

BHARATHIAR UNIVERSITY, COIMBATORE-641046
B.A. TOURISM & TRAVEL MANAGEMENT (CBCS PATTERN)
(For the students admitted during the academic year 2017-18 and onwards)

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.

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SCHEME OF EXAMINATIONS

Part	Subject code	Study Components/ Subject Name	Instruc tional Hours/ Week	Examination				Credit
				Duration	CIA \$	University Exams	Total	
SEMESTER-I								
I	11T	LANGUAGE-I	6	3	25	75	100	4
II	12E	ENGLISH-I	6	3	25	75	100	4
III	13A	CORE I- INTRODUCTION TO TOURISM	5	3	25	75	100	4
III	13B	CORE II-PRINCIPLES OF TOURISM MANAGEMENT	5	3	25	75	100	4
III	1AA	ALLIED PAPER I INFORMATION,COM MUNICATION AND AUTOMATION-1 (Full theory paper)	6	3	25	50	75	3
IV	1FA	ENVIRONMENTAL STUDIES #	2	3	-	50	50	2
SEMESTER - II								
I	21T	LANGUAGE-II	6	3	25	75	100	4
II	22E	ENGLISH-II	6	3	25	75	100	4
III	23A	CORE III - ECONOMICS OF TOURISM	5	3	25	75	100	4
III	23B	CORE IV- TRAVEL MANAGEMENT	5	3	25	75	100	4
III	2AP	ALLIED PAPER II INFORMATION, COMMUNICATION AND AUTOMATION-2 (Fully Practical)	6	3	30	45	75	3
IV	2FB	VALUE EDUCATION- HUMAN RIGHTS #	2	3	-	50	50	2
SEMESTER -III								
III	33A	CORE V – FOREIGN LANGUAGE FOR COMMUNICATION- FRENCH – I	5	3	25	75	100	4
III	33B	CORE VI- INDIAN GEOGRAPHY	5	3	25	75	100	4
III	33C	CORE VII-TOURISM MARKETING	5	3	25	75	100	4
III	33D	CORE VIII- LANGUAGE FOR COMMUNICATION- SPOKEN ENGLISH FOR TOURISM	5	3	25	75	100	4
III	3AA	ALLIED - III- INDIAN CULTURAL HERITAGE	5	3	25	75	100	4
IV	3ZA	SKILL BASED SUBJECT-I TRAVEL	3	3	20	55	75	3

		DOCUMENTATION						
IV		TAMIL@/ADVANCED TAMIL# (OR) NON MAJOR ELECTIVE- I –YOGA FOR HUMAN EXCELLENCE#/WO MEN’S RIGHTS #	2	3	50		50	2
SEMESTER- IV								
III	43A	CORE IX-FOREIGN LANGUAGE FOR COMMUNICATION- FRENCH-II	5	3	25	75	100	4
III	43B	CORE X- ECOLOGY, ENVIRONMENT AND TOURISM	5	3	25	75	100	4
III	43C	CORE XI- INDIAN TOURIST PANORAMA	5	3	25	75	100	4
III	43D	CORE XII TOURISM AND ADVERTISING	5	3	25	75	100	4
III	4AA	ALLIED- IV- TRAVEL AGENCY AND TOUR OPERATIONS	5	3	25	75	100	4
IV	4ZB	SKILL BASED SUBJECT – II COMMUNICATIVE ENGLISH	3	3	20	55	75	3
IV		TAMIL@/ADVANCED TAMIL# (OR) NON MAJOR ELECTIVE- II – GENERAL AWARENESS	2	3	50		50	2
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

		SUBJECT - IV TAMIL NADU TOURISM						
V	67A	EXTENSION ACTIVITIES @	-	-	50	-	50	2
						TOTAL	3500	140

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

Definition of Tourism, Leisure, Recreation and their Interrelationships-Concepts of Attraction, Tourism Product and Destination- Historical Evolution and Development- Travel Through Ages-Account of Famous Travelers- Industrial Revolution and Development of Travel- Meaning of Modern Tourism.

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:

1. Basics of Tourism-Kamra & Chand, Kaniskha Publishers, New Delhi
2. Modern Dictionary of Tourism-Raj, Ivy Publishing House, New Delhi
3. Tourism Development- A.K.Bhatia, Sterling Publishers, New Delhi

SEMESTER I – CORE II - PRINCIPLES OF TOURISM MANAGEMENT

UNIT-I

Introduction to Management- Meaning and Definition of Management- Nature of Management-Elements of Management-Features of Management-Scope of Management-Management and Tourism Development.

UNIT-II

Evolution of Management Thoughts- Six School of Thoughts- Management Process School- Empirical School- Social System School- Human Relations School- Decision Theory School- Mathematical School.

