OBJECTIVES:
Bachelor of Arts (B.A.) in Tourism & Travel Management is designed to meet the following objectives

1. To educate the basic and necessary inputs for tourism sector and inculcate the required skills to work in the industry.
2. It also aimed to provide an overview of various multifaceted disciplines of the course and its functions
3. It equips skills to setup tourism related enterprises.

DURATION:
The B.A. Tourism & Travel Management comprises of six semesters spanning over 3 years, each year comprising two semester. As per UGC directive, there shall be 90 days class room, study in each semester.

ELIGIBILITY:
Any candidate who has passed the +2 level/higher secondary or equivalent shall stand eligible.

SCHEME OF INSTRUCTION:
There shall be six semester of course study including an internship not less than 1 month and study tour.

EVALUATION:
Evaluation of student is done by both Continuous Internal Assessment (CIA) and external exams.

1. CIA
CIA for theory exams consists of 25 marks, 40% for the practical exams out of the assigned maximum marks and 20 marks as internal for skill based theory subjects.
Note: CIA is evaluated by the concerned staff of the subject through assignment, periodical tests and model exams.

2. External Exams (75 marks)
External exams shall be conducted by the university at the end of the each semester.

ELECTIVES:
B.A. Tourism & Travel Management course offers elective papers in 5th and 6th semester respectively.

ATTENDANCE:
Students are expected to put in as much attendance as possible for holistic learning. However 75% of attendance is mandatory to appear in the university exams.
## SCHEME OF EXAMINATIONS

<table>
<thead>
<tr>
<th>Part</th>
<th>Subject code</th>
<th>Study Components/ Subject Name</th>
<th>Instructional Hours/ Week</th>
<th>Examination</th>
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<td>Duration CIA</td>
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<td>SEMESTER – I</td>
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<td>III</td>
<td>13A</td>
<td>CORE I- INTRODUCTION TO TOURISM</td>
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<td>III</td>
<td>13B</td>
<td>CORE II-PRINCIPLES OF TOURISM MANAGEMENT</td>
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<tr>
<td>III</td>
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<td>ALLIED PAPER I INFORMATION, COMMUNICATION AND AUTOMATION-1 (Full theory paper)</td>
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<td>CORE III - ECONOMICS OF TOURISM</td>
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<td>CORE IV- TRAVEL MANAGEMENT</td>
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<td>III</td>
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<td>ALLIED PAPER II INFORMATION, COMMUNICATION AND AUTOMATION-2 (Fully Practical)</td>
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<td>VALUE EDUCATION- HUMAN RIGHTS #</td>
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<td>33B</td>
<td>CORE VI- INDIAN GEOGRAPHY</td>
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<td>III</td>
<td>33C</td>
<td>CORE VII-TOURISM MARKETING</td>
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<td>33D</td>
<td>CORE VIII- LANGUAGE FOR COMMUNICATION-SPOKEN ENGLISH FOR TOURISM</td>
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<td>SEMESTER- IV</td>
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<tr>
<td>III 43A</td>
<td>CORE IX-FOREIGN LANGUAGE FOR COMMUNICATION- FRENCH-II</td>
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<td>CORE X- ECOLOGY, ENVIRONMENT AND TOURISM</td>
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<tr>
<td>III 43C</td>
<td>CORE XI- INDIAN TOURIST PANORAMA</td>
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<tr>
<td>III 43D</td>
<td>CORE XII TOURISM AND ADVERTISING</td>
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<td>ALLIED- IV- TRAVEL AGENCY AND TOUR OPERATIONS</td>
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<td>TAMIL@/ADVANCED TAMIL# (OR) NON MAJOR ELECTIVE- II – GENERAL AWARENESS</td>
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</table>

