

BHARATHIAR UNIVERSITY, COIMBATORE-641 046
B.A. TOURISM AND TRAVEL MANAGEMENT (CBCS PATTERN)
WITH COMPULSORY DIPLOMA IN APPLIED HISTORY AND COMPUTR APPLICATIONS
(For the students admitted during the academic year 2008-2009 and onwards)

SCHEME OF EXAMINATIONS

Part	Study Components / Course Title	Inst. Hours/ Week	Examination				Credit
			Duration	CIA \$	Uni. Exam	Total	
Semester I							
I	Language-I	6	3	25	75	100	3
II	English-I	6	3	25	75	100	3
III	CORE I – ORIGIN AND EVALUATION OF TOURISM	5	3	25	75	100	4
III	CORE II – PRINCIPLES OF TOURISM MANAGEMENT	5	3	25	75	100	4
III	ALLIED PAPER I INFORMATION, COMMUNICATION AND AUTOMATION -1 (FULL THEORY PAPER)	6	3	25	75	100	5
IV	Environmental Studies #	2	3	-	50	50	2
Semester II							
I	Language-II	6	3	25	75	100	3
II	English-II	6	3	25	75	100	3
III	CORE III – ECONOMICS OF TOURISM	5	3	25	75	100	4
III	CORE IV – TRAVELMANAGEMENT/ HISTORY OF INDIA 1707 TO 1858 A.D. @@	5	3	25	75	100	4
III	ALLIED PAPER II INFORMATION, COMMUNICATION AND AUTOMATION -2 (THEORY AND PRACTICAL)	4	3	20	55	75	5
IV	Value Education – Human Rights #	2	3	-	50	50	2
Semester III							
III	Core V – FOREIGN LANGUAGE FOR COMMUNICATION – FRENCH-1	5	3	25	75	100	4
III	Core VI – INDIAN GEOGRAPHY	5	3	25	75	100	4
III	CORE VII - TOURISM AND ADVERTISING	5	3	25	75	100	4
III	CORE VIII – LANGUAGE FOR COMMUNICATION – SPOKEN ENGLISH FOR TOURISM	5	3	25	75	100	4
III	Allied : III - INDIAN CULTURAL HERITAGE – 1	5	3	25	75	100	5
IV	Skill based Subject 1 (Diploma) APPLIED HISTORY FOR CIVIL SERVICES EXAMINATIONS	3	3	25	75	100	3
IV	Tamil@ / Advanced Tamil# (OR) Non-major elective - I (Yoga for Human Excellence)# / Women’s Rights#	2	3	75	75	75	2
Semester IV							
III	Core IX – FOREIGN LANGUAGE FOR COMMUNICATION – FRENCH – II	5	3	25	75	100	4
III	Core X – ECOLOGY, ENVIRONMENT AND TOURISM	5	3	25	75	100	4
III	Core XI – INDIAN TOURIST PANORAMA	5	3	25	75	100	4
III	CORE XII – TOURISM MARKETING – I	5	3	25	75	100	4
III	Allied : IV INDIAN CULTURAL HERITAGE – II	5	3	25	75	100	5
IV	Skill based Subject 2 (Diploma) COMMUNICATIVE ENGLISH	3	3	25	75	100	3
IV	Tamil@ /Advanced Tamil # (OR) Non-major elective -II (General Awareness #)	2	3	75	75	75	2
Semester V							
III	Core XIII – HOSPITALITY MANAGEMENT	6	3	25	75	100	4
III	Core XIV – HISTORY OF INDIAN ARTS – 1	6	3	25	75	100	4

III	Core XV – DEVELOPMENT OF TOURISM SCHEMES	6	3	25	75	100	4
III	Core XVI – INDUSTRIAL TRAINING (SKILL ORIENTED PROGRAMME)	5	3	-	-	100	4
III	Elective –I	4	3	25	75	100	5
IV	Skill based Subject 3 (Diploma) COMPUTER APPLICATIONS IN HISTORY – I	3	3	25	75	100	3
	Semester VI						
III	Core XVII – HUMAN RESOURCE MANAGEMENT	7	3	25	75	100	4
III	Core XVIII - HISTORY OF INDIAN ARTS – II	7	3	25	75	100	4
III	Elective –II	7	3	25	75	100	5
III	Elective –III	6	3	25	75	100	5
IV	Skill based Subject 4 (Diploma) COMPUTER APPLICATIONS HISTORY – II PRACTICALS.	3	3	20	55	75	3
			3	10	15	25	
V	Extension Activities @	-	-	50	-	50	1
	Total					3600	140

\$ Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

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@@ From 2009-2010 onwards the paper Travel Management only followed.

