

BHARATHIAR UNIVERSITY, COIMBATORE – 641 046.

B.A. TOURISM AND TRAVEL MANAGEMENT

WITH COMPULSORY DIPLOMA IN APPLIED HISTORY AND COMPUTR APPLICATIONS

2007 – 2008 BATCH AND ONWARDS

REGULATIONS

1. Eligibility for Admission to the Course

Candidate for admission to the first year of the UG degree course shall be required to have passed the higher secondary examination (Academic or Vocational) conducted by the Govt. of Tamil Nadu in the relevant subjects or other examinations accepted as equivalent there to by the Syndicate, subject to such other conditions as may be prescribed therefor.

2. Duration of the Course

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

3. Course of Study

The course of study for the UG degree courses of all branches shall consist of the following

a) Part - I

Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu.

The subject shall be offered during the first four semesters with one examination at the end of each semester. For para-professional branches it shall be offered for the first two semesters with one examination at the end of each semester.

b) Part – II : English

The subject shall be offered during the first four semesters with one examination at the end of each semester. For para-professional branches and courses there will be only two papers for the first two semesters with one examination at the end of each semester.

During third semester part II English will be offered as communication skills. For para-professional branches the subject communication skills will be offered as one of the core subject.

c) Foundation Course

The Foundation course shall comprise of two stages as follows:

Foundation Course A : General Awareness (I & II semesters)

Foundation Course B : Environmental Studies (III & IV semesters)

1. The syllabus and scheme of examination for the foundation course A. General awareness shall be apportioned as follows.

From the printed material supplied by the University	-	75%
Current affairs & who is who?	-	25%

The current affairs cover current developments in all aspects of general knowledge which are not covered in the printed material on this subject issued by the University.

2. The Foundation course B shall comprise of only one paper which shall have Environmental Studies.

a. Part – III

Group A : Core subject – As prescribed in the scheme of examination.

Examination will be conducted in the core subjects at the end of every semester

Group B: allied subjects -2 subjects-4 papers

Examination shall be conducted in the allied subjects at the end of first four semesters.

Group C: application oriented subjects: 2 subjects – 4 papers

The application –oriented subjects shall be offered during the last two semesters of study viz., V and VI semesters. Examination shall be conducted in the subjects at the end of V & VI semesters.

Group D: field work/institutional training

Every student shall be required to undergo field work/institutional training, related to the application-oriented subject for a period of not less than 2 weeks, conveniently arranged during the course of 3rd year. The principal of the college and the head of the department shall issue a certificate to the effect that the student had satisfactorily undergone the field work/institutional training for the prescribed period.

Diploma Programme:

All the UG programmes shall offer compulsory diploma subjects and it shall be offered in four papers spread over each paper at the end of III, IV, V, & VI semesters.

e) Co-Curricular activities: NSS/NCC/physical education

Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the above programmes.

The above activities shall be conducted outside the regular working hours of the college. The principal shall furnish a certificate regarding the student's performance in the respective field and shall grade the student in the five point scale as follows

- A-Exemplary
- B-very good
- C-good
- D-fair
- E-Satisfactory

This grading shall be incorporated in the mark sheet to be issued at the end of the appropriate semester (4th or 5th or 6th semester).

(Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above 3 field and be graded and certified accordingly).

4. Requirement to appear for the examinations

- a) a candidate will be permitted to appear for the university examinations for any semester if
 - i) He/she secures not less than 75% of attendance in the number of working days during the semester.
 - ii) He/she earns a progress certificate from the head of the institution, of having satisfactory completed the course of study prescribed in the subjects as required by these regulations, and
 - iii) His/her conduct has been satisfactory.

Provided that it shall be open to the syndicate, or any authority delegated with such powers by the syndicate, to grant exemption to a candidate who has failed to earn 75% of the attendance prescribed, for valid reasons, subject to usual conditions.

- b) A candidate who has secured less than 65% but 55% and above attendance in any semester has to compensate the shortage in attendance in the subsequent semester besides, earning the required percentage of attendance in that semester and appear for both semester papers together at the end of the latter semester.
- c) A candidate who has secured less than 55% of attendance in any semester will not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 55%
- d) A candidate who has secured less than 65% of attendance in the final semester has to compensate his/her attendance shortage in a manner as decided by the concerned head of the department after rejoining the same course.