| SEMESTER-V |  |
|-------------|--|--|--|--|--|--|
| III 53A    | CORE XIII- HOSPITALITY MANAGEMENT | 6 | 3 | 25 | 75 | 100 | 4 |
| III 53B    | CORE XIV HISTORY OF INDIAN ARTS-I | 6 | 3 | 25 | 75 | 100 | 4 |
| III 53C    | CORE XV TOURISM POLICY AND PLANNING | 6 | 3 | 25 | 75 | 100 | 4 |
| III 53D    | CORE XVI- INDUSTRIAL TRAINING (SKILL ORIENTED PROGRAMME) | 5 | 3 | - | - | 100 | 4 |
| III 5EA    | ELECTIVE-I | 4 | 3 | 25 | 75 | 100 | 4 |
| IV 5ZC     | SKILL BASED SUBJECT- III TOUR GUIDING | 3 | 3 | 20 | 55 | 75 | 3 |

| SEMESTER- VI |  |
|-------------|--|--|--|--|--|--|
| III 63A    | CORE XVII HUMAN RESOURCE MANAGEMENT | 7 | 3 | 25 | 75 | 100 | 4 |
| III 63B    | CORE XVIII DESTINATION MANAGEMENT | 7 | 3 | 25 | 75 | 100 | 4 |
| III 6EA    | ELECTIVE – II | 7 | 3 | 25 | 75 | 100 | 4 |
| III 6EV    | ELECTIVE – III | 6 | 3 | 25 | 75 | 100 | 4 |
| IV 6ZD     | SKILL BASED | 3 | 3 | 20 | 55 | 75 | 3 |
NOTE:

$- Includes 25marks/20 marks/ 40% continuous internal assessment for core & allied, skill based paper and practical’s respectively.

@ - No university examinations, only continuous internal assessment

# - No continuous internal assessment, only university examinations.

**List of elective paper (student can choose any one of the paper as electives provided the chosen elective paper has resource to teach)**

**ELECTIVE-I**
- A) EVENT MANAGEMENT
- B) ARCHAEOLOGY
- C) HUMAN RIGHTS

**ELECTIVE – II**
- A) ADVENTURE TOURISM
- B) INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION
- C) GEOGRAPHY

**ELECTIVE – III**
- A) PROJECT WORK
  **PROJECT REPORT-80 MARKS AND VIVA VOCE- 20 MARKS**
- B) PUBLIC ADMINISTRATION
- C) SOCIOLOGY
SEMESTER I – CORE I – INTRODUCTION TO TOURISM

UNIT-I

UNIT-II
Elements of Tourism-Components of Tourism-Tourism Motivation (Push and Pull factors)-Technological Advancements in Tourism & Its Impacts- Tourism Resources (Natural, manmade and entertainment centres) - Tourism Infrastructure (Rail, Road, Air, Water).

UNIT-III
Types of Tourism-Rest and Relaxation Tourism-Pleasure Travel- Religious Tourism- Sports Tourism-Social Tourism- Business Tourism- Ecotourism-Adventure Tourism- Community Based Tourism-Wilderness Tourism-Special Interest Tourism.

UNIT-IV
Domestic Tourism-Meaning-Nature of Domestic Tourism- Benefits of Domestic Tourism- Barriers of Domestic Tourism-Strategies to Boost Domestic Tourism- India and Domestic Tourism- An Overview of India’s Domestic Tourism Statistical Data.

UNIT-V
International Tourism-Meaning-Types of International Tourism- Nature of International Tourism-Benefits of International Tourism- Barriers of International Tourism- Strategies to Boost International Tourism- India as a favored International Tourism Destination.

SUGGESTED READINGS:

SEMESTER I – CORE II - PRINCIPLES OF TOURISM MANAGEMENT

UNIT-I

UNIT-II

UNIT-III
UNIT-IV

UNIT-V
Motivation-Meaning- Definition- Nature of Motivation- Types of Motivation- Motivation Need- Theories of Motivation- Management by Objectives (MBO) - Introduction- Process of MBO- Advantages and Disadvantages of MBO.

SUGGESTED READINGS:

SEMESTER I – ALLIED I – INFORMATION, COMMUNICATION AND AUTOMATION (FULL THEORY PAPER)

UNIT-I

UNIT-II
Information- Meaning- Types of Information Systems- Sources of Information- Data collection- Usage of Computers in Information analysis- Role of Travel guide in dissemination of Information.

