Syllabus for B.A. Tourism and Travel Management

(For the students admitted during the academic year 2004-2005 batch and onwards)

Core - VI

III semester - French Paper - I

Prescribed Text book: "Contact
French Made East - A Course for Beginners"

Author : Francois Makowski

Lessons : 1 to 24

Core - VII

IV semester - French Paper - II

Prescribed Text Book: "Contact
French Made Easy - A course
for Beginners"

Author : Francois Makowski

Lessons : 25 to 45

Text book available at: General Book Depot
1691, Nai Sarak
Delhi - 110 006.
UNIT I

Geography and Physiography
India and the sub continent – Location – Size and shape – Boundaries – political division – physical features – Northern mountain wall – the great plains – the peninsula plateau – the Coastal plain and islands.

UNIT II

Climatology.
Climate of India – the Cold weather season – Hot weather season – South west (advancing monsoon season) – retreating South west monsoon season.

UNIT III

Natural Vegetation and Soils
Forest – Classification of forests – Conservation and afforestation.
Soils – Classifications of soils – Soil conservation.

UNIT IV

Rivers.

UNIT V

Remote sensing
Definition – Types of remote sensing – Satellite imageries – Cartography by remote sensing (mapping) – Scope and applications.

BOOK RECOMMENDED

1. Geography of India – Gophar Singh
2. Practical Geography – N.C.E.Rf.T
3. Manual of map reading, Phot Reading (HNSO)
4. Economics of Transport – Dention
5. Transport in modern India Road and Rail – WALKA
6. Transport in Modern India – BHATNAGAR
7. Economic Geography of India – R.N. GARRET.
UNIT – I

Definition and concepts in Advertising – History of Advertising – Distinction between advertising and publicity – Advertising and Propaganda – Advertising and personal selling.

UNIT – II


UNIT - III


UNIT - IV

Organizing conventions and exhibition series – Receptions of visitors – dissemination of information etc., - Distribution channels for tourist supply – characteristics of tourist product distribution, distributine functions.

UNIT – V

Forecasting techniques applied to tourist demand recasting methods and targets – Uses and abuses of advertising – Ethics of Advertising – Effective copy writing.

BOOK RECOMMENDED

3. Advertising – as communication, Gillian Dyes & Methusen London
5. History of Journalism – M. Natarajan
6. History of Indian Journalism – Nathik Krishnamoorthy
8. Practical public relations – Sam Blact. ELBS, London
UNIT : I

History and culture - culture and civilization - Definition - Pre Harappan - Harappan culture - Extent and distribution - Town planning and settlement types - Trade - Agriculture - Arts - Language and Script - Religion causes for its decline.


UNIT : II

Age of Religions, Rise of Jainism and Buddhism - Principles - causes for their growth and Decline - legacies - Alexanders invasion and its impact on Indian culture.

UNIT : III

Mauryan culture - Religious Policy, Society and economy under the Mauryas - Sungas contribution to Indian culture - Kanishka - Kushans contributions to Indian culture.

UNIT : IV

Age of the Guptas - golden age society - economy and Religion under the guptas - Hindu revival - Its impact on literature.

UNIT : V

Harsha and his time. Society, economy and Religion under Harsha. South Indian contributions to Indian culture. Sangam period - Pallavas, Cholas, and Pandyas - contribution to Indian culture.

BOOKS RECOMMENDED

1. A. L. Bashyam - The wonder that was India.
2. B. Luniya - An Evaluation of Indian culture
3. S. Raychodury - Social, cultural and economic history of
4. Hari Rao - Indian culture
5. R. Sathyanathaiyer - History of India. Vols I, II and III India
SEMESTER III
DIPLOMA IN APPLIED HISTORY AND COMPUTER APPLICATIONS
PAPER I APPLIED HISTORY FOR CIVIL SERVICE EXAMINATIONS.

Unit I
- Dynasties in the Ancient period – Maurya – Kushana – Guptas – Chola – Societies.

Unit II
- Greater Mughals – Akbar – Shah Jahan – Aurangzeb – Administrative Systems – society

Unit III
- Colonialism to Nationalism – Impact of British rule

Unit IV
- Contemporary World events from 1900 -1950

Unit V
- Contemporary World events between 1950 and 2000.