List of Elective papers (Colleges can choose any one of the paper as electives)

Elective – I

- A. Tourism Marketing II
- B. Archaeology
- C. Human Rights

Elective – II

- A. TOURIST CENTRES IN INDIA AND ABROAD
- B. Introduction to Journalism and Mass Communication
- C. Geography

Elective – III
marks

- A. PROJECT WORK ** Project Work – 80 marks and Viva - 20
- B. Public Administration
- C. Sociology

SEMESTER :1
COREPAPER :1 ORIGIN AND EVALUATION OF TOURISM

UNIT : 1

Definition and History 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
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 :

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

SEMESTER :1

ALLIED PAPER : 1

INFORMATION, COMMUNICATION, AUTOMATION (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
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
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 Itinerary. Modern ticketing 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 Principals.

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 Destiation – Development of sustenance.

Tourism Policies

Laws Regulation and its necessity for maintenance sustenance.

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 Legistation.

SEMESTER : II
ALLIED PAPER : 2

INFORMATION COMMUNICATION AND AUTOMATION

PAPER – II (PAPER WITH PRACTICALS)

UNIT ; I MARKS – Theory 75 marks and practical 25 marks

Introduction to Microsoft word :

Word Processing – Creating – Document – saving a document – opening and closing of document t- 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 short – cut 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.

**THIRD SEMESTER
CORE PAPER - V
FOREIGN LANGUAGE FOR COMMUNICATION - FRENCH – 1**

Prescribed Text book : “Contact
French Made Easy – A course for Beginners”
Author : Francois Makowski
Lessons : 1 to 24

**THIRD SEMESTER
CORE PAPER – VI
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, Bramaputra, Peninsula river -Narmatha, Taptic, Sharasvathi, Mahanadh, Godavari, Krishna & Kaveri.

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

**THIRD SEMESTER
CORE PAPER – VII**

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 Wileysons, 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. Varmas Agarwal, Delhi 1988
8. Practical public relations — sam Blact. ELBS, London
9. Publications of Iuotok. Geneva.

THIRD SEMESTER CORE PAPER – VIII

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 - Oxfor : OUP 1982. for the Hotel and Tourist Industry - Oxford : OUP 1982.
2. Jones. Leo. English for the Travel and Tourism Industry Cambridge: CUP

REFERTNTCE BOOKS

1. Eastrwood, John English for Travel Oxfor : 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.

THIRD SEMESTER
Allied – III
INDIAN CULTURAL HERITAGE - 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 COMPUTR APPLICATIONS

PAPER I
APPLIED HISTORY FOR CIVI SERVICE EXAMINATIONS.

Unit I	I	Dynastics in the Ancient period - Maurya - Kushana - Guptha - 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.

FOURTH SEMESTER
CORE PAPER - IX
FOREIGN LANGUAGE FOR COMMUNICATION - FRENCH – II

Prescribed Text book : “Contact
French Made Easy – A course for Beginners”
Author : Francois Makowski
Lessons : 25 to 45

FOURTH SEMESTER
CORE PAPER - X
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
londong-1988
5. National and Regional Tourism Planning - W.T.O.
ROUTEDGE,
LONDON, 1994
6. Tourism Today, Structure, Marketing and Profile -
KANISHKA
DELHI, 1992 Yol. 142
7. The Sea around Us. - OUS, NEWYORK, 195 1
8. Our Environment - NBT. NEW DELHI

**FOURTH SEMESTER
CORE PAPER - XI**

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 BASBD

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

TJNITV

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

BOOKS RECOMMBNDED

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 - Ratandeep6. Impact of Tourism in South India - B.S.
Badam
6. Impact of Tourismin South India - B.S.Badam
7. Tourism in India -B.S.Badam

**FOURTH SEMESTER
CORE PAPER - XII**

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 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.

**FOURTH SEMESTER
ALLIED – IV**

INDIAN CULTURAL HERITAGE - 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.

UNIT : 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 Rationalistic 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. Mallev : Indian and 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.