UNIT-III

Henry Fayol's Management Principles- Taylor's Management Principles- Communication- Meaning-Types of Communication- Process of Communication- Barriers of Communication- Leadership- Styles of Leadership- Qualities of Leadership.

UNIT-IV

Functions of Management- POSDCORB- Planning- Organising- Staffing- Directing- Coordinating- Reporting- Budgeting- Controlling.

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:

1. Principles of Management- Rathinarayan, Eswar Press.
2. Principles of Management- Kumkum Mukherjee, Tata Mc Graw Hill, New Delhi

**SEMESTER I – ALLIED 1 – INFORMATION, COMMUNICATION AND
AUTOMATION (FULL THEORY PAPER)**

UNIT-I

Communication- Definition- Need- Purpose- Process of Communication- Importance of Communication in Tourism Sector- Types of Communication- Verbal- Non-Verbal Communication- Formal- Informal Communication- Tools for effective Communication- Barriers of Communication- Functions of Communication.

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

Introduction to Computer- History- Need- Advantages- Application of Computer in travel field- Growth of e-commerce in travel field.

UNIT-IV

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

UNIT-V

Customer Services and Computer- Customer Database- Development of Short films- Virtual tours- Videography- Interactive Websites.

SUGGESTED READINGS:

Resources to be provided by staff.

SEMESTER II – CORE III – ECONOMICS OF TOURISM

UNIT-I

Introduction to Economics- Meaning and Definition- Tourism Economics- Meaning- Significance of Tourism Economics- Benefits of Tourism Economics- Measurement of Tourism.

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
2. Economics of Tourism and Development- Romila Chawla, Sonali Publications, 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

Strategies towards Tourism Development- Agencies Working towards Tourism Development- National Tourism Policy- Tourism Task Force- Destination Planning Guidelines.

SUGGESTED READINGS:

1. Travel Agency Mgt- An Introductory Text, Mohinder Chand, Anmol Publications, New Delhi
2. Travel Agency Operations- Concepts and Principles, Jagmohan Negi, Kaniskha Publishers, New Delhi.

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

UNIT-I

Introduction to MS Office- MS Word- Creating a Word Document- Saving a Word Document- Editing a Word Document- Replacing- Deleting- Copying and Pasting- Find and Replace- Print Preview and Printing.

UNIT-II

Formatting of Text- Paragraphs- Fonts- Columns- Tables- Borders- Page Layout- Pagination of Document- Setting of Margins- Creating Page Numbers- Header and Footer.

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:

1. Computer Fundamentals- Pradeep K.Sinha and Priti Sinha, BPB Publications, New Delhi
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

Marketing- Meaning- Concept- Definition- Importance of Marketing- Characteristics of Marketing- Travel Market- Meaning- Features- Commodity Market- Meaning and Features- Services Marketing- Meaning- Salient Features of Services Marketing- Services Triangle.

UNIT-II

Market Segmentation- Meaning- Need and Importance- Bases of Segmentation- Target Marketing- Meaning and Advantages- Market Positioning- Meaning and Benefits- Marketing Mix- Meaning.

UNIT-III

Tourism Product- Meaning- Nature- Types- New Product Development- Branding- Product Designing- Packaging- Destination Life cycle.

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:

1. Tourism Marketing- Manjula Chaudhary, Oxford University Press, New Delhi.
2. Marketing for Hospitality and Tourism- Philip Kotler et al., Prentice Hall, New Delhi.s

**SEMESTER 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.

SEMESTER III – ALLIED PAPER III – INDIAN CULTURAL HERITAGE

UNIT-I

History, Heritage, Culture and Civilization- Heritage- Meaning- Types and Managing Organisations- INTACH- UNESCO- Harappan Culture- Extent and Distribution- Town Planning and Settlement Types- Arts and Agriculture- Language and Script.

UNIT-II

Vedic Culture- Aryans- Early Vedic and Later Vedic Culture- Origin and Growth of Caste System- Rise of Jainism and Buddhism- Principles of Buddhism and Jainism- Causes for their Growth and Decline- Invasion of Alexander.

UNIT-III

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

UNIT-IV

Gupta Age- Golden Age of Guptas- Economy and Religious Growth under Guptas- Harshas- Society- Economy- Religious situation under Harsha. - Literature and its impact.

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 Singhanian, 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.

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

LESSONS: 24-45

BOOK: Contact French Made Easy- A Course for Beginners

AUTHOR: Francois Makowski.

SEMESTER IV – CORE PAPER X – ECOLOGY, ENVIRONMENT AND TOURISM

UNIT-I

Environment- Introduction- Ecology-Concept/Meaning- Interaction between Ecology and Environment- Biomes of the World.

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

Impacts of Ecotourism on Environment, Community and Tourism- Displacement of People- Out-Migration- Cultural Conflict- Man and Animal Conflict – Threats to Community and their assets- Conservation of Natural and Cultural Heritage.

