

Syllabus for B.A. Tourism and Travel Management

(For the students admitted during the academic year 2004-2005 batch and onwards)  
French Paper – I (III semester) and Paper – II (IV semester)

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 - X  
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.

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**INDIAN GEOGRAPHY****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.**

North Indian rivers – Ganga, Indus, Brahmaputra, Peninsula river – Narmada, Tapi, Sharavathi, Mahanadi, Godavari, Krishna & Kaveri.

**UNIT : V****Remote sensing**

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

**BOOK RECOMMENDED**

1. Geography of India – Gopal Singh
2. Practical Geography – N.C.E.R.T
3. Manual of map reading, Photo Reading (HNSO)
4. Economics of Transport – Denton
5. Transport in modern India Road and Rail – WALKER
6. Transport in Modern India – BHATNAGAR
7. Economic Geography of India – R.N. GARRET.

## **TOURISM AND ADVERTISING**

### **UNIT – I**

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

### **UNIT – II**

Nature and scope of Advertising – Role and effects of Advertising in a society – structure and functions of an Advertising agency – kinds of advertising – consumer – business – industrial.

### **UNIT - III**

Constituents of tourism publicity – Advertising and publicity (Newspapers, Magazines, Radio, T.V. and films) Poster Display (designs and display) – Display and handicrafts.

### **UNIT - IV**

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

### **UNIT – V**

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

### **BOOK RECOMMENDED**

1. Advertising – William H. Bolen, John Wiley & Sons, 1984
2. Advertising – William M. Weilbacher, Macmillan, 1979
3. Advertising – as communication, Gillian Dyes & Methusen London
4. Advertising Management – B.S. Rathor, Himalayan Publishing House, 1984.
5. History of Journalism – M. Natarajan
6. History of Indian Journalism – Nathik Krishnamoorthy
7. Advertising Management – Dr. Varma Agarwal, Delhi 1988
8. Practical public relations – Sam Blact. ELBS, London
9. Publications of Luotok, Geneva.

**INDIAN CULTURAL HERITAGE – PAPER -I**

**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.

Vedic and Epi culture – Aryans – Early Vedic and Later vedic cultures – Polity – Society – Economy – Religion – Epic age. Origin and growth of caste system in India.

**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 – Gupta – 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 Thapar - 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.

**LANGUAGE FOR COMMUNICATION****SPOKEN ENGLISH FOR TOURISM****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

1. Revell, Red and Chris stett. Five star English For the Hotel and Tourist Industry – Oxford : OUP 1982. for the Hotel and Tourist Industry – Oxford : OUP 1982.
2. Jones, Leo. English for the Travel and Tourism Industry Cambridge: CUP

## REFERENCE BOOKS

1. Eastwood, John English for Travel Oxford : OUP 1980
2. De Freitas Survival English, London : Macmillan, 1978
3. Naterop and Red Revell. Telephoning in English Cambridge : CUP
4. Hover, Charles and Joseph Tinervia, Commercial Correspondence Newyork Ma Graw Hill, 1980
5. Brandling, Redvers Checkup Tests in Worksills London: Macmillan – 1981.

**ECOLOGY, ENVIRONMENT & TOURISM**

**UNIT – I**

Environment – An introduction

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

**UNIT – II**

Environment AND Tourism – An interface. Conservation through ages – Environmental parameters and Tourism – Indian Philosophy and Environment.

**UNIT – III**

Environmental issues and Tourism development. Environment and development – Concepts of development – Responsible tourism – Benefits.

**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**

1. Creativity and Environment – SAHITYA ACADEMY (1982)
2. Aspects of Ecological and Environmental Awareness in South Asia – (1993)
3. The Rights of nature – UNIVERSITY OF WISCONSIN PRESS, MADISON – 1989.
4. Tourism and Development in the Third World – ROUTEDGE london – 1988
5. National and Regional Tourism Planning – W.T.O. ROUTEDGE, LONDON, 1994
6. Tourism Today, Structure, Marketing and Profile – KANISHKA DELHI, 1992 Vol. 142
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
4. Fodors Guide to India, London.
5. Tourist India – Ratandeeep6. Impact of Tourism in South India – B.S. Badam
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 – kguru 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.