**FIRTH SEMESTER
CORE PAPER XIII
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

- a. Basic concepts and conventions of accounting - double entry system -journal Ledger - trial balance.
- b. Final account: Trading and profit and Loss Account - Balance sheet - adjustment entries.
- c. Partnership Accounts — admission - retirement and dissolution final Accounts.
- d. Accounts for non-profit organizations -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 (McGraw Hill)
2. Andrew : Food and Beverage Services (McGraw Hill)

3. Negi: Hotels for Tourism Development (Metropolititan - India)
4. Travis Elliot, Food Services & Management: mlondon 197L
5. Arther & Cladwel, Hotel Assitant management, Jenking, 1975
6. Hampton : Financial, Decision Making, Prentice — Hall India
7. Yasawy : Finance for nonfinance executive'(Allied)

**FIRTH SEMESTER
CORE PAPER XIV**

HISTORY OF INDIAN ARTS - I

UNIT -I

Historical and Geographical background of India — The Art heritage of India. Indus valley Architecture.

UNIT - II

Mourian Architecture - Buddhist Architecture — Stupas - Chaityas - Vinaras — Jkainst.

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 - I conometry 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.

**FIFTH SEMESTER
CORE PAPER XV**

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, Kanyakumari, 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.

**FIFTH SEMESTER
CORE PAPER XVI
INDUSTRIAL TRAINING (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 partll' 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.

Distribufion 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.

SEMESTER –V
ELECTIVE I-A
TOURISM MARKETING - II

UNIT -I TOURISM MARKETING OVERSEAS

International marketing - Operation, - Europe, - Tourism department abroad - Operation — IJK — 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 scinenaries 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 –V
ELECTIVE I-B
ARCHAEOLOGY

- Unit I: Aims and methods of Excavation – Exploration – excavation – Different kinds of excavations – pottery types and their importance – stone Age cultures - A brief Survey of Paleolithic, Megalithic and Neolithic cultures of India.
- Unit II : Harappan Culture – chalcolithic culture of Western and Central India and the Deccan - Early Iron Age cultures painted Grey ware and Northern Black polished ware culture.
- Unit III Megalithic and Black and Redware cultures of south India – Archaeology of Tamil Nady.
- Unit IV: Epigraphy and its importance Brahmi Script – Language and types of inscriptions with special reference to south India.
- Unit V: Numismatics - its illustration – coins of the Guptas, Cholas, Pandyas and Vijayanagar.

Books for Reference

1. Childe,G - Introduction to Archaeology
2. Sankalia, H.D - Indian Archaeology Today
3. Wheeler, M. - Early India and Pakistan
4. Mahalingam, T.V - Early south Indian Paleography
5. Subramanian, T.N - Pandia Tamil Eluthukkal (Tamil)
6. Brown, C. - Indian Coins

SEMESTER V
ELECTIVE I-C
HUMAN RIGHTS

UNIT I

Human Rights: Concept and Theories – Rights – legal and constitutional – 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 Commissions – Powers and Functions.

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 organizations and media in Human Rights – National and International Human Rights Organisations – UN High Commission for the Human Rights.

BOOKS RECOMMENDED

- | | | |
|--|---|--------------|
| 1. A Text Book of Political Science | – | K.R. Acharya |
| 2. Violation of Democratic Rights in India | – | A.R. Desai. |
| 3. Constitutional History of India and National Movement | - | R.C. Rai. |
| 4. Indian Social Institution | – | K.S. Singh |
| 5. UN & Its agencies. | - | Kochal |

MEGAZINES

1. Economic & Political Weekly
2. Frontier
3. Dalit Voice
4. Lawyer
5. Amnesty International Report

DIPLOMA - SEMESTER V – COMPUTER APPLICATION IN HISTORY I

Unit I	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 IV	:	Input/output units - Driver - Recorder - Printer - Cathode Ray Tube – Key board and Terminals - MICR, OCR, Scanners Mark sensor.
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 | |

**SIXTH SEMESTER
CORE PAPER XVII**

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

CONTROLLNG THE PERSONNEL T]NIT

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 Tuition

UNITV 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.

**SIXTH SEMESTER
CORE PAPER XVIII**

HISTORY OF INDIAN ARTS -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) Coomasamy 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

SIXTH SEMESTER
ELECTIVE II-A
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 &Combodia
AUSTRALIA	Sydney, Canberra, Melbouzne
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	Antanativo. Tanzania

UNIT:V

AMERICA

CANADA

Ottawa - Toronto

USA

Newyork - Niagara - Callifornia - Disneyland

PANAMA

Cuba-Havana

ARGENTINA

Brazll - 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

SEMESTER VI
ELECTIVE II-B
INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATIONS

UNIT I :

Basic concepts - communication process - SMCR model - Mass Media - History of the press in India. Role of the press in Freedom Movement.

UNIT II :

Leading Newspapers of India (Language - 2nd English 2) Brief History of Tamil Journalism. Freedom of the Press.

UNIT III :

Career aspects of Journalism. Structure of a Newspaper organisation characteristics of a Journalist.

