

**B.A. TOURISM AND TRAVEL MANAGEMENT**  
**CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED**  
**CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

*(NAAN MUDHALVAN SCHEME WAS IMPLEMENTED FROM 2<sup>nd</sup> SEMESTER TO 6<sup>th</sup> SEMESTER)*

Sem.	Part	Courses	Title	Ins. Hrs.	Credits	Exam. Hours	Maximum Marks		
							Int.	Ext.	Total
I	I	Language Course - I (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-I		6	3	3	25	75	100
	III	Core Course – I (CC)	Principles of Tourism	6	5	3	25	75	100
		Core Course-II (CC)	Tourism Geography	6	5	3	25	75	100
		First Allied Course-I (AC)	Cultural History of Ancient India.	4	3	3	25	75	100
	IV	Value Education	Value Education	2	2	3	25	75	100
		<b>Total</b>		<b>30</b>	<b>21</b>				<b>600</b>
II	I	Language Course - II (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	<b>II</b>	<b>English Course-II</b>		<b>4</b>	<b>3</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
	III	Core Course – III (CC)	Tourism Resources of India	6	5	3	25	75	100
		Core Course-IV (CC)	Tourism Management	6	5	3	25	75	100
		First Allied Course-II (AC)	Cultural History of Medieval India	4	3	3	25	75	100
		<b>Add on Course- I ##</b>	<b>Professional English- I</b>	<b>6 *</b>	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75	100
	<b>VI</b>	<b>Naan Mudhalvan Scheme (NMS) @@</b>	<b>Language Proficiency for Employability - Effective English</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
		<b>Total</b>		<b>30 +6 *</b>	<b>27</b>				<b>800</b>

III	I	Language Course - III (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-III		6	3	3	25	75	100
	III	Core Course – V (CC)	Travel Management	6	5	3	25	75	100
		Core Course – VI (CC)	Tourism Resources of Tamil Nadu	6	5	3	25	75	100
		Second Allied Course – I (AC)	Museology	4	3	3	25	75	100
		<b>Add on Course- II ##</b>	<b>Professional English- II</b>	<b>6*</b>	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
	IV	@ Non-Major Elective Course- I  Those who choose Tamil in Part -I can choose a non- major elective course offered by other departments.  Those who do not choose Tamil in Part- I must choose either  a) Basic Tamil if Tamil language was not studied in school level (or ) b) Special Tamil if Tamil language was studied upto 10 <sup>th</sup> & 12 <sup>th</sup> std.	Tour Operations						
				2	2	3	25	75	100
	VI	<b>Naan Mudhalvan Scheme (NMS) @@</b>	<b>Digital Skills for Employability - Microsoft Digital Skills</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
		<b>Total</b>		<b>30 +6 *</b>	<b>27</b>				<b>800</b>
IV	I	Language Course - IV (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-IV		6	3	3	25	75	100
	III	Core Course – VII (CC)	Tourism Marketing	6	5	3	25	75	100
		Core Course – VIII (CC)	Airlines and Airport Management	6	5	3	25	75	100
		Second Allied Course – II (AC)	Fine Arts for Tourism	4	3	3	25	75	100
		@ Non-Major Elective Course- II  Those who choose Tamil in Part -I can choose a non- major elective course offered by other departments.  Those who do not choose Tamil in Part- I must choose either  a) Basic Tamil if Tamil language was not studied in school level (or ) b) Special Tamil if Tamil language was studied upto 10 <sup>th</sup> & 12 <sup>th</sup> std.	Cultural Tourism						
	VI			2	2	3	25	75	100
	VI	<b>Naan Mudhalvan Scheme (NMS) @@</b>	<b>Employability Skills- Employability Skills</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
		<b>Total</b>		<b>30</b>	<b>23</b>				<b>700</b>