UNIT-III

UNIT-IV
Automation and Information system- Need- Multimedia- Electronic Mail System- Fax- Software used in computer based reservation (Airline and Hotel Booking).

UNIT-V

SUGGESTED READINGS:
Resources to be provided by staff.
SEMESTER II – CORE III – ECONOMICS OF TOURISM

UNIT-I

UNIT-II
Tourism Demand- Meaning and Definition- Types of Tourism Demand- Determinants of Tourism Demand- Indicators of Tourism Demand- Demand Elasticity- Supply- Meaning and Definition- Supply in Tourism- Process of Product Development.

UNIT-III
Impacts of Tourism- Meaning-Need to study the Impact of Tourism- Economic Impact of Tourism- Social Impacts of Tourism- Foreign Exchange- Multiplier Effect.

UNIT-IV
Tourism Forecasting- Balance of payment- Balance of Trade- Inflation and Deflation- Bilateral Agreements. – Employment and Income Generation.

UNIT-V
Tourism Development and National Economy- Tourism Contribution to GDP- Tourism policy and planning- Changing dimensions of tourism planning.

SUGGESTED READINGS:
1. Economics of Tourism- K.K.Kamra, Kaniskha Publishers, New Delhi

SEMESTER II – CORE IV – TRAVEL MANAGEMENT

UNIT-I
Travel Management- Meaning-Significance- Travel Business- Meaning- Types of Travel Business- Travel Agency- Meaning and Definition- Role and Types- Functions of Travel Agency-Tour Operator- Meaning- Functions and Types.

UNIT-II
Travel Formalities and Regulations- Travel Documents- Passport-VISA- Foreign Exchange- Tour Itinerary- Meaning- Steps to prepare Itinerary-Importance of Itinerary- Preparation of Tour Itinerary.

UNIT-III
Travellers- Meaning- Types of Travellers- Indian Travellers- Traits of Indian Tourists- Non-Resident Indian (NRI) - Person of Indian Origin (PIO)- Foreign National- Traits of Western Tourists- Preferences towards selection of Destination and attraction.

UNIT-IV
Allied Sectors connected to Tourism and Travel- Hotels-Transport Sector- Air- Rail- Cruises- Motor Coaches- Cab Operators- Formal and Informal Service providers.
UNIT-V

SUGGESTED READINGS:
1. Travel Agency Mgt- An Introductory Text, Mohinder Chand, Anmol Publications, New Delhi

SEMESTER II – ALLIED 2 – INFORMATION, COMMUNICATION AND AUTOMATION (FULL THEORY PAPER)

UNIT-I

UNIT-II

UNIT-III
Introduction to Excel- Parts of Excel- Workspace creation- Tool bar and Shortcut Commands- Types of data- Editing- Inserting- Deleting of Rows and Columns.

UNIT-IV
Introduction to Power Point- Creating a Slide- Adding Picture- Designs- Animations- Slide Shows- Preparing a Tour Advertisement- Preparing Tour Schedule- Preparing Arrival and Departure Schedules.

UNIT-V
Letter Drafting- Sending and Receiving Reply form Hotels- Preparing an Itinerary in Microsoft Word- Preparing an Expenditure Statement in Excel Sheet.

SUGGESTED READINGS:
2. Introduction to Computers- Gary B Shelly et al., Cengage Learning. USA

Semester III – CORE PAPER V: FOREIGN LANGUAGE FOR COMMUNICATION – FRENCH-I

LESSON 1-24

BOOK: Contact French Made Easy- A Course for Beginners

AUTHOR: Francois Makowski.
SEMESTER III – CORE PAPER VI – INDIAN GEOGRAPHY

UNIT-I
Geography- Meaning and Definition- Importance of Geography- Use of Geography in Tourism- Indian Sub-Continent- Location- Size and Shape- Boundaries- Political Features- States, UT’s and Capitals- Physical Features- The Mighty Himalayas- The Peninsular Plateau.