UNIT-V

Environment Policy and Tourism- Tourism Policy and its impacts- Environmental Degradation on Tourism- Environmental Laws and Regulations- Environment Impact Assessment.

SUGGESTED READINGS:

1. Ecotourism and Environmental Management- Govind Prasad et al.,
2. Ecotourism-Principles & Practices- Ralf Buckley.

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

Wildlife Sanctuaries- National Parks- Deserts- Gardens- Water bodies- Safaris- Adventure Activities- Hill Stations- Beaches.

UNIT-IV

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

UNIT-V

Handicrafts- Carving- Literary festivals- Pottery- Weaving- Jewel making- Musical Instruments- Terracotta- Idol Carving.

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

Advertising- Meaning & Definition- Concept of Advertising- History of Advertising- Types of Advertising- Advertising Strategy- Steps in designing an Advertisement- Significance of Advertising.

UNIT-II

Nature and Scope of Advertising- Role and Effects of advertising- Structure of an Advertising Agency- Its Functions- Advertising Design and Development.

UNIT-III

Tourism Publicity – Meaning – Definition - Publicity Materials – Folders – Brochures – Newsletters – Magazines – Radio – Television – Internet - Films- Difference between Advertisement and Publicity.

UNIT-IV

Media Planning- Media Vehicle- Media Planning Process- Media Selection Process- Media Scheduling- Evaluation of Tourism Advertising.

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:

1. Advertising Management- B.S.Rathore, Himalaya Publishing House, New Delhi
2. Advertising- William M.Weilbacher, Macmillan.

SEMESTER IV – ALLIED PAPER IV – TRAVEL AGENCY AND TOUR OPERATIONS

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

Tour Operation- Meaning- Role and Responsibilities of a Tour Operator- Function of a Tour Operator- Tour Package- Meaning- Components of a Tour Package- Brochure- Meaning and Making of Brochure.

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
2. The Business of Tour Operations- Yale, P., Pitman, London.

SEMESTER IV – SKILL BASED SUBJECT II – COMMUNICATIVE ENGLISH

UNIT-I

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

UNIT-II

Business Letters- Letter Drafting- Listening Skills- Reading Skills.

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- Liasoning 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:

1. Introduction to Hospitality Management-John R. Walker, Pearson.
2. Hotel Operations – Sudhir Andrews, McGraw Hill Education, New Delhi

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

Development of Indian Temple Architecture- Temple Styles- Dravidian- Nagara- Vesara. Islamic Architecture.

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- Bharathanatyam- 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

Tourism Policy- Concept- Nature- Importance- Tourism Policy and its need- An Overview of India's Tourism Policy- Organisation drafting Tourism Policy- Challenges/Risk Associated with Plan Formulation and Implementation.

UNIT-II

Tourism Planning- Meaning- Nature- Importance and Scope of Tourism Planning- Limitations of Tourism Planning- Approaches of Tourism Planning (Societal, Community, Environmental and Regulated Tourism Plan)- APPA Approach- Stages and Steps in Tourism Planning- Impacts of Unplanned tourism development.

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

1. Destination Development- A.K.Bhatia, Himalaya Publishing House, New Delhi
2. Available Records and Manuals of Dept. of Tourism.

SEMESTER V – CORE PAPER XVI – INDUSTRIAL TRAINING-SKILL ORIENTED PROGRAMME

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 by 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

Event- Meaning- Types of Events (Cultural, Religious, Business, and Sports etc) – Need/Importance of Events- Events and Tourism- Its Relation and Role- Impacts of Events in Tourism.

UNIT-II

MICE - Meaning of MICE - Components of MICE - Growth of MICE Tourism - Its Market - Major MICE Destination across world - Factors Influencing MICE Tourism.

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:

1. Meetings, Expositions, Events and Conventions- an Introduction to the Industry- Feninch, G.G., Prentice Hall, New Delhi.
2. Meeting & Convention Management- Weirich, M.L, Delmar Publishers Inc, New Delhi

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

Human Rights: Concepts and Theories- Legal and Constitutional Rights- Universal Declaration of Human Rights- United Nations and Human Rights.

UNIT-II

Indian Constitution and Human Rights- Fundamental Rights- Duties – Directive Principles of State Policy- Human Rights Commission- Powers and Function.

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

Non Governmental Organisations and Media in Human Rights- National and International Human Rights Organisations- UN High Commission for Human Rights.

SUGGESTED READINGS:

1. A Text book of Political Science- K.R.Acharya
2. Violation of Democratic Rights in India- A.R.Desai.

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

Practical Difficulties of a Tour Guide- Tips for a Successful guide- Tour Guide and Destination Promotion.