V	III	Core Course – IX (CC)	Travel Agencies and Tour Operations	5	5	3	25	75	100
		Core Course – X (CC)	Hospitality Management	5	5	3	25	75	100
		Core Course – XI (CC)	Human Resource Management	5	5	3	25	75	100
		Core Course – XII (CC)	Health and Adventure Tourism	5	5	3	25	75	100
		Major Based Elective Course – I	1. Indian Architecture-I (or) 2. Event Management	5	3	3	25	75	100
	IV	Skill Based Elective Course– I	Tourism Business	3	2	3	25	75	100
		Soft Skills Development	Soft Skills Development	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme(NMS) @@	Marketing and Design Tools-Digital Marketing	--	2	--	25	75	100
	Total			30	31				800
VI	III	Core Course – XIII (CC)	Information Communication and Automation	5	5	3	25	75	100
		Core Course – XIV (CC)	Tourism Planning and Policies	6	5	3	25	75	100
		Core Course – XV(CC)	Economics of Tourism	6	5	3	25	75	100
		Major Based Elective Course– II	1. Indian Architecture – II (or) 2. Eco Tourism	5	5	3	25	75	100
		Project	Project	4	3		20	80	100
	IV	Skill Based Elective Course – II	Entrepreneurial Development	3	2	3	25	75	100
	V	Gender Studies		1	1	3	25	75	100
		Extension Activities **		--	1	--	--	--	--
	VI	Naan Mudhalvan Scheme(NMS) @@	Career Readiness Programme	--	2	--	25	75	100
	Total			30	27				800
	Grand Total			180 +12*	158				4500

- \$ For those who studied Tamil upto 10<sup>th</sup> +2 (Regular Stream)
- + Syllabus for other Languages should be on par with Tamil at degree level
- # Those who studied Tamil upto 10<sup>th</sup> +2 but opt for other languages in degree level under Part- I should study special Tamil in Part –IV
- ## The Professional English – Four Streams Course is offered in the 2<sup>nd</sup> and 3<sup>rd</sup> Semester (only for 2022-2023 Batch) in all UG Courses. It will be taught apart from the Existing hours of teaching/ additional hours of teaching (1 hour /day) as a 4 credit paper as an add on course on par with Major Paper and completion of the paper is must to continue his/her studies further. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020)
- \* The Extra 6 hrs/cycle as per the G.O. 76/2020 will be utilized for the Add on Professional English Course.
- \*\* Extension Activities shall be outside instruction hours.
- @ NCC Course is one of the Choices in Non-Major Elective Course. Only the NCC Cadets are eligible to choose this course. However, NCC Course is not a Compulsory Course for the NCC Cadets.
- @@ Naan Mudhalvan Scheme: As per Naan Mudhalvan Scheme instruction

#### SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMMES- ARTS

Sl. No.	Part	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	I	Language Courses	4	12	400
2.	II	English Courses	4	12	400
3.	III	Core Courses	15	75	1500
4.		Allied Courses - I & II	4	12	400
5.		Major Based Elective Courses	2	10	200
6.		Add on Course I & II	2	8	200
7.		Project	1	3	100
8.	IV	Non Major Elective Courses	2	4	200
9.		Skill Based Elective Courses	2	4	200
10.		Soft Skills Development	1	2	100
11.		Value Education	1	2	100
12.		Environmental Science	1	2	100
13.	V	Gender Studies	1	1	100
14.		Extension Activities	1	1	---
15.	VI	Naan Mudhalvan Scheme	5	10	500
	Total		46	158	4500

## **PROGRAMME OBJECTIVES**

- To create a comprehensive under graduation in the emerging field of Tourism Education.
- To blend the Tourism and History Subjects appropriately.
- To develop more job opportunities to the wards through tourism education.
- To impart professionalism in Tourism Service through appropriate Tourism Education.
- To inculcate administrative orientation through Tourism Management Subjects.
- To inculcate administrative orientation through History Subjects.

