and plans ;Tourism policy of India-1982; National Tourism policy 2002; Perspective plan of 1988; National Action Plan of Tourism 1992.

Unit-3

Tourism planning- concept , objectives, types; Tourism Master Plan; Tourism planning process- techniques of tourism plan formulation; planning for tourism centres -influencing factor; sustainable tourism development.

Unit-4

Tourism related issues in five year plans in India- allocations, objectives and strategies for tourism sectors; Industry and export status; Tourism circuits.

Unit-5

Tourism development- Product life circle; Launching a new product; Image building of destination.

References:

- 1.Bezbaruah M.P Indian Tourism Beyond the Millennium
2. Tourism Planning : An integrated and Sustainable Approach - Inskeep E.
3. National &Regional Tourism Planning :Inskeep E. (Londown, Routledge)
4. Ecotourism: A case guide for planners and managers - Ecotourism Society
5. Reports, Drafts, Reccommendations, - 1982 ; 2002 ;1992 and 1997

PAPER-XXI Ethical Codes for Tourism.

Objectives: To expose the students to moral principles and values necessary and need of the hour for the industry

Unit-1

Ethics- meaning, importance, types and uses; Professional ethics- social responsibility, obligation and ethical concerns of tourism business; Present scenario of the tourism industry-social evils and economic offences taking place in tourism sectors; Frauds and crimes being committed against tourist.

Unit-2

The role of WTO in regulating ethical norms- Global codes of ethics for tourism -preamble and ten articles; Ethical and social responsibility of tourists, travel agents, tour operator, and accommodation sector.

Unit-3

Tourists rights - article 2 and 8 of WTO global code of ethics- entry, stay, departure; public health; Safety and Security; Satisfaction; Tourists bill of rights- Manila declaration ; Standardization and Certification for tourism sustainability-ISO 14000; Sustainable and Responsible tourism.

Unit-4

Remedial measures and protection against the maladies- Conventions, and their relevance in travel and tourism industry- Warsaw 1924; Chicago 1944; Brussels 1961; Athens 1974; Helsinki 1976; Consumer protection act 1986.

Unit-5

Necessity of preserving tourism resources like cultural heritages, nature and other tourism resources; Agencies working for the conservation of tourism resources- UNESCO, ASI, INTACH, IGPCA, ICCP,IUCN.

References:

- 1.WTO global code of tourism.
2. Professional Ethics and Human values.
3. William Shelly Ethics
4. conventions Reports

PAPER-XXII Elective- IV Entrepreneurship Development in Tourism.

Objectives: To mold the students to become self employed and becoming an entrepreneur

Unit-1

Entrepreneur- meaning, types, qualities, function; Entrepreneurship – characteristics, importance; Role of entrepreneur in national development.

Unit-2

Business ideas- sources; Methods of business ideas generation; Identification of opportunities; Analysis of opportunities.

Unit-3

Marketing feasibility- New destination and tourism services development; Destination and tourism services life cycle; Financial feasibility for developing and launching a new tourism products and services; Sources of finance; Financial assistance and loans available from financial institutions.

Unit-4

Locational and other feasibilities- factors for the selection of site for setting a travel agency or hotel; Points to be considered for the building of travel agency or hotel; Choice of technology for the tourism sector.

Unit-5

Establishing a tourism enterprise- steps, procedures, license, registration, etc. Scope for becoming an entrepreneur in tourism; Role of govt. agencies and financial institutions in promotion of entrepreneur in tourism- SSI, DIC, TIDCO, TFCI.

References:

1. Vasant Desai, Entrepreneurship Development, Himalaya Pub
2. Feroze Banker, Progressive Entrepreneur, Kanishka Publications
3. Mohanty, SangramKeshari (2005). Fundamentals of entrepreneurship, New Delhi.
4. Gupta &Srinivasan, Entrepreneurial Development

PAPER-XXIII Project and viva-voce.

Electivesubjects.

GROUP-A

SemesterIElective -I Principles of Management.

Objectives: To understand the elementary principles of management

Unit-1

Management-meaning, importance, levels, management skills; Development of management thought; Contributions of Henry Fayol and FW Taylor.