UNIT-II
Climate- Meaning- Climate and Tourism- Season- Meaning- Seasonality and Tourism- Types of Season.

UNIT-III
Natural Vegetations and Soils- Types of Soils- Forests- Types of Forests- Afforestation and Deforestation- Deserts- Lakes- Oceans- Wetlands- Role of Natural Habitats in Tourism Promotion.

UNIT-IV
Rivers- Rivers and Tourism- Rivers of North India- Rivers of Eastern India- Rivers of Western India and Rivers of Southern India.

UNIT-V
Factors Affecting Regional Tourist Movements- Leiper Tourism System- Airlines and Airports.

SUGGESTED READINGS:
1. Physical Geography- Strahler A.N, Wiley International.
2. Physical Geography- S.Singh, Prayag Pustak Bhavan

SEMESTER III – CORE PAPER VII – TOURISM MARKETING

UNIT-I

UNIT-II

UNIT-III

UNIT-IV
Pricing- Meaning-Concept- Definition- Pricing of Tourism Products- Strategies of Pricing- Distribution Channels- Promotion- Meaning and types- Promotional Mix- Integrated Marketing.
UNIT-V
Extended Marketing Mix- Physical Evidence- Significance of Physical Evidence- Tangible and Intangible Evidences- People- Importance and Managing People- Internal Marketing- Process- Blue Printing.

SUGGESTED READINGS:

SEMMESTER III – CORE PAPER VIII – LANGUAGE FOR COMMUNICATION – SPOKEN ENGLISH FOR TOURISM

UNIT-I
Reading and Listening- Key Cards- Guide Books- Reports- Letters- Dialogues between Tourists and Guides- Face to Face Conversation- Telephone Conversation.

UNIT-II
Listening and Speaking- Dialogues- Role Plays- Wide Range of Accents- Listening to Tourism Advertisements- Extempore- Debates- Seminars and Group Discussions.

UNIT-III
Writing Skills- Drafting a Letter- Sending Fax- Memos- Notices- Drafting Circulars- Making announcements and Drafting- Sending and Receiving Mails.

UNIT-IV
Testing and Evaluation in a given Situation- Enquiries at a Hotel Reception- Booking a Hotel Room- Taking order from Room Service- Explaining an Attraction as Guide- Complaint Handling by a Guide.

UNIT-V
Preparation of Travel Agency List- Preparation of Conferences list- Negotiating with a Tourists- Preparing Itinerary- Preparing Route Map.

SUGGESTED READINGS:
1. English for Travel and Tourism- Leo Jones, Cambridge University Press
2. English for Hotel and Tourist Industry- Red Revill and Chris, Oxford University Press.
3. 

SEMMESTER III – ALLIED PAPER III – INDIAN CULTURAL HERITAGE

UNIT-I
UNIT-II

UNIT-III
Mauryan Culture- Religious Policy- Societal Setup- Economy under Mauryas- Kaniskha and Kushanas Contribution to Indian Culture-

UNIT-IV

UNIT-V
Sangam Age- Contribution of Cholas, Cheras, Pandyas and Pallavas towards Indian Culture.

SUGGESTED READINGS:
1. Indian Art- Partha Mitter, Oxford Publications, London
2. Indian Art and Culture-Nitin Singhania, Tata Mc Graw Hill Education.

SEMESTER III – SKILLED BASED PAPER I – TRAVEL DOCUMENTATION

UNIT-I
Travel Documents- Introduction- Meaning- Need- Significance- Travel Formalities- Passport- VISA- Insurance- Immunization Certificates- Immigration & Emigration-Custom Regulations.

UNIT-II
Passport- Definition- Types- Citizenship- NRI-PIO- Dual Citizenship- Passport Issuing Authority- Role of Passport Offices- Steps in Obtaining Passport- Documents Required to Obtain Passport.