Books for References:
1. Romila Thaper - Ancient India.
2. R. Sathyanatha Iyer - History of India 3 Volumes.
3. Bipan Chandra - Modern India
4. Bipan Chandra - India since Independence.
5. Contemporary World, NCRET Publications.
COURSE OBJECTIVE

- To improve the job-specific English of Indian learners of the English language who would like to be trained for a career in the tourist industry.
- To practice and develop the four skills of LSRW through the use of varied and creative tasks.
- To orientate a more general knowledge of the language towards one more appropriate to the needs of the tourist industry.

STRUCTURE OF THE COURSE

UNIT – I

Reading and Listening section provides the main thematic and linguistic inputs. The reading passages are either informative texts or based on or drawn from authentic written material used within the tourist industry such as:
- Key cards
- Guide books
- Reports
- Letters in the tourism context
- Dialogues between tourism staff and customers
  - Face-to-face conversation
  - On the phone conversation

UNIT – II

Listening and speaking section lays emphasis on the oral aural skills:
- Longer dialogues
- Extensive listening practice
- Wide range of accents (British / American etc)
- Functions of the spoken English

UNIT – III

Writing section: Routine writing tasks of the type encountered in the tourism sector should be practiced with language devices such as linking and sequencing. Emphasis has to be placed on producing:
- Letters, faxes and memos
- Notices and circulars
- Announcements
- Sending and receiving e-mails
- Expanding notes, Note making
- Intra-industry correspondence
UNIT – IV

Testing and evaluation of the 4 basic skills have to be done in the following tourism – specific situations:

- Enquires and Reservations
- Reception
- Hotel Services
- Food service
- Local tours
- Complaints

UNIT – V

- Checking out
- Tour operation – Contact
- Tour operation – familiarization
- Tour operation – Negotiation
- Conferences
- Interpretational skills – Route map. Road map, Graphics, Symbols & Logos

BOOKS PRESCRIBED

2. Jones, Leo. English for the Travel and Tourism Industry Cambridge: CUP

REFERENCE BOOKS

3. Naterop and Red Revell. Telephoning in English Cambridge : CUP
UNIT – I

Environment – An introduction
Our Environment – Linkages in nature – Biomes of the World – Communities in nature.

UNIT – II


UNIT – III


UNIT – IV

Environment, Community and Tourism Access infrastructure and Land use – Basic issues – community and regional assets – Benefits – consequences of the multiplier effect.

UNIT – V

Environment policy and Tourism
Tourism Policy and its impacts – Environmental degradation on Tourism and by Tourism environment Acts and Laws

BOOKS RECOMMENDED

7. The Sea around Us. – OUS, NEWYORK, 1951
8. Our Environment – NBT, NEW DELHI
INDIAN TOURIST PANORAMA

UNIT – I

SOCIO – CULTURAL (FOLK AND CLASSICAL)
Fairs and festivals of India
Performing arts (dance, drama, music)

UNIT II

Museums, Galleries and other Institutions
Indian customs, manners and etiquette

UNIT III

NATURE BASED

Wild Life, sanctuaries, National parks
Safaris, Mountaineering, Trekking, skiing
Beaches, Hill resorts, Turf –riding Ballooning, Boating

UNIT IV

OTHER TOURIST PRODUCTS

Duty free shops
Specialized Fairs
Entertainment and Night life

UNIT V

Handicrafts (Metalwork, stoneware, woodcarying, furniture, Jewellery, dools,
 musical instrument, terraacottas.

BOOKS RECOMMENDED

1. India A Tourist paradise Manoj Das
2. Guide Book of South India, Swami publications, Tirunelveli
3. Tourism Department publication
5. Tourist India – Ratandeep
6. Impact of Tourism in South India – B.S. Badam
7. Tourism in India – B.S.Badam

Indian Cultural Heritage – Paper II

Unit: I

Muslim invasions, Delhi Sullanate – Society, Religion Literature and Arts under the sultans of Delhi – Muslims impact on Indian culture – Bhakti Movement – Kabir – guru Nanak, Chaitanya.

Unit: II

Society and culture under vijaya nagar – Nayaks of Madura – ginsi – Tonjore.