**NIT : IV**

Impact of west on Indian culture. Portuguese. Dutch – French and British – Impact of Christianity on Indian culture.

**UNIT : V**

Arya Samaj – Brahma Samaj – Ramakrishna mission – Thesophical Society – Dravidian Ratiomalistic Movement – Developments in India after the British.

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 : Indianand west

**SEMESTER -IV**  
**DIPLOMA PAPER –II**  
**COMMUNICATIVE ENGLISH**

Unit I	:	Introduction –Commercial Correspondence
Unit II	:	Grammar –Circular letters
Unit III	:	Correspondence with the Government Drafting of Reports
Unit IV	:	Secretarial Correspondence –writing of Minutes
Unit V	:	Letters to Editors and complaints to Personnel

**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.
3. Philip Crookall, Programming for heal Beginners.
4. Snoan Curran, Ray Currans, Learning with your computer.

**SEMESTER : V    B.A. "TOURISM AND TRAVEL MANAGEMENT"    CORE PAPER : 13**

**TOURISM MARKETING – PAPER I**

**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**

Ideas of well known experts of tourism marketing – Tourism marketing peculiarities – Integrated marketing – marketing mix – product Designing – Pricing Strategies – Five 'P'S of marketing – marketing Segmentation – Target marketing and positioning.

**UNIT – III LINKAGES IN TOURISM IN OTHER SECTORS**

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

**UNIT – IV TOURISM MARKETING IN INDIA**

Indian marketing Strategies – Tourism promotion – Tap or Develop New markets – promote 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 salient 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

- Basic concepts and conventions of accounting – double entry system – journal Ledger – trial balance.
- Final account : Trading and profit and Loss Account – Balance sheet – adjustment entries.
- Partnership Accounts – admission – retirement and dissolution final Accounts.
- Accounts for non-profit organisations-income and expenditure Account-Receipts and payment, Unit Accounts.
- 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 (McGraw Hill)
2. Andrew : Food and Beverage Services (McGraw Hill)
3. Negi : Hotels for Tourism Development (Metropolitan – India)
4. Travis Elliot, Food Services & Management : mLondon 1971
5. Arther & Cladwel, Hotel Assitant management, Jenking, 1975
6. Hampton : Financial, Decision Making, Prentice – Hall India
7. Yasawy : Finance for nonfinance executive'(Allied)

## **HISTORY OF INDIAN ARTS PAPER I**

### **UNIT – I**

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

### **UNIT – II**

Mourian Architecture – Buddhist Architecture – Stupas – Chaityas – Vinaras – Jainist.

### **UNIT – III**

Development of Indian temple Architecture – style of temple Architecture adopted over the ages – Dravidian – Nagara – Vesara – Temple architecture of the South India.

### **UNIT –IV**

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

### **UNIT – V**

Indian Bronzes – techniques and aesthetics – Indian Terracottas.

## **BOOKS RECOMMENDED**

1. Percy Brawn – Indian Architecture ( 2 vols) Bombay – 71.
2. Rawland – The Art and Architecture of India – Penguin – 70
3. J. N. Banerjee – The development of Hindu Iconography – Delhi
4. B.C. Bhattacharya – 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
8. S.K. Saraswathi – Indian Sculpture.

**SEMESTER : V    B.A. "TOURISM AND TRAVEL MANAGEMENT"**

**(APPLICATION ORIENTED Sub: A, Paper I)**

**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.

**SEMESTER : V B.A "TOURISM AND TRAVEL MANAGEMENT"**

**(APPLICATION ORIENTED Sub: A, Paper II)**

**INDUSTRIAL TRAINING**

**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). Thiws Training should be followed by a class room seminar. During the inter semester holidays (soon after Vth Semester Examinaiton) in the final year the entire class should undertake a Tour Programme (All India if possible; or Sourth 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