5. Scheme of examination

As given in the annexure.

6. Restrictions to appear for the examinations

- a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.

- b) "Candidates who fail in any of the papers in Part I, II & III of UG degree examinations shall complete the paper concerned within 5 years from the date of admission to the said course, and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that paper with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that paper consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent paper in the revised syllabus as suggested by the chairman and fulfill the requirements as per regulation/ curriculum for the award of the degree.

7. Medium of Instruction and examinations

The medium of instruction and examinations for the papers of Part I and II shall be the language concerned. For part III subjects other than modern languages, the medium of instruction shall be either Tamil or English and the medium of examinations is in English/Tamil irrespective of the medium of instructions. For modern languages, the medium of instruction and examination will be in the languages concerned.

8. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit bonafide Record Note Books prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the concerned Head of the department from the institution of the candidate certified that the candidate has performed the experiments prescribed for the course. For such candidates who do not submit Record Books, zero (0) marks will be awarded for record note books.

9. Passing Minimum

- a) A candidate who secures not less than 40% of the total marks in any subject including the Diploma and Foundation courses (theory or Practical) in the University examination shall be declared to have passed the examination in the subject (theory or Practical).
- b) A candidate who passes the examination in all the subjects of Part I, II and III (including the Diploma and Foundation courses) shall be declared to have passed, the whole examination.

10. Improvement of Marks in the subjects already passed

Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

11. Classification of Successful candidates

- a) A candidate who passes all the Part III examinations in the First attempt within a period of three years securing 75% and above in the aggregate of Part III marks shall be declared to have passed B.A/ B.Sc./B.Com./B.B.M. degree examination in First Class with Distinctions

- b (i) A candidate who passes all the examinations in Part I or Part II or Part III or Diploma securing not less than 60 per cent of total marks for concerned part shall be declared to have passed that part in First Class
- (ii) A candidate who passed all the examinations in Part I or Part II or Part III or Diploma securing not less than 50 per cent but below 60 per cent of total marks for concerned part shall be declared to have passed that part in Second Class
- (iii) All other successful candidates shall be declared to have passed the Part I or Part II or Part III or Diploma examination in Third Class

12. Conferment of the Degree

No candidate shall be eligible for conferment of the Degree unless he / she

- i. has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed therefor.
- ii. Has satisfactory participates in either NSS or NCC or Physical Education as evidenced by a certificate issued by the Principal of the institution.
- iii. Has successfully completed the prescribed Field Work/ Institutional Training as evidenced by certificate issued by the Principal of the College.

13. Ranking

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures I or II class shall be eligible for ranking and such ranking will be confined to 10 % of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks.

The improved marks will not be taken into consideration for ranking.

14. Additional Degree

Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so and such candidate shall join a college in the III year of the course and he/she will be permitted to appear for par III alone by granting exemption form appearing Part I, Part II and common allied subjects (if any), already passed by the candidate. And a candidate desirous to obtain an additional UG degree involving practical shall be [permitted to do so and such candidate shall join a college in the II year of the course and he/she be permitted to appear for Part III alone by granting exemption form appearing for Part I, Part II and the common allied subjects. If any, already passed. Such candidates should obtain exemption from the university by paying a fee of Rs.500/-.

15. Evening College

The above regulations shall be applicable for candidates undergoing the respective courses in Evening Colleges also.

16. Syllabus

The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject.

BHARATHIAR UNIVERSITY, COIMBATORE – 641 046.
SCHEME OF EXAMINATION FOR B.A. TOURISM AND TRAVEL MANAGEMENT
WITH COMPULSORY DIPLOMA IN APPLIED HISTORY AND COMPUTR APPLICATIONS
2007 – 2008 BATCH AND ONWARDS (CORRECTED COPY)