UNIT-III
VISA- Definition- Types- VISA on Arrival- e-VISA- Organisation Issuing VISA- Embassy- Consulates- Inner Line Permit- Special Permission- Restricted Area Permit.

UNIT-IV
Health Insurance- Health Certificates- Red Channel- Green Channel- Prohibited Items- Vaccination- Special Category Passengers- Baggage Restrictions.

UNIT-V
Travel Insurance- Travellers Cheques- International Debit and Credit Cards- Vouchers- C-Forms- E-Tickets- Money Restrictions. Transit and Stop-over- Meaning.

SUGGESTED READINGS:
To be provided by staff.
LESSONS: 24-45

BOOK: Contact French Made Easy- A Course for Beginners

AUTHOR: Francois Makowski.

SEMESTER IV – CORE PAPER IX – FOREIGN LANGUAGE FOR COMMUNICATION – FRENCH II

UNIT-I

UNIT-II
Ecotourism- Meaning- Definition- Principles of Ecotourism- Environmental Parameters for Ecotourism- Ecotourism forms- Rural Tourism- Agro Tourism- Green Tourism- Special Interest Tourism- Advantages and Challenges of Ecotourism.

UNIT-III
Environmental Issues of Ecotourism- Ecological Imbalances- Concept of Sustainable Tourism and Development- Responsible Tourism- Benefits- Carrying Capacity.

UNIT-IV

UNIT-V

SUGGESTED READINGS:
1. Ecotourism and Environmental Management- Govind Prasad et al.,

SEMESTER IV – CORE PAPER XI – INDIAN TOURIST PANORAMA

UNIT-I
India-Kaleidoscope of Attractions- Advantages of India in Tourist Map- Performing Arts- Meaning- Types- Forms- States and Its Tourism Tag lines.

UNIT-II
Museums-Meaning- Types- Galleries- Palaces- Forts- Fairs and Festivals of different states- Unknown legacies of India- Cultural and Spiritual Journeys.
UNIT-III

UNIT-IV
Theme Parks and Entertainment Centres- Destination of Special Interests- Heritage Sites- Monuments.

UNIT-V

SUGGESTED READINGS:
1. India- A Tourist’s Paradise- Manoj Das
2. Internet Sources and State Tourism Websites

SEMESTER IV – CORE PAPER XII – TOURISM AND ADVERTISING

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V
Advertising Strategy- Approaches to advertising campaign- Uses and Abuses of Advertising- Ethics of Advertising- Society and Advertising- Its role in shaping the Society.

SUGGESTED READINGS:
UNIT-I
Travel Business and Intermediaries- Introduction to Travel Business- Significance of Travel Business- Role of Business providers in tourism development- Meaning of an Intermediary- Significance of Intermediaries- Role and Responsibilities.

UNIT-II
Travel Agency- Meaning- Role- Functions and Responsibilities of Travel Agents- Skills and Qualities of a Travel Personnel- Functioning and Departments of a Travel Agency.

UNIT-III

UNIT-IV
Setting up of Travel Agency - Necessary approvals and Recognitions- Organization Structure - Setting of Tour Operating firm - Necessary Approvals and Recognition - Structure of Tour Operating Firm.

UNIT-V
Travel Trade Organisations and Associations (National and International)- IATA- PATA- ASTA- IATO- TAAI.

SUGGESTED READINGS:
1. Travel Agency Management- An Introductory Text- Mohinder Chand, Anmol Publications, New Delhi

SEMESTER IV – SKILL BASED SUBJECT II – COMMUNICATIVE ENGLISH

UNIT-I
Introduction to Communication- Types- Process- Significance of Effective Communication- Limitations of Communication.

UNIT-II

UNIT-III
Report Writing- Technical Writing- Proof reading- Project Proposal Preparation.

UNIT-IV
Preparation of Brochure- Preparation of Advertisement- Pamphlets Preparation – Posters.
UNIT-V
Interview Preparation- Mock Interview- Group Discussions- Team Work Qualities- Negotiation Skills- Convening a Meeting.

SUGGESTED READINGS:
Staff In-charge will deliver.