UNIT IV :

Principles of Reporting - Definitions, Components and sources of news. Writing the news - types of Lead, body. Principles of Editing - Editing techniques.

UNIT V :

Writing Headlines and types of Headlines. Law of Defamation. Recent trends in Indian press.

WORKSHOP :

1. News writing; 2. News editing; 3. Writing Lead, Headline; 4. Translation; 5. Proof Reading; 6. Visiting Newspaper Offices, Radio station and T. V. Stations.

BOOKS :

1. Mass communication in india - Keval J.kumar
2. Introduction to communication - Edward Emeri Agnee
3. Reporting - Baba Prasad
4. News reporting - P. M.Srinvastava
5. Journalism - Ahuja.

SEMESTER VI
ELECTIVE II-C
GEOGRAPHY

1. **Major Resources of the earth** – World Distribution of Resources.
2. **Natural Resource** – Based production complexes and conservation of resources – Utilization of Natural resources.
3. **Agriculture** – Major crops – Secondary Production.
4. **Territory Occupations** – Transport and Communication – Modern Means of Communication.
5. **Population and Settlements** – Distribution and Density – Population growth – Rural and Urban Population – Impact of Rapid Population growth on development.

Text Book

1. Majid Husain, **Human and Economic Geography**, NCERT, New Delhi, 1978.

SEMESTER VI
ELECTIVE III-B
PUBLIC ADMINISTRATION

1. Introduction

Measuring scope and significance of Public Administration, Public and Private Administration, Wilson's vision of Public Administration. Evolution of the discipline and its present status. New Public Administration. Public choice approach and New Public Management perspective. Features of Entrepreneurial Government, Good Government: Concept and application.

2. Theories of Administration:

Nature and typologies, Scientific Management (Taylor and the Scientific Management Movement), Classical theory (Fayol, Urwick, Gulick and others), Bureaucratic theory. (Marxist view, Weber's model and its critique, post-Weberian developments.) Ideas of Mary Parker Follett and (C.L. Barnard) Human Relations School (Elton Mayo and others). Behavioral Approach to Organization Analysis. Participative Management; (McGregor, Likert and others). The Systems Approach Open and closed systems.

3. Structure of Public organizations:

Typologies of Political Executive and their functions. Forms of Public organizations: Ministries and Departments; Corporations; Companies, Boards and Commissions; Ad hoc and Advisory bodies. Headquarters and field relationships. Administrative Behavior: Decision making with special reference to Herbert Simon, Theories of Leadership, Communication, Morale, Motivation (Maslow and Herzberg.)

4. Accountability and Control:

Concepts of Accountability and Control; Legislative Executive and Judicial Control over Administration. Citizen and Administration, Role of civil society, people's participation, Right to information. Administrative corruption, machinery for redress of citizen's grievances. Citizen Charter.

5. Administrative Law:

Meaning and significance. Delegated Legislation : Types, Advantages, : limitations, Safeguards, Administrative Tribunals limitations and methods of ensuring effectiveness.

Text Books:

1. Dr. A. Maheswari, **Public Administration**, New Delhi, 1970.
2. Dr. A. Maheswari, **Public Administration**, NCERT, New Delhi, 1983.

SEMESTER VI
ELECTIVE III-C
SOCIOLOGY

1. **Sociology-The Discipline:** Sociology as a Science and as an interpretive discipline; impact industrial and French Revolution on the emergence of sociology; sociology and its relationship with history, economics, political science, psychology and anthropology.
2. **Origin, Nature and Scope of Sociology :** Relationship with other social sciences – Social groups – Social Control.
3. **Culture –** Marriage, family and kinship, Economic Institution – Political Institutions.
4. **Religion and Culture –** Education, culture, society and personality – Individual and socialization.
5. **Culture and Personality formation –** Methods of research – Unity and Diversity – Social Demography.

Text books:

1. Boopendra K. Nagla, Sheo Bahal Singh, **Introducing Sociology**, NCERT, New Delhi, 2002.
2. Amit Kumar Sharma, **Structure of Indian Society**, NCERT, New Delhi, 2003.

SEMESTER VI DIPLOMA — COMPUTER APPLICATION IN HISTORY PAPER II

Marks : Theory 75 marks and Practical 25 marks.

Unit I	:	Introduction to Microsoft Windows
Unit II	:	M.S.Office - M.S. Word - Creating Web pages
Unit III	:	Automation and information system - Multimedia - E - mail system - Fax.
Unit IV	:	Internet - Introduction to internet - Resources of the Internet Top - Level Domains.
Unit V	V	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