UNIT-III

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

UNIT-IV

Handling Untoward Incidences- Handling Difficult/Demanding Tourists- Emergency Handling- Setting up a Tour Guide Business.

UNIT-V

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

SUGGESTED READINGS:

1. Handbook for Tour Guides – Nimit Chowdhary, Matrix Publishers, New Delhi
2. How to Start a Tour Guiding Business- Mitchell, G.E., Charleston.

SEMESTER VI – CORE XVII – HUMAN RESOURCE MANAGEMENT

UNIT-I

Human Resource Management (HRM)- Meaning- Concept- Importance of HRM- Scope of HRM- Role of HR Manager- Challenges of Modern HR Manager- Organisational Objectives- Organisational Structure- Job Design- Job Enrichment- Job Enlargement- Strategic Control- Personnel Audit.

UNIT-II

Job Analysis- Job Description- Job Specification- Uses of Job Analysis Information- Human Resources Planning- Work Force Analysis- Absenteeism- Turn Over.

UNIT-III

Recruitment- Internal & External recruitment- Recruitment Evaluation- Hiring Procedures- Interviews- Types of Interviews- Principles of Interviewing- Physical Examination- Orientation Development- Operative Training- On the Job Training- Vestibule Training- Apprenticeship- Decision Making Skills- Interpersonal Skills- Organisation Knowledge.

UNIT-IV

Performance Appraisal- Appraising System- Career Development Programs- Compensation- Job Evaluation and System- Fringe Benefits- Principles of Employee Benefit Programme- Life Insurance- Guaranteed annual wage- Medical Services- Recreation- Cafeteria- Legal, Financial and Housing Assistance.

UNIT-V

Importance of Human Relations- Nature of Human Needs- Motivation Theories- Labour Union- Nature- Type of Unions- Retirement, Mandatory Vs Voluntary Retirement- Layoff.

SUGGESTED READINGS:

1. Personnel Management- Edwin Flippo, Mc Graw Hill, New Delhi.

SEMESTER VI – CORE XVIII – DESTINATION MANAGEMENT

UNIT-I

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

UNIT-II

Destination Planning- Meaning- Importance- Advantages of Destination Planning- Guidelines of Destination Planning- Destination Design- Destination Planning and its Impacts.

UNIT-III

Destination Image- Meaning- Attributes of Destination Image- Components of Destination Image- Steps to Enhance Destination Image- Destination Image and Purchasing Behaviour- Measuring Destination Image.

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:

1. Destination Development – A.K.Bhatia, Himalaya Publishing House, New Delhi
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.
2. Adventure Tourism & Sports- Jagmohan Negi, Kanishka Publishers, New Delhi.

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

UNIT-I

Journalism- Meaning- Communication Process- Mass Media- Press- Growth of Press in India- Role of Press in Freedom Movement.

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

Territory Occupations- Transport and Communication- Modern Means of Communication.

UNIT-V

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

SUGGESTED READINGS:

1. Human and Economic geography- Masjid Hussain, NCERT, New Delhi.

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.

1. Centres of Tourist Attraction: a) Religious b) Socio-Cultural c) Tradition Oriented.
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

13. Accommodation Sector
14. Transportation Sector
15. Promotional Activities

SEMESTER VI – ELECTIVE III B – PUBLIC ADMINISTRATION

UNIT-I

Public Administration- Meaning- Scope and Significance- Public and Private Administration- Public Choice Approach- New Management Perspective- Features of Entrepreneurial Governance- Good Governance.

UNIT-II

Theories of Administration- Scientific Management- Classical Theory- Bureaucratic Theory- Ideas of Mary Parker- Human Relation School- Behavioural Approach to Organisation Analysis- Participative Management – System Approach.

UNIT-III

Structure of Public Organisations- Forms of Public Organisations- Ministries and Corporations- Ad hoc Advisory Boards- Administrative Behaviour- Theories of Leadership- Communication- Morale.

UNIT-IV

Accountability and Control- Concepts of Accountability and Control- Legislative Framework- Role of Civil Society- Right to Information- Citizen Charter.

UNIT-V

Administrative Law- Meaning and Significance- Delegated Legislation- Types- Advantages- Limitations- Safeguards- Administrative Tribunals.

SUGGESTED READINGS:

1. Public Administration- A.Maheswari NCERT, New Delhi.

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

Origin- Nature- Scope of Sociology- Social Groups- Social Control.

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
2. Structure of Indian Society- Amit Kumar Sharma, 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

Geography of Tamil Nadu- Rivers- Oceans- Hill Stations- Peaks- Waterfalls- Forests- Water Bodies- Sanctuaries- Wildlife Parks.

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

Ecotourism- Concepts- Ecotourism Places in Tamil Nadu- Fairs and Festivals of Tamil Nadu- Dance and Music Forms.

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