Unit-2

Functions of management; Planning- importance, types, process, MBO; Organization type and structure.

Unit-3

Overview of Staffing, recruitment and selection; Directing; Communication-types, barriers; Controlling – methods and techniques

Unit-4

Motivation-importance and theories; Leadership –theories, styles and qualities.

Unit-5

Accounting-nature ,purpose, and concepts; Journal ledger and trial balance;Profit and loss account and Balance sheet; Travel agency accounting-uses and users of accounting information; Financial management-objectives and functions.

References:

1. Harold Koontz & Heinz Weirich Essential of Management.
2. H. Koontz & Cyril O'Donnell Management
3. Jungle, H. Koontz Management Theory.
4. Peter F. Drucker. Principles of Management
5. V.S.P. Rao, Management Concepts – Konark Publishers
6. L.M. Prasad Principles & Practice of Management, S. Chand.
7. R. D. Agarwal, Tata McGraw Hill. Organization & Management

Semester II Elective -II Communication Skills for Tourism

Objectives : To impart communication skill for better public relations and interpretation about destination.

Unit -1

The concept of communication, meaning, process, types; Need for communication; Channels of communication; Barriers; Principles of effective communication; Relevance of communication for tourism; Rules for effective listening; Listening to the speech of the native speakers especially foreign tourists.

Unit -2

Grammar and pronunciation for effective speaking; Communication skills required for telephone handling; Communication skills required for the staff of travel agency, hotels, etc.; Skills for tourism product publicity – presentation technique; Describing the tourism attractions.

Unit-3

Public speaking skills; Reporting skills; Role of body language, dress, gestures, manners and overall confidence; Non-verbal communication; Ethical and legal guidelines; Table etiquettes; Role of culture in the process of communication.

Unit-4

Basics of paragraph writing, paragraph as a unit of meaning; The sentences and the paragraph - relationship and interdependence; Use of sentences connectors.

Unit -5

Features of written communication; types of letters, lay out of a letter, written of applications, office correspondence; narrative techniques; writing sales letter; communicating through reports; preparation of promotional materials- brochures, advertisements etc.; writing for various media.

References:

1. Lynn Vander Wagen, Hospitality Press Pt. Communication in Tourism and Hospitality .
2. Jon & Lisa Burton - Longman Group Ltd Interpersonal Skills for Travel and Tourism
3. Rayon and V. Lesikar, John D. Pettit, JR. - Richard D. Irwin, INC Business Communication

Semester III Elective-III Tourism Marketing.

Objectives: To acquaint with basic ideas of marketing to apply to the tourism sector

Unit-1

Marketing-concepts; Tourism marketing; Importance of tourism marketing ;The tourist product; Salient features of the tourism marketing; Market research technique.

Unit-2

The tourism market- market segmentation-important bases, tourism marketing mixes i.e. four p's- product, price, place, and promotion.

Unit-3

Product designing , branding and packaging; New product development; Product life cycle; Pricing – determining factors and objectives; Distribution systems- electronic distribution system.

Unit-4

Tourism advertising- importance ; Selection of media; Message; Strategy; Tourism publicity- Publicity media;Public Relations; PR techniques in tourism.

Unit-5

Sales promotion- Techniques of sales promotion; Tools of sales promotion; Marketing of Indian tourism – God's own country, Incredible India, Discover India; AthithiBhavo; Visit India Year.

References:

1. Ernie Heath &Geoffrey Wall, John Wiley &Sons Marketing Tourism Destinations
2. Philip Kotler, Jon Bower Marketing for Hospitality and Tourism.
3. S.M. JhaTourism Marketing.
- 4.J.Christopheo Holloway &ChrisMarketing for Tourism.

Semester IV Elective - IV Entrepreneurship Development in Tourism.

Objectives: To mould the students to become self employed and becoming an entrepreneur

Unit-1

Entrepreneur- meaning, types, qualities, function; Entrepreneurship – characteristics, importance; Role of entrepreneur in national development.