SEM.	PART	SUBJECT AND PAPER	INSTRUC- TIONAL HRS.PER WEEK	UNIVERSITY EXAMINATIONS	
				DURA- TION IN HRS.	MAX. MARKS
I	I	Language Paper I Language Tamil I	6	3	100
		Paper I English I	6	3	100
		Gr A Core Paper I Origin and Evaluation of Tourism.	6	3	100
		Paper II Principles of Tourism Management	5	3	100
		Gr.B. Allied Paper I. Information, Communication and Automation (theory)	5	3	100
		Foundation Course A	2	-	-
II	I	Language Paper II Tamil II	6	3	100
	II	Paper II English II	6	3	100
	FC	Foundation course A General Awareness	2	3	100
	III	Co:A.core Paper III Economics of Tourism	6	3	100
		Paper IV History of India 1707 to 1858 A.D. Cr. B. Allied A Paper II. Information, Communication and Automation	5	3	100
			5	3	*100

III	III	Gr.A. Core Paper V : Communication Skills	4	3	100
		Gr.A. Core Paper VI : Foreign Language for Communication – French – I	5	3	100
		Gr.A. Core Paper VII : Indian Geography	4	3	100
		Gr.A. Core Paper VIII : Tourism and Advertising	5	3	100
		Gr.B. Allied Paper I : Indian Cultural Heritage – I	5	3	100
		Foundation Course B	2	-	-
		Diploma in Applied History and Computer Applications. Paper I Applied History for Civil Services Examinations.	5	3	100
IV	III	Gr.A. Core Paper IX : Language for Communication - Spoken English for Tourism	5	3	100
		Gr.A. Core Paper X : Foreign Language for Communication – French – II	5	3	100
		Gr.A. Core Paper XI : Ecology, Environment and Tourism	5	3	100
		Gr.A. Core Paper XII : Indian Tourist Panorama	4	3	100
		Gr.B. Allied Paper II : Indian Cultural Heritage - II	4	3	100

		Foundation Course B	2	3	100
		Diploma in Applied History and Computer Applications. Diploma Paper II Communicative English	5	3	100

V	III	Gr.A. Core Paper XIII : Tourism Marketing – I	5	3	100
		Gr.A. Core Paper XIV : Hospitality Management	5	3	100
		Gr.A. Core Paper XV : History of Indian Arts – I	5	3	100
		Gr.C. AOS-A Paper I : Development of Tourism Schemes	5	3	100
		Gr.C. AOS-A Paper II : Industrial Training (Skill Oriented Programme)	5	3	100
		Diploma in Applied History and Computer Applications. Diploma Course Paper III Computer Application in History I	5	3	100
VI	III	Gr.A. Core Paper XVI : Tourism Marketing – II	5	3	100
		Gr.A. Core Paper XVII : Human Resource Management	5	3	100
		Gr.A. Core XVIII : History of Indian Arts – II	5	3	100
		Gr.C. AOS-B Paper-I : Tourist Centers in India and Abroad	5	3	100
		Gr.C. AOS-B Paper- II : Project Work	5	3	100
		Diploma in Applied History and Computer Applications. Computer Application History II Practicals.	5	3	100

* Theory 75 marks and practical 25 marks.

SEMESTER :1 B.A. “ TOURISM AND TRAVEL MANAGEMENT” COREPAPER :1
ORIGIN AND EVALUTION OF TOURISM

UNIT : 1

Definition and Hostory of Tourism :

Definition of Tourism – Technical Definition – Conceptual Definition – Economic Definition – Tourism defined for the Present study – Historical evolution and development – Travel through ages – Accounts of famous Travelers. Industrial revolution and development of travel – World war I and travel Promotions – Travel Development after the world war II.

UNIT : II

Promoting factors and Components of Tourism :

Elements of Tourism – Basic components of Tourism – Role of hospitality in Tourism – Role of State in promoting the Social Tourism. National resources and infrastructure of Tourism – Transportation facilities “ Road, Rail, Water, Air etc”.Resource facilities. Tourist attraction and entertainment needs. Quality of Hotel services – conditions of Travel,

UNIT : III

Types of Tourism

Rest and relaxation Tourism – Pleasure Travel – Religious Tourism – Sports Tourism – Social and sociological Tourism. Conventional Tourism – Business Tourism – Political Tourism.