SEMESTER V – CORE PAPER XIII – HOSPITALITY MANAGEMENT

UNIT-I
Introduction to Hotels- Growth and Development of Hotels- Types of Hotels- Departments of a Hotel- Classification and its Facilities.

UNIT-II
House Keeping- Organization Structure- Duties and Responsibilities- Different Sections- Liaisoning with other Departments- Functions of a House Keeping Department.

UNIT-III
Front Office- Introduction- Functions of Front Office Department- Organization Structure- Duties and Responsibilities- Check-in Procedures- Check-out Procedures- Software used in Reservation- Types of Rooms- Types of Plans.

UNIT-IV
Food & Beverage Service- Introduction- Organization Structure- Functions- Food & Beverage Outlets- Room Service- Functions of Room Service- Banquets- Duties and Responsibilities of F&B staffs- Types of Services- Types of Restaurants.

UNIT-V
Food & Beverage Production- Organisation Chart- Duties and Responsibilities of F&B Production Staffs- Types of Kitchen- Sections of Kitchen- Types of Cooking- Reheating- Other Functional Departments of Hotel.

SUGGESTED READINGS:

SEMESTER V – CORE PAPER XIV – HISTORY OF INDIAN ARTS

UNIT-I
Historical and Geographical Background of India- Indus Valley Civilization- Stupas- Chaityas- Vimanas.

UNIT-II
UNIT-III
Paintings- Pre-historic Paintings- Tribal and Folk Paintings- Ajanta Paintings- Miniature Paintings- Rajasthani and Mughal School of Painting- Modern Painting- Literary festivals.

UNIT-IV
Dance Forms- Classical Dances and other Dancing Styles- Bharathanatiyam- Kathakali- Mohiniattam- Kuchipudi- Odissi- Manipuri etc.

UNIT-V
Music- School of Indian Music- Types of Musical Instruments- Drama- Handicrafts- Metal works- Stone Carving- Wood Carving.

SUGGESTED READINGS:
1. Indian Art- Partha Mitter, Oxford Publications, London
2. Indian Art and Culture-Nitin Singhania, Tata Mc Graw Hill Education.

SEMESTER V – CORE PAPER XV – TOURISM POLICY AND PLANNING

UNIT-I

UNIT-II

UNIT-III
Destination Life Cycle- Controlling Approaches and Techniques- Design Considerations and Restrictions- Sustainable Design- Regulations of buildings near natural resources.

UNIT-IV
Tourism Circuit Development- Infrastructure Development- Development of Basic Amenities and Facilities- Preparing Action Plans

UNIT-V
Tourism Development Bodies of State and Central Government- Single Window Clearance- Incentives and Benefits of State and Central Governments- Government Initiatives towards Tourism Promotion and Development.

SUGGESTED READINGS
2. Available Records and Manuals of Dept. of Tourism.
Industrial Training Programme is designed to develop necessary skills in their respective field and specialization with 4 credits, thus giving equal momentum in sync with the core paper. This training is kept in the curriculum in order to pave way for them to get placed in the same institutions where they undergo training. Student has to undergo training not less than 30 days in reputed travel agencies, tour operating firms, airlines, hotels, tourism organizations etc. A Certificate for having undergone the training has to be produced to the head of the department, which shall be followed be a class room seminar to evaluate the outcome of training. This training shall be undergone after IV semester examinations. Also a tour program during the fifth (V) semester shall be undertaken (National tour if possible or within South India). During the tour, student should be encouraged to participate in guiding to learn the modalities and difficulties of tour guiding. Fifth (V) Semester mark entries should be made only after the completion of tour program.

**Distribution of Marks:**

Industrial Training- 60 Marks

Seminar- 10 Marks

Tour-30 Marks

The Participation in every part of this activity is mandatory. In the Fifth (V) semester, a staff member from the department should be made in-charge of supervising these programmes with a paper’s workload support.