Unit-2

Business ideas- sources; Methods of business ideas generation; Identification of opportunities; Analysis of opportunities.

Unit-3

Marketing feasibility- New destination and tourism services development; Destination and tourism services life cycle; Financial feasibility for developing and launching a new tourism products and services; Sources of finance; Financial assistance and loans available from financial institutions.

Unit-4

Locational and other feasibilities- factors for the selection of site for setting a travel agency or hotel; Points to be considered for the building of travel agency or hotel; Choice of technology for the tourism sector.

Unit-5

Establishing a tourism enterprise- steps, procedures, license, registration, etc. Scope for becoming an entrepreneur in tourism; Role of govt. agencies and financial institutions in promotion of entrepreneur in tourism- SSI, DIC, TIDCO, TFCI.

References:

1. Vasant Desai, Entrepreneurship Development, Himalaya Pub
2. Feroze Banker, Progressive Entrepreneur, Kanishka Publications
3. Mohanty, SangramKeshari (2005). Fundamentals of entrepreneurship, New Delhi.
4. Gupta &Srinivasan, Entrepreneurial Development

GROUP-B

Semester I Elective-I Meetings, Incentives, Conference, and Events.

Objectives:To understand and tap the emerging market potentiality of the MICE.

Unit-1

Introduction to MICE; Evolution of MICE industry - Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles – associate, corporate, independent, TA's and TO's; Convention visitor Bureaus – functions, structure and funding sources.

Unit – 2

MICE market- association and corporate meeting, its characteristics and differences; Process of meeting management – premeeting, during the meeting and post meeting techniques); Role of travel agency in management of conferences, pre-and-post conference tours; Evaluation of events and its importance.

Unit – 3

Conference venues- concept, facility check-in and check-out procedures, requirements; Room layouts, F & B planning for conference- Convention manager, inter-related venues, project planning and development; Introduction to conference facilities in India; Role and functions of ICPB and ICCA.

Unit – 4

Trade shows and exhibitions - types of shows, benefits of exhibitions, participant decision making process- Contract negotiations – principles, negotiation with hotels, airlines and ground handler; Development of events sales and marketing plan.

Unit 5

Latest meeting technologies; Video conferencing and information communication technology; Factors including information communication technology affecting future of MICE; Human resource requirement for conferences; Incentive tour and special requirements for its organization.

References:

1. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA.
2. International Society of Meeting Planner (1997) "The Complete Book of International Meeting" Todd Publishing, Arizona.
3. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
4. Weirich, M.L. (1992) "Meeting and Convention Management", Hodder and Staughten

Semester II Elective –II Tourism Laws

Objectives: To understand the basic principles of various Laws, Codes , roles and regulations relating to tourism.

Unit – 1

Introduction ; Law and society; Branches of Law-Labour laws; Civil and criminal laws ; Commercial Law- Company Law- Industrial Law; Labour laws; Environmental Law.

Unit – 2

General principles of Contract Act; Essential elements of contract ; Breach of Contract ; Performance of Contract ; Indemnity & Guarantee ; Bailment

Unit – 3

Basic principles of Company Law; Registration of Company ; Types of companies ; Administration of companies; Winding up of companies.

Unit – 4

Citizenship; Passport; Visa ; FEMA ; Foreigners Registration Act; Customs; RBI guidelines; Criminal Law ; Registration of cases.

Unit-5

Laws and regulations related to tourism; Environment protection act 1986; Forest conservation act 1980; Wild life protection act 1972; Consumer protection act 1986; Ancient monuments act 1904; Ancient monument and Archaeological remains act 1958; Guide lines for the declaration of world heritage sites.

References:

- 1 N.D Kapoor, 'Mercantile Law', Sultan Chand, New Delhi
- 2 Avtarsingh., 'Introduction to company Law', Eastern, Lucknow
- 3 Universal's Labour and industrial law manual.
- 4 M.C.Kuchhal, 'Company Law', Vikas, 1994

Semester III Elective-III Adventure Tourism in India.