Unit: III

Mughals and their impact on Indian culture, society, Economy, Religion, Literature and Art under the mugthals.

Unit: IV


Unit: V


Railways – Postal and Telegraphy – Industrial Revolution – emergence or Educational Institutions. Etc.

Books Recommended:

1. R. Sathyanathaiyer : History of India Vols I and II
2. Relevant chapter in Bharathiya Vidya Bhavan : (History of the Indian People)
3. O. Malley : Indian and west
# SEMESTER -IV

## DIPLOMA PAPER -II

### COMMUNICATIVE ENGLISH

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit I</td>
<td>Introduction –Commercial Correspondence</td>
</tr>
<tr>
<td>Unit II</td>
<td>Grammar –Circular letters</td>
</tr>
<tr>
<td>Unit III</td>
<td>Correspondence with the Government</td>
</tr>
<tr>
<td></td>
<td>Drafting of Reports</td>
</tr>
<tr>
<td>Unit IV</td>
<td>Secretarial Correspondence –writing of Minutes</td>
</tr>
<tr>
<td>Unit V</td>
<td>Letters to Editors and complaints to Personnel</td>
</tr>
</tbody>
</table>

### Reference Books

1. R.S.N. Pillai & Bagavathi, Modern Commercial Correspondence, S.Chand, Chennai, 2005
2. B.V. Vargheese, Right word wrong word, S.Chand, Chennai, 2006.
4. Snoan Curran, Ray Currans, Learning with your computer.
UNIT – I CONCEPT OF MARKETING

What is marketing – Nature – Classification – Characteristics of services – Difference between Travel market and Commodity market.

UNIT – II PRINCIPLES AND PRACTICES OF TOURISM MARKETING


UNIT – III LINKAGES IN TOURISM IN OTHER SECTORS

Travel – Travel Agency Accommodetion sector – Food and Nutrition – Catering Services.

UNIT – IV TOURISM MARKETING IN INDIA

Indian marketing Strategies – Tourism promotion – Tap or Develop New markets – promote supper summer Saver – Build up the operators confidence in India – Strengthen distribution net work – Encourage chart preflight – boost up image of India – Consistency in our efforts Target for future.

UNIT – V

Governmental efforts to market Tourism – Department of Tourism – Tourist information. Offices – Roll of Indian Tourism Development Corporations – Publicity for Indian gastronomy.

BOOK RECOMMENDED

1. Marketing management : ROTLER PHILIP
2. Tourism and Travel : JAGMOHANNEGI
3. Tourism in India : S.DHARMARAJAN
4. Successful Tourism management : PRANNATH SET H.
HOSPITALITY MANAGEMENT

UNIT – I
Introduction TO Hospitality Management
Types of accommodation in Tourism Industry and their saline features (Main and Supplementary accommodations)
Classification of Hotels

UNIT – II
Activities in accommodation management
a. Front Office (telephone conversation skill)
   f : Security
b. House Keeping interior decoration
   g : Sales
c. Bar and restaurant (food and nutrition)
   h : Purchase
d. Supporting service
   i : Storage, etc
e. Accounts

UNIT - III
Forms of Hotel ownership and relevant laws
Managerial issues : trends, problems, success factor,
Study of the working of selected hotels / motels / restaurants etc
Styles of catering – Indian and continental

UNIT – IV
Accountancy
d. Accounts for non-profit organisations-income and expenditure Account-Receipts and payment, Unit Accounts.
e. Insurance claim – transport unit accounting.

UNIT – V
Financial Management – sources of funds (various source – costs; and benefits) use of funds (quantity-allocation and scheduling) sources – use mix (Investment decisions); evaluation of financial management (ratios – variations – etc)

BOOKS RECOMMENDED

1. Andrew : Hotel Front office Training (McGrew Hill)
2. Andrew : Food and Beverage Services (McGrew Hill)
3. Negi : Hotels for Tourism Development (Metropotitan – India)
4. Travis Elliot, Food Services & Management : mlondon l97L
5. Arther & Cladwel, Hotel Assitant management, Jenking, 1975
7. Yasawy : Finance for nonfinance executive’(Allied)
UNIT – I

Historical and Geographical background of India – The Art heritage of India. Indusvalley Architecture.