**SEMESTER V – ELECTIVE IA – EVENT MANAGEMENT**

**UNIT-I**

**UNIT-II**

**UNIT-III**
Trade Shows and Exhibitions- Types- Benefits- Impacts of Tradeshows on Economy- Role of Tradeshows and Exhibitions in Tourism Development- Road Shows- Incentives- Meaning- Types.

**UNIT-IV**
Conferences and Conventions- Meaning- Convention Facilities- Meeting Planners- Attributes of Meeting Planners- Types of Meeting Planners.

**UNIT-V**
Travel Agency and its Role in MICE Development and Promotion - Role and Functions of ICPB & ICCA - Government Support & MICE Tourism Development.
SUGGESTED READINGS:

SEMESTER V – ELECTIVE I B – ARCHAEOLOGY

UNIT-I
Aims and Methods of Excavation-Exploration- Excavation-Different kinds of Excavations- Pottery Types- Their Importance- Stone Age Cultures- A Brief Survey of Paleolithic, Megalithic and Neolithic Culture of India.

UNIT-II
Harappan Culture- Early Iron Ager Culture- Painted Grey Ware and Northern Black Polished Ware Culture.

UNIT-III
Megalithic – Black and Red Ware Cultures of South India- Archaeology of Tamil Nadu.

UNIT-IV
Epigraphy and its Importance- Brahmi Script- Languages and Types of Inscriptions.

UNIT-V
Numismatics- Its Illustrations- Coins of Guptas- Coins of Cholas- Coins of Pandyas and Vijayanagar.

SUGGESTED READINGS:
1. Introduction to Archaeology- G.Childe
2. Indian Archaeology Today- H.D.Sankalia

SEMESTER V – ELECTIVE I C – HUMAN RIGHTS

UNIT-I

UNIT-II

UNIT-III
Right to Information Act- Right to Privacy- Freedom of the Press- International Covenants relating to Women, Children and Refugees.
UNIT-IV
Indian Legislations relating to Women and Children- Right to Inheritance- Divorce- Remarriage-Education and right to Equality- Contemporary Issues- Child Labour- Bonded Labour- Female Infanticide- Sexual Harassment of women in Work Places etc.

UNIT-V

SUGGESTED READINGS:

SEMESTER V – SKILL BASED SUBJECT III – TOUR GUIDING

UNIT-I
Tour Guiding and Escorting- Meaning & Differences- Duties and Responsibilities of a Tour Guide- Qualities of Tour Guide- Steps to become a Tour Guide.

UNIT-II

UNIT-III
Diversified Tourism Destinations and Guiding- Religious Centres- Sports- Monuments- Museums etc.

UNIT-IV

UNIT-V
Managing Relationship with Different Stakeholders at Tourist Destination- Tour Guide as Brand Ambassador- Training and Skill Development Programs.

SUGGESTED READINGS:

SEMESTER VI – CORE XVII – HUMAN RESOURCE MANAGEMENT

UNIT-I
UNIT-II

UNIT-III

UNIT-IV

UNIT-V

SUGGESTED READINGS:

SEMESTER VI – CORE XVIII – DESTINATION MANAGEMENT

UNIT-I
Destination-Concept & Meaning- Types of Destination- Characteristics of Destinations- Elements of Tourism Destination.

UNIT-II

UNIT-III

UNIT-IV
Destination Branding- Meaning- Concept- Destination Promotion- Publicity- Stakeholder’s role in Destination Branding- Destination Promotion Mix.

UNIT-V
Government Role in Increasing Destination Competitiveness- Private Public Partnership (PPP) in Destination management- New Schemes in Increasing the Scope of Destinations.
SUGGESTED READINGS:
2. Tourism in Destination Communities- Shalini Singh, CABI Publishing.

SEMESTER VI – ELECTIVE II A – ADVENTURE TOURISM

UNIT-I
Adventure- Meaning-Characteristics- Adventure Tourism- Meaning- Importance of Adventure Tourism-Classification of Adventure Tourism- Elements of Adventure Tourism.