<b>Unit I</b>	:	Introduction to computer – Generation of computers.
<b>Unit II</b>	:	Classification of computer – Analog, Digital and Hybrid Computers
<b>Unit III</b>	:	Computer Organisation: CPU and Memory Organization – RAM - Types of Random Access Memories – ROM – Types of Read only Memory other types of Memories.
<b>Unit IV</b>	:	Input/output units – Driver – Recorder – Printer – Cathode Ray Tube – Key board and Terminals – MICR, OCR, Scanners Mark sensor.
<b>Unit V</b>	:	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

**SEMESTER : VI    B.A. "TOURISM AND TRAVEL MANAGEMENT "    CORE PAPER : 16**

**TOURISM MARKETING – PAPER –II**

**UNIT – I TOURISM MARKETING OVERSEAS**

International marketing – Operation, - Europe, - Tourism department abroad – Operation – UK – European Tourism market – market in USA – west Asia.

**UNIT – II TOURISM MARKETING AND PROMOTION AGENTS – EVENTS**

Events – Types of events – points of advantages in events of Tourism – Advertising – Publicity and kinds – media and oral – public relations – personal selling.

**UNIT – III TOUR PACKAGING**

Concept – Characteristics – methodology – Consideration and pricing of our packaging – Advantages – Disadvantages of package tour itineraries and Guidelines.

**UNIT – IV**

Brochures scenarios 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.

**HUMANRESOURCE 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, Vestituce Schools, apprenticeship programme special courses
- Executive Development
- Executive needs & Developmental programmms
- 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
- Cafeteruas & 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 Volentary Retirement, Retirement Programmes
- Lay-off
- Out-Placement
- Discharge

## REFERENCE

PERSONNEL MANAGEMENT – EDVIN B. FLIPPO – MCGRAW HILL.

**SEMESTER :VI B.A. "TOURISM AND TRAVELMANAGEMENT" COREPAPER :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 – najay 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, clriu 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  
 carvings – furnitures – Jewellery – dolls – Musical Instrument.

**BOOKS RECOMMENDED**

- 1) Archer W.C. – Indian Painting – London 56
- 2) Coomarasamy A.K – History of Indian Indonesean 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  
 publication Division –Ministry of information and Broad casting Government  
 of India – 1988.
- 6) Ragini devi - Dance Dialects of India

SEMESTER : 6 B.A "TOURISM AND TRAVEL MANAGEMENT"

SEMESTER : VI B.A. "TOURISM AND TRAVEL MANAGEMENT"

Application Oriented SUB : B Paper I

TOURIST CENTRES IN INDIA & ABROAD

**UNIT : I**

Introduction – importance of tourist centres – Advantages – Foreign exchange – Travel documents – Visa, Passport, Airport clearance, Currency exchange – Diplomatic relationship – Classifications.

**UNIT : II**

‘ASIA’

INDIA	:	Kashmir – Delhi & Agra – Calcutta – Mysore – Goa – Trivandrum – Kanyakumari, Tanjore & Mamallapuram – Maldives.
PAKISTAN	:	Lahore – Karachi
BANGALADESH	:	Dacca
NEPAL	:	
SRILANKA	:	Colombo – Kandy – Anuradhapura.
CHINA	:	Great wall – Peking – Shanghai
JAPAN	:	Tokyo
VIETNAM	:	Thailand – Singapore – Malaysia – Indonesia & Cambodia
AUSTRALIA	:	Sydney, Canberra, Melbourne
KUWAIT	:	Mecca-Medina

**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 – Luxor – Alexandria
SOUTH AFRICA	:	Safari – Capetown
MADAGASKAR	:	Antananarivo, Tanzania

**UNIT : V****AMERICA**

CANADA	:	Ottawa – Toronto
USA	:	Newyork – Niagara – Callifornia – 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
3. Brent Ritchie T.R. & CHARLES . R.Goeldrer – Travel, Tourism and Hospitality Research
4. KRISHNAMOORTHY.V. - TOURISM DEVELOPEMENT

### 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, Dharmasalas
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.
8. Museums, Art Galleries, National Libraries, Archieves, Auditoriums, Aquariums, Observations, Planetariums, Birds Sanctuaries.
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 Net work – Hotel Industry
18. Tourism Promotion Activities

## 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

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

#### Two hours practicals per week

#### Lab

##### Ms Office – Word

- 2) Prepare a 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 |   |  |