UNIT – II


UNIT – III


UNIT – IV

Islamic Architecture – Symbolism in Indian art – Iconometry and Iconography and Significance.

UNIT – V

Indian Bronzes – techniques and aesthetics – Indian Terracottas.

BOOKS RECOMMENDED

3. J. N. Banerjee – The development of Hindu Iconography – Delhi
4. B.C. Bhatacharya – The Iconography – Delhi – 74
5. T. A. Gobinatha Rao – Elements of Hindu Iconography – Varnasi
6. R.S. Gupta – The Iconography of Buddhist.
7. Humayun Khan – Indian Heritage – Bombay 1980
DEVELOPMENT OF TOURISM SCHEMES

UNIT – I

Selection or classification of tourism spot (hill, sea, pilgrims etc) Development of tourism centres, retaining ecology with environmental protection.

UNIT – II

Development of basic amenities and infrastructure
Preparation of Master plan or project work for specified tourist – centre (Mahabalipuram, Ooty, Pitchavaram, Tanjore, Kanyakumar, Rameswaram, etc.

UNIT – III

Safety and security of tourist
Statistics analysis for selection of tourism project
Socio-economic statistical report after a centre is developed
(both direct and indirect)

UNIT – IV

Implementation of State and Central Tourism Schemes in the state
Incentives and subsidies for State and Central tourism project for private sector.

UNIT – V

Budgetary allocation of tourism both central and state.
Role of State Tourism Department and State Tourism Development in developing schemes.

REFERENCES

Available Records and Manuals of Department of Tourism : Governments of State and Central.
Professional skill oriented programme.

The conventional institutional training prescribed for other degree courses in the Bharathiar University is not applicable to B.A. “Tourism”. Instead a full fledged programme with 100 marks in the University examination is recommended for. In the Fifth Semester application oriented paper is designed to develop sufficient skill in their respective field. Here every student should undergo an Industrial training for not less than four weeks in some institutions like star hotels, Reputed travel Agencies, Aerodromes, Ships, Tourist spot, etc. (A Certificate for having undergone the training is necessary). This Training should be followed by a class room seminar. During the inter semester holidays (soon after Vth Semester Examination) in the final year the entire class should undertake a Tour Programme (All India if possible; or South Indian Tourist Spots). As far as finance is concerned the Tour Programme should be partly supported by the institution and partly by the individual student. During this tour this students should be encouraged to act as Tourist guides interpreters etc to develop practical skills and self confidence. Fifth semester Examination mark entries should be made only after the completion of tour programmes.

Distribution of Marks for the paper

Industrial Training 60; Seminar 10 : Tour 30

The participation in every part of activity is compulsory. In the Fifth semester a staff member from the Department should be incharge of supervising these programmes with a paper’s workload support.
DIPLOMA – SEMESTER V –
COMPUTER APPLICATION IN HISTORY I

Unit I : Introduction to computer – Generation of computers.
Unit II : Classification of computer – Analog, Digital and Hybrid Computers
Unit III : Computer Organisation: CPU and Memory Organization – RAM - Types of Random Access Memories – ROM – Types of Read only Memory other types of Memories.
Unit V : Softwares – System software Application software – Computer and Communication Application with Historical events.

Books Recommended

1. N. Subramanian - Computers
2. C.S. Subramanian - Introduction to Computer and Foundations
3. Donalo H.Sanders - Computer Today
4. Dr.N. Subramanian - Computer Genesis, Programming, Software Applications
5. R.K.Taxali - PC Software made simple IV edition
6. Rapidex computer courses
TOURISM MARKETING – PAPER II

UNIT – I TOURISM MARKETING OVERSEAS


UNIT – II TOURISM MARKETING AND PROMOTION AGENTS – EVENTS


UNIT – III TOUR PACKAGING


UNIT – IV

Brochures scénaries and guidelines etc, promotion – publicity and marketing

UNIT – V MARKET RESEARCH, what is it?

Research techniques – Desk research – Field research – Simple surveys – motivation research – qualitative and quantitative studies.