UNIT-II
Land Based Adventure – Meaning- Types- Equipment used to Land Based Adventure Activities- Important Land Based Adventure Activity Places in India.

UNIT-III
Water Based Adventure- Meaning- Types- Equipment used to Water Based Adventure Activities- Important Water Based Adventure Activity Places in India.

UNIT-IV
Air Based Adventure- Meaning- Types- Equipment used to Air Based Adventure Activity- Important Air Based Adventure Activity Places in India.

UNIT-V
Adventure Activity Training Institutes- Its Role- Safety Measures in Adventure Activity- Future of Adventure Tourism in India.

SUGGESTED READINGS:
1. Adventure Tourism- Ralf Buckley, CAB Publishing.

SEMESTER VI – ELECTIVE II B – INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

UNIT-I

UNIT-II
Leading Newspaper of India- Brief History of Tamil Journalism- Press freedom.

UNIT-III
Career Aspects of Journalism- Structure of Newspaper Organisation - Characteristics of a Journalist.

UNIT-IV
Principles of Reporting- Definitions- Components and Sources of News- Writing the News- Principles of Editing- Editing Techniques.
UNIT-V
Writing Headlines and Types of Headlines - Laws of Defamation- Recent Trends in Indian Press.

SUGGESTED READINGS:
1. Mass Communication in India – J.Kumar
2. A Book on Journalism – Ahuja.

SEMESTER VI – ELECTIVE II C – GEOGRAPHY

UNIT-I
Major resources of the Earth- World Distribution of Resources.

UNIT-II
Natural Resources- Conservation and Holistic usage of Natural Resources.

UNIT-III
Agriculture- Major Crops

UNIT-IV

UNIT-V
Population and Settlements- Density and Distribution- Population Growth- Rural and Urban Population-
Rapid Growth of Population.

SUGGESTED READINGS:

SEMESTER VI – ELECTIVE III A - PROJECT WORK

Topics for the Project Work
Students have to select a topic related to any aspect of Tourism interest. The following are the areas from which the candidate may choose a topic.
2. Abodes of Worship: a) Hindu Temples b) Mosques c) Churches
3. Religious Institutions
4. Fine Arts
5. Architecture
6. Monuments
7. Museums/Art Galleries/ Sanctuaries
8. Dams/lakes/ Water Falls
9. Picnic Spots and Hill Stations
10. Culinary Arts
11. Fairs and Festivals
12. Flora and Fauna
SEMESTER VI – ELECTIVE III B – PUBLIC ADMINISTRATION

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

SUGGESTED READINGS:

SEMESTER VI – ELECTIVE III C – SOCIOLOGY

UNIT-I
Sociology-Meaning and Definition- Sociology-As a Science- As an Interpretive Discipline- French Revolution- Sociology and its relation with History, Psychology, Anthropology.

UNIT-II

UNIT-III
Culture- Marriage- Family- Kinship- Economic Institution- Political Institution.

UNIT-IV
Religion and Culture- Education- Culture- Society- Personality- Individual and Socialisation.
UNIT-V
Culture and Personality- Unity in Diversity- Social Safety- Social Demography.

SUGGESTED READINGS:
1. Introduction to Sociology- Bhoopendra Nagala & Bahal Singh, NCERT, New Delhi

SEMESTER VI – SKILL BASED SUBJECT IV – TAMILNADU TOURISM

UNIT-I
Introduction to Tamil Nadu Tourism- History- Legacy- Culture- Tradition- Festivals- Rituals.

UNIT-II

UNIT-III
Temples of Tamil Nadu- Grand Temple of Tanjore- Meenakshi Temple, Madurai- Cave/Shore Temples of Mamallapuram- Other Famous Temples- Role of Temples in Tourism Promotion- Churches-Mosques.

UNIT-IV

UNIT-V
Tamil Nadu Tourism Development Corporation (TTDC) - Famous Tourism Circuits of Tamil Nadu- Tourism Schemes of Tamil Nadu- Action Plan for Tamil Nadu Tourism.

SUGGESTED READINGS:
1. Internet Sources

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