## Scheme of Examinations

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components / Course Title</th>
<th>Inst. Hours/Week</th>
<th>CTA</th>
<th>Uni. Exam</th>
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### B.A. Tourism and Travel Management - CBCS Pattern 2008-09

#### Annexure 6-B

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<th>Semester</th>
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$ Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.

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

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

@@ 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
- A. PROJECT WORK ** Project Work – 80 marks and Viva - 20 marks
- 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

UNIT : IV
Concept of Domestic Tourism

UNIT : V
International Tourism

BOOKS RECOMMENDED
SEMESTER : I

CORE PAPER : II

PRINCIPLES OF TOURISM MANAGEMENT

UNIT : I

Introduction of Management

UNIT : II

Management Theories.

UNIT : III

Management and Tourism Development.
Characteristics of Management / Functions of 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 - HAROLD KOUNTZ & CRYILL O’ DONNEL (1976)
Principles of Modern Management - SAMUEL C. CERTO (Functions and Systems)
SEMESTER :1

ALLIED PAPER : 1

INFORMATION, COMMUNICATION, AUTOMATION (FULL THEORY PAPER)

UNIT : I


UNIT : II


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 ans 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


BOOKS FOR REFERENCE :

1. R.K.Chopra – Office Management
2. P.S.Kawatra – Fundamentals of Documentation
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.
Organising 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 Organisations
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
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 Iteneray. 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 Principles.

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

UNIT : V

Concepts and ideas related for effective Tourism Development.
- National Development council report on
- Tourism Development (NDC)
- National Action plan (NAP)
- Tourism Civil Aviation
- Tourism Task Force (TTF)
- Tourism Destiaction – Development of sustainece.

Tourism Policies

Laws Regulation and its necessity for maintenance sustainance.

Books Suggested :
1. National Development council 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 :


UNIT : II
Formatting Text : (Paragraphs, forts, columns, Tables Borers and shading styles and style gallery)

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

UNIT : III

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 – Creationg 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
Rapidex computer courses.
THIRD SEMESTER
CORE PAPER - V
FOREIGN LANGUAGE FOR COMMUNICATION - FRENCH – 1

Prescribed Text book : “Contact French Made East – 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 (maping) - Scope and applications.
BOOK RECOMMENDED

1. Geography of India - Gophar Singh
2. Practical Geography - N.C.E.Rf.T
3. Manual of map reading, Photo 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.
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


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 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
7. Advertising Management - Dr. Varmas Agarwal, Delhi 1988
8. Practical public relations — sam Blact. ELBS, London
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


REFERENTNCES BOOKS

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


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. Sathyathaiyer - 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: 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 East – 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

UNIT - IV
Environment, Community and Tourism Access infracure 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

2. Aspects of Ecological and Environmental Awareness in South Asia -(1993)
7. The Sea around Us. - OUS, NEWYORK, 1951
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 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. Impact of Tourismin South India - B.S.Badam
8. 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

UNIT : V
Arya Samaj - Brahma Samaj - Ramakrishna mission - Thesopical 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
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 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
   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 (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 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


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

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
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 II:  Harappan Culture – chalcolithic culture of Western and Central India and the Deccen - 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


UNIT II


UNIT III


UNIT IV


UNIT V


BOOKS RECOMMENDED

1. A Text Book of Political Science – K.R. Acharya
2. Violation of Democratic Rights in India – A.R. Desai.
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
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 – Keyboard 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

CONTROLLING 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 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
Cafeteras & 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 Voluntary 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

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
6) Ragini devi - Dance Dlaects 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

BANGLADESH
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 Rivera

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
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<td>ARGENTINA</td>
<td>Brazll - Peru</td>
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BOOKS RECOMMENDED

1. Dennis : L. Foster - First class: An introduction to Travel and Tourism
2. David L. Edgell - The formulation of Tourism Policy

4. KRISHNAMOORTHY. V. - TOURISM DEVELOPMENT
SEMESTER VI
ELECTIVE  II-B
INTRODUCTION TO JOURNALISM AND MASS COMMUNICATIONS

UNIT I :

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 :

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

WORKSHOP :

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. Srinivastava
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.

Text Book

SIXTH SEMESTER
ELECTIVE III-A

PROJECT WORK

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, 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.
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

- TITLE PAGE (A Thick Cover, with Enrol.Number, Reg.No., NAME)
- TITLE PAGE (Inside"
- Certificate by the Guide
- Declaration by the Candidate
- Table of Contents
SEMESTER VI
ELECTIVE III-B
PUBLIC ADMINISTRATION

1. Introduction

2. Theories of Administration:
Nature and typologies, Scientific Management (Taylor and the Scientific Management Movement), Classical theory (Fayol, Urwilck, Gulick and others), Bureaucratic theory. (Marxist view, Weber’s model and its critique, post-we Brian 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 Hertzberg.)

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 redressers of citizen’s grievances. Citizen Charter.

5. Administrative Law:

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:**


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 : 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