BOOK RECOMMENDED

Dynamics of Tourism Vol. I, II & III R.N. KAUL
Successful Tourism management : PRANNATH SET
Tourism Development – Principles and practices – A.K. BHATIA
Tourism and Travel – Dr. JAGMOHAN NEGI.
SEMESTER : VI  B.A. "TOURISM AND TRAVELS MANAGEMENT"  CORE PAPER : 17

HUMAN RESOURCE MANAGEMENT

UNIT : I

Introduction
- Definition of Personnel Management
- Role of Personnel Manager
- Challenges of Modern Personnel Management

ORGANISATIONAL AND JOB DESIGN
- Organisation objectives, Organisation structure
- Job Design – Job enlargement, Job enrichment

CONTROLLING THE PERSONNEL UNIT
- Strategic control prints
- The personnel audit

UNIT : II

JOB ANALYSIS & HUMAN RESOURCES REQUIREMENTS
- Job Analysis Process
- Job description
- Role Analysis
- Job Specification
- Uses of Job Analysis Information
- Human resources planning

WORK-FORCE ANALYSIS
- Absenteeism
- Turn over

UNIT : III

Recruitment
- Internal & External recruitment
- Recruitment evaluation

The Hiring Procedures
- Types of interviews
- Principles of interviewing
- Approval of the Supervisor
- Physical Examination
- Introduction / Orientation
Development
- Operative Training
- On the job training, Vesticue Schools, apprenticeship programme special courses
- Executive Development
- Executive needs & Developmental programmes
- Decision making skills, Interpersonal skills, job knowledge, Organization Knowledge, General knowledge
- Organization Development

UNIT : IV
Performance Appraisal
- Performance Appraisal System
- The appraisal programme
- Nature of carriers
- Careers anchors
- Career Development Programme

Compensation
- Factors affecting compensation Policy
- Equity + Compensation
- Job Evaluation & Job Evaluation System

Fringe benefits
- Principles of Employee Benefit programme
- Payments for time not worked
- Guaranteed Annual wage
- Life Insurance
- Medical Services
- Recreational Programme
- Cafeterias & Housing
- Legal & Financial – counseling
- Educational Tution

UNIT V
Nature of human - Importance of Human relations
- Nature of Human needs
- Motivations Theories of Abraham, Mastar, MC Gregar & Hezberz.

The Start of Labour union
- Nature of Labour union, Types of union starting unions

Separations
- Separation processes
- Retirement, Mandatory VS Voluntary Retirement, Retirement Programmes
- Lay-off
Out-Placement
Discharge

REFERENCE
PERSONNEL MANAGEMENT – EDVIN B. FLIPPO – MCGRAW HILL.
SEMESTER : VI B.A. "TOURISM AND TRAVEL MANAGEMENT" CORE PAPER : 18

HISTORY OF INDIAN ARTS PAPER - II

UNIT I :

Pre Historio paintings - Tribal and Folk painting
Indian Mural painting Traditions - Ajanta - Bagh - Ellora - Early Western
Chalukya - Pallava - Pandya - Early Chera - Rashtrakutam, Chola - Vijayanage - nay Schools.

UNIT II :

Miniature painting traditions
- Western Indian - Rajasthani - Mughal and Pahadi schools Modern paintings.

UNIT III :

Performing arts of India - classical dances and dance styles - ( Bharatha
natiya, Kathakali, Mohini attam, Kuchipudi, erru Odissi, Manipuri ) - Centres of learning and performances - Indian folk dances.

UNIT IV :

Music - different schools of Indian music - status of vocal and instrumental
Music - drama - various types - New experiments

UNIT V :

Introduction to Indian Handicrafts - Metal works - stone ware - wood

BOOKS RECOMMENDED

1) Archer W.C. - Indian Painting - London 56
2) Coomarasamy A.K - History of Indian Indonesian Art - London 2
3) Sivaramamoorthy - Indian Painting - Delhi 55
4) Smith - V.A. History of fine Art in India and Ceylon - Oxford
5) Basham A.L. - the Gazettee of India - History and culture - Vol -2
6) Ragini devi - Dance Dialects of India
UNIT : I


UNIT : II

‘ASIA’


PAKISTAN : Lahore – Karachi

BANGLADESH : Dacca

NEPAL

SRLANKA : Colombo – Kandy – Anuradhapura.