UNIT : IV

Concept of Domestic Tourism

Domestic Tourism – Difference between Domestic and international Tourism – Benefits of home Tourism – Domestic Tourism in India – Hotels and domestic Tourism – Difficulties of Domestic Tourism – messers for booting domestic Tourism and Regional Tourism.

UNIT : V

International Tourism

Growth and Development of International Co-operation in Tourism – Emergence of world concepts – Tourism and International IVOTO – WTO, PATA, IAIA, ICAO – its functioning.

BOOKS RECOMMENDED

1. CHRISTOPHER.J.HOLLOWAY –
The Business of Tourism Macconald and Evans 1983.
2. BHATIA A.K. –
Tourism Development, Principles of Practices – Sterling Publishers (P) Ltd, New Delhi.
3. ANAND, N.M –
Tourism and Hotel industry in India, Sterling Publishers (P) Ltd, New Delhi.
4. KAUL.R.H. – Dynamics of Tourism
A.UTTM – Growth of modern Tourism.

SEMESTER :1 B.A. “ TOURISM AND TRAVEL MANAGEMENT” CORE PAPER : 1I

PRINCIPLES OF TOURISM MANAGEMENT

UNIT : I

Introduction of Management
History of Management – nature – scope of Management. Management and Tourism.

UNIT : II

Management Theories.
Six school of thoughts – Management process school – Empirical school – Human relation school – social system school – Decision theory school – Mathematical school.

UNIT : III

Management and Tourism Development.
Characteristics of Management / Functions of Management.
Elements of Management – planning – Organising – Co-ordinating – staffing – Directing – Motivating – Communication – Leadership – Controlling and Budgetting (POSDCORD) Govt of India – Tourism Department and its Management.

UNIT : IV

Management Principles.
14 Principles – Henry fayolis contribution.

UNIT : V

Management by objective (MBO) introduction (Peter Drunker) – objective – process of MBO –Requistics of MBO – Advantages and disadvantages of MBO.

BOOKS RECOMMENDED :

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| Business Management | - J.C.SINTH |
| Management tasks, Responsibilities & Practices | - HODGETS RICHARD
(1986) |
| Management | - HAROLD KOUNTZ & CRYILL O’
DONNEL (1976) |
| Principles of Management | - GORGE .T. TERRY & STEPHEN G.
FRANKLIN AIIBS, DELHI, 1998. |
| Principles of Modern Management | - SAMUEL C. CERTO
(Functions and Systems) |

SEMESTER :1 B.A. “ TOURISM AND TRAVEL MANAGEMENT” ALLIED PAPER : 1
INFORMATION – COMMUNICATION – AUTOMATION –PAPER I
(FULL THEORY PAPER)

UNIT : 1

Communication – Selection of Communication system – Communication process – Types – Internal – Oral – Written – Mechanical – External Linkage with tourist Communication operation system.

UNIT : II

Information – Collection of Data of Tourist Arrivals – Sources of information – Computer based information on tourism Travel Guide – Dissemination and information – Retrieval system – Ready Reference and long range – Reference services.

UNIT : III

Introduction to Computer – History – need – Advantages – Travel and information services through computer – user profile and the information profile should be maintained. Basic practical knowledge of Computer – Both In Theory and operation.

UNIT : IV

Automation and information system – need – multimedia – Electronics mail system – Fax – Computer Communication network District information network system , State, National and International Network system.

UNIT : V

Customer services and computer – Qualities of Good – Receptionist – Customer services – Computer information – Printing output to computer – computer reservation network – skills development in photography, videography and preparation of slides and film strips.

BOOKS FOR REFERENCE :

1. R.K.Chopra – Office Management
2. P.S.Kawatra – Fundamentals of Documentation
3. L.K.Reavindra Rao – Library Automation
4. N.Subramanian – Computers
5. Sanders – Computers – To-Day.

SEMESTER :II B.A. “ TOURISM AND TRAVEL MANAGEMENT” CORE PAPER : 3

ECONOMICS OF TOURISM

UNIT : I

Meaning and Measurement of Tourism
Travel through ages.
Tourism and employment generation
Tourism and revenue generation

UNIT : II

Planning and staff, Financial planning.
Organizing system, Organisation structure.
Authority relationship – Motivation to travel
Time factor, regional planning consideration

UNIT : III

Tourism demand and supply.
Foreign exchange and balance of payment.
(BOP) through international trade on Tourism.
Inflation and rate of exchange.