Objectives: To give knowledge to the students about the thrust area of tourism

Unit-1

Adventure tourism - meaning, types; Tourism resources required for adventure tourism; Potentiality for adventure tourism activities in India.

Unit-2

Air based adventure sports – gliding, paragliding, parachute jump, ballooning, kite festival.

Unit-3

Water- based adventure, kayaking, boating, river rafting, rowing, islands- scuba diving, fishing, cruise, wind surfing, water skiing.

Unit-4

Land based adventure - desert camel safaris, elephant safaris, oasis, skating, Himalayan car rallies, trekking, rock climbing, mountaineering, ice skiing.

Unit-5

Wildlife and National parks of India and their tourism importance; Natural world heritage sites; Future prospects of adventure tourism in India.

References:

1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca
2. Sustainable Tourism, Salah Wahab and John J. Pigram,
3. Ramesh Chawala, 'Ecology and Tourism Development, Surnit international, New Delhi, 2006
4. Kholi A Adventure Tourism
5. Hillary Edmund Adventure Tourism
6. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)

Semester I VElective - IV Tourism Research Methods

Objectives: To develop research aptitude among the students.

Unit – 1

Introduction to research - Nature, scope, and purposes of tourism research; Research ethics and values; Historical developments and the current debates in tourism research; Steps in research process; Overview of research design; Specific problems encountered by tourism researchers in India.

Unit – 2

Identifying research problems; Management problems and their translation into research problems; Review of literature; Sources of secondary data for tourism; Tourism management information ; Surveys and sampling; Questionnaire design and execution.

Unit – 3

Quantitative techniques ; Measures of central tendency and dispersion ; Time series analysis; Correlation and regression analysis; Normal distribution Statistical testing of hypotheses; Parametric and non parametric techniques; Multivariate analytical techniques; Quantitative techniques in decision support; PERT-CPM; Introduction to game theory; Use of software in data analysis.

Unit – 4

Qualitative techniques; Case study method; Experimentation; Depth interviews ; Participant observation; Ethnographic fieldwork; Preparing field notes; Focus group technique; Projective techniques; Content analysis; Historical analysis in qualitative tradition.

Unit – 5

Data presentation; Communicating the research findings; Written and oral presentation; Report writing tips; Scientific writing styles; Structure of research proposal; Tips on writing proposals for committees or external funding.

References:

1. Brunt, P. 'Market Research in Travel & Tourism', Butterworth Heinemann: UK,1997
2. Clark, M., Riley, M., Wilkie, E. and Wood, R.C. 'Researching and Writing Dissertations in Hospitality and Tourism', ITBP: UK,1998
3. Jennings, G. 'Tourism Research', John Wiley & Sons,2001
4. Poynter, J. 'How to research and write a thesis in Hospitality and Tourism: A step by step guide for College students, Wiley: UK1993
5. Ritchie, J.R.B. and Goeldner, C.R.(eds)'Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers', Wiley: UK.1994

GROUP-C

Semester I Elective - I Cultural Tourism

Objectives: To understand the importance of cultural tourism in Indian tourism

Unit-I

Tourist host interrelationship; Social and cultural disparities; Cultural determinants of tourism.

Unit-2

Tourism and moral conduct; Role of women to tourism; Tourism and cultural change; Effects on culture; Tourism and material form of culture and nonmaterial forms of culture.

Unit-3

Tourism festivals of India; Their organization and impact assessment of tourists ; Pilgrimage and tourism; Interrelationship; Pilgrimage tourism case studies- Palani, Tirupathy, Sabarimala.

Unit-4

Ethnic tourism concept; Positive and negative impact; History- its use and misuse in tourism

Unit-5

Role of images and motivation in promotion of tourism; Spatial planning for cultural tourism and infrastructural determinants; Visitor management at Indian cultural sites; Indian cultural ambassadors- artistes, musicians, and dancers.

References:

1. India, Lonely Planet Publication ;
2. S. Jaganathan, 'India Plan your own holiday'
3. H.K.Kaul, 'Travelers India';
4. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001);
5. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002); 6. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay. 2 vols
7. S. Punja, 'Museums of India' ;
8. NBT Indian Painting;

Semester II Elective -II Tour guiding and interpretation

Objective: To acquire an in-depth knowledge about the profession of tour guiding and describing the destinations to the tourists.