CHINA : Great wall – Peking – Shanghai

JAPAN : Tokyo

VIETNAM : Thailand – Singapore – Malaysia – Indonesia & Cambodia

AUSTRALIA : Sydney, Canberra, Melbourne

KUWAIT : Mecca-Madhina

UNIT : III

EUROPE

ENGLAND : London – Scotland – Ireland

FRANCE : Paris – French Riviera

SPAIN : Barcelona – Madrid

GERMANY : Bonn-Berlin

SWITZERLAND : Zurich – Lausanne Berne

NETHERLANDS : Amsterdam

ITALY : Rome, Sicily

GREECE : Athens

UNIT : IV

AFRICA

EGYPT : Cairo – Laxtor – Alexandria

SOUTHAFRICA : Safari – Capetown

MADAGASKAR : Antanativno, Tanzania
UNIT : V

AMERICA

CANADA : Ottawa – Toronto
USA : Newyork – Niagara – Calliformia – Disneyland
PANAMA : Cuba-Havana
ARGENTINA : Brazil – Peru

BOOKS RECOMMENDED

1. Dennis : L.Foster - First class : An introduction to Travel and Tourism
2. David L. Edgell – The formulation of Tourism Polisy
4. KRISHNAMOORTHY.V. - TOURISM DEVELOPEMENT
TOPICS FOR THE PROJECT WORK

Candidates 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.

AREAS OF INTEREST FOR SELECTING TOPIC

1. Centres of Tourist Attraction: a) Religious b) Socio-Cultural c) Tradition Oriented
2. Abodes of worship
   a) Hindu Temples b) Churches c) Mosques, Dhargas d) Jainpallis
   e) Buddhist shrines - Status, Viharas
3. Religious Institutions - Mutts, Memorials, DharmaSals
4. Fine - Arts: Dance, Drama, Music
5. Architecture, Sculpture, Iconography, Painting
6. Secular Monuments: Palace, fort
7. Centres of Excellence - Humanities / Science and Technology Centres; Schools of Arts, Fine Arts.
9. Dams, Lakes, Water - falls, Water - Sports Centres
10. Pleasure - Picnic Sports, Hill Resorts
11. Folk Arts, Handi - Crafts
12. Culinary Art - Food habits, Catering Technology: Dress and Ornaments
13. Domestic utensils - vessels and implements
14. Customs, Conventions and Domestic Ceremonies: Hospitality and Table manners
15. National / Regional / Seasonal / Festivals / Temple Festivals
16. Flora and Fauna: Tribal Culture: Ancient Martial Arts
17. Accommodation Network - Hotel Industry
18. Tourism Promotion Activities

The above topics are only a few of many areas of Tourism interest.

FORMAT OF THE PROJECT WORK

PART - A PRELIMINARY SECTION

(1) TITLE PAGE (A Thick Cover, with Enrol.Number, Reg.No., NAME)
(2) TITLE PAGE (Inside"
(3) Certificate by the Guide
(4) Declaration by the Candidate
(5) Table of Contents
**SEMESTER VI**

**DIPLOMA — COMPUTER APPLICATION IN HISTORY PAPER II**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Course Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit I</td>
<td>Introduction to Microsoft Windows</td>
</tr>
<tr>
<td>Unit II</td>
<td>M.S.Office – M.S. Word – Creating Web pages</td>
</tr>
<tr>
<td>Unit III</td>
<td>Automation and information system - Multimedia – E – mail system - Fax.</td>
</tr>
<tr>
<td>Unit IV</td>
<td>Internet – Introduction to internet – Resources of the Internet Top – Level Domains.</td>
</tr>
<tr>
<td>Unit V</td>
<td>Use of internet in History using the Web – search Engines – Reading a Historical Web pages.</td>
</tr>
</tbody>
</table>

**Lab**

Ms Office – Word

2) Prepare Error Free Document
3) Prepare a Document
4) Prepare the Tables
5) Prepare a Document in Newspaper column Layout
6) Perform Mail Merge operation
7) Create a web page

**Books Recommended**

1. N. Subramanian - Computers
2. C.S. Subramanian - Introduction to Computer and Foundations
3. Donalo H. Sanders - Computer Today
4. Dr. N. Subramanian - Computer Genesis, Programming, Software Applications
5. R.K. Taxali - PC Software made simple IV edition
6. Rapidex computer courses

Two hours practicals per week