UNIT : IV

Leadership (Conflict management), team management and decision making.
Individual goals and organization goals.

UNIT : V

Role of various Organisation
Job design
Socio-economic benefits and Average effects of tourism.
Tourist arrival statistical analysis.
Boosting Indian economy.

BOOKS RECOMMENDED :

1. Tourism Development (Sterling) -A.K. Bhatia
2. Dynamics of Tourism (Sterling) - R.N. KAUL
3. Tourism Management (Sterling) - P.N. Seth
4. Fairservice, Economics of Tourism - Prague 1968
5. Economic Review of world Tourism - London 1989

6. International Travel Statistics (Published annually) London
7. An Introduction to Travel and Tourism – pramnath seth & Sushma seth Bhat.
8. Tourism : Economic and Social Development Gill.

SEMESTER :II B.A. “ TOURISM AND TRAVEL MANAGEMENT” CORE PAPER : 4

TRAVEL MANAGEMENT

UNIT : I

General Introduction – Functions of Travel Agency, IATA and its functions. TAAI, ASTA, PATA ETC.

UNIT : II

Geography of the world – World time Difference, International date – line, the hemisphere and the seasons.

UNIT : III

Travel formalities and regulations – Passport, VISA, Foreign exchange, customs and immigration, etc.

Preparation of Tour Iteneray. Modern ticheting and functions of each.

UNIT : IV

Travel accounting procedures. Mode of payment – Indian Travelers, Non-resident Indians, foreign Nationals, Air-line payment, report and lectures, budgeting and commissions from Principles.

Allied Services connected with travel trading hotels, transports, Govt. Tourist Agencies and their functions.

UNIT : V

Concepts and ideas related for effective Tourism Development.

- National Development council report on
- Tourism Development (NDC)
- National Action plan (NAP)
- Tourism Civil Aviation
- Tourism Task Force (TTF)
- Tourism Destiaction – Development of sutainance.

Tourism Policies

Laws Regulation and its necessity for maintenance sustainance.

Books Suggested :

1. National Development council Report
2. National Action plan, 197.
3. World Tourism Organisation – Report
4. ITITM – Workshop report on tourism
ITITM – Workshop report on Tourism Legislation.

SEMESTER : II B.A. “TOURISM AND TRAVEL MANAGEMENT” ALLIED PAPER : 2

INFORMATION COMMUNICATION AND AUTOMATION

PAPER – II (PAPER WITH PRACTICALS)

UNIT ; I

MARKS : 75

Introduction to Microsoft word :

Word Processing – Creating – Document – saving a document – opening and closing of document – getting help and quitting.

Selecting Text : Editing Text (Inserting, Replacing, Deleting, Copying) moving without and past – Reversing and Repeating – saving and replacing – Viewing a document – zooming – previewing and printing a document.

UNIT : II

Formatting Text : (Paragraphs, fonts, columns, Tables Borders and shading styles and style gallery)

Paginating a document : Defining the paper size – setting the margins – paper breaks – page numbers creating – Headers and footers – working the Graphics.

UNIT : III

Introduction to Excel : Parts of Excel – Worksheet creation – Invoking menu – Toolbar and shortcut commands – Types of data – editing inserting, deleting of Row and columns.

UNIT : IV

Powerpoint – Creating a presentation explain about tour schedule – Tourism information – hotel Tariff and other information – Bus, Train, Air ship departure and arrivals.

UNIT : V

LAB

Word – letter drafting – Sending and getting reply from the hotels.

Excel – Preparing programme on various tour expenditure.

Powerpoint – Creating of a presentation on Bus, Train, Air ship departure and arrival.

Book Recommended

Computer for everybody – JERY WILIS & MERMICLER
Introduction to Computer & Foundation of CS – SUBRAMANIAN
Computer Today – Donalo H. Sanders
Compute : Genesis, Programming SW Application – Dr. N. SUBRAMANIAN
P.C. Software made simple – R.K. Taxali IV edition
Rapidex computer courses.