Unit- 1

Tour Guiding- concept, present Status; Role and responsibilities of tour guide- Tour guides code of conduct; Personal hygiene and grooming checklist for tour guides; Principles of tour guide; Developing tour guiding skills.

Unit- 2

Communication for tour guiding; Language, Posture and Presentation; Roadblocks in communication; Speaking faults-Body language for speaking; Tour commentary composition and contents-microphone technique; Sense of Humour; Timing and Indications; Apology and Pausing; Linking commentary with what to be seen.

Unit- 3

Visitor interpretation-concept principles and types; Developing good interpretation skill; Popular understanding of a place; Principles of good interpretive practical; Re constructive and creative Interpretation; Nature interpretation-concept; Principles of nature interpretation; Intrinsic quality of a resource ; Hierarchy of interpretation; Heritage interpretation.

Unit- 5

Dealing with emergencies; Accidents, Law and Order, Theft, Loss of documents; First Aid- importance; General procedures-evaluation of situation; First aid procedure-artificial ventilation, bleeding control, treating wounds; Principles of bandaging; Treating burns; Treating snake; Bite-dealing with fractures; Complaint handling.

References:

1. Motila Treece Successful communication
2. Robert Reily Effective Communication in tourist travel Industry.
3. Effective Business Communication
4. Wren Martin Elementary Grammar

Semester III Elective-III Eco-tourism

Objectives: To enable the students to be familiar with emerging tourism and its various aspects.

Unit-1

Environment- definition, concepts, types- living and nonliving; Ecosystems-types, components and functions; Food chain and food web.

Unit-2

Environmental pollution with special reference to tourism; Types of pollutants; Types of pollution and effects of pollution- green house effect; ozone depletion; global warming; acid rain etc.

Unit-3

Ecotourism-concepts, objectives of ecotourism; Characteristics of ecotourism; Recent developments and trends of ecotourism; Ecotourism planning and development strategies; The objectives of ecotourism year of 2002.

Unit-4

Ecotourism resources and activities in India; National parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, Wet lands, Mangroves, Coral reefs and Desert ecosystem.

Unit-5

Eco-tourism Planning and development strategies ; Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product development, Marketing and Promotion, Infrastructure development; Eco-tourism organizations;- WTO, International Eco-tourism Society, UNDP, Eco-tourism organization in India.

References:

1. Ramesh Chawala, 'Ecology and Tourism Development, Surnit international, New Delhi, 2006
2. Matha Honey, 'Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
3. Rast Buckley, 'Environmental impacts of Ecotourism', CABI, London, 2004
4. Journal of Sustainable Tourism, Channel View Publishers
5. Journal of Eco-Tourism, Channel View Publishers

Semester I Elective –IV Emerging Issues in Tourism

Objectives: To expose the students to the latest developments and happenings

Unit -1

Recent trends and practices in tourism traffic in India; Emerging new forms of tourism in India- Eco tourism; Agricultural and Rural tourism; Adventure tourism; Wild life tourism; Medical tourism and Business travel; The declining market for cultural tourism products in India.

Unit -2

Prospects of the introduction of Euro in the tourism-economic crisis and depression and its impact on tourism; Terrorism and tourism – an overview of unrest; safety and security issues in tourism.

Unit -3

Introduction of technologies; E-tourism, tournet, travel portal; E-Commerce and Tourism – Effects of business travel and MICE

Unit -4

Current initiatives in Indian tourism; taxes and tourism -impact of tourism; direct and indirect taxes for tour services, airport taxes, luxury tax,

Unit -5

Reasons for not achieving the target and objectives of various tourism policies and plans of India; Obsolete strategy in product development and marketing; Shortage of rooms; Shortage of air seats; Higher price; Higher taxes; Lack of trained manpower, Travel documentation formalities, etc.

References:

1. Lonely Planet News letter
2. WTO News
3. Hindu Tourism News
4. Annual reports