**First Year**

**CORE COURSE-I  
PRINCIPLES OF TOURISM  
(Theory)**

**Semester- I**

**Code:**

**Credit: 5**

**OBJECTIVES:**

- To understand the basic concepts of tourism
- To know the framework of tourism
- To identify the components of tourism

**UNIT – I BASIC CONCEPTS:**

Definition of Tourism, Components of Tourism- Nature and Importance of Tourism – Concept of travel, Traveler, Visitor, Excursionist, Tourist, Picnic - Motivations for Travel – Typology and Forms of Tourism, Sectors of Tourism.

**UNIT – II EVOLUTION OF TOURISM:**

Roman Period – Development of Tourist Destinations – Age of Renaissance- Concept of Holiday – Paid Holiday - Industrial Revolution – Post World War-II Scenario - Structure of Present Day Tourism

**UNIT – III ECONOMIC AND SOCIAL SIGNIFICANCE OF TOURISM:**

Economic Significance: Multiplier Effect – Foreign Exchange Earnings – Balance of Payments – Economic Leakage – Job opportunities in Tourism. Social Significance: Cultural and Social aspects of Tourism – Demonstration Effects – Doxey's Irritation Index – Tourism and International Understanding – Regional Development.

**UNIT – IV TOURISM ADMINISTRATION IN INDIA:**

Development of Tourism in India – Formation of Ministry of Tourism – Department of Tourism (Government of India) - Functions of Department of Tourism.

**UNIT – V TOURISM ORGANISATIONS:**

Concept of Organizing Tourism - United Nation World Tourism Organization (UNWTO) – International Associations and Organizations – Role of Private in Tourism - Tourism Organizations in India – National Organization (India Tourism Development Corporation (ITDC) – Regional Organizations – (Tamilnadu -TTDC, Kerala-KTDC) - Role of government in promoting tourism.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Evolution of Tourism – Tourism Administration in India – Tourism Organizations - Role of government in promoting tourism in India.

## **REFERENCE BOOKS:**

1. Burkart and Melik, **Tourism -Past, Present and Future**, London, 1995.
2. R.M. Kaul, **Dynamics of Tourism – A Triology**, Vol.I., New Delhi, 1997.
3. Seth Pran Nath, **Successful Tourism Practices**, Vol.I., New Delhi, 1997.
4. **Tourism: Principles and Practices**, Jitendra Mohan Mishra and Sampad Kumar Swain

## **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in tourism principles.

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**First Year**

**CORE COURSE-II  
TOURISM GEOGRAPHY  
(Theory)**

**Semester-I**

**Code:**

**Credit: 5**

**OBJECTIVES:**

- To know the geographical divisions of India
- To understand the importance of the beaches and ports of the country rearing out the tourism of the country
- To realize that agriculture contributing to the growth of tourism

**UNIT-I WORLD GEOGRAPHY:**

Physiographic: Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia -Most visited natural tourist attractions of the world.

**UNIT-II PHYSICAL GEOGRAPHY OF INDIA:**

Physiography: Climate and Vegetation of Indian subcontinent-Distribution of Rivers-Mountains- Plateaus & Plains of India.

**UNIT-III PHYSICAL GEOGRAPHY OF ASIA PACIFIC REGIONS:**

Major tourist destinations: Attractions and accessibilities of countries – China-Singapore- Sri Lanka-Indonesia-Thailand-Maldives-Malaysia- Australia- New Zealand- Japan, Nepal .

**UNIT-IV AFRICA & MIDDLE EAST TOURIST DESTINATIONS:**

Major tourist attractions and accessibilities of major countries: South Africa- Egypt- Nigeria- Mauritius- UAE- Israel- Saudi Arabia- Seychelles.

**UNIT-V EUROPE & AMERICA TOURISM DESTINATIONS:**

Major tourist attractions and accessibility of major countries: France- Germany-UK- Italy- Portugal- Switzerland-USA- Spain- Brazil- Argentina- Mexico-Caribbean Islands .

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

UNESCO World Heritage sites of India – China - South Africa – Egypt - Europe

**REFERENCE BOOKS:**

1. Bhattacharya Nirmal, Jeyaraman. K., **Indian Economy and Geography of India**, New Delhi, 1995.
2. Gupta, VK, **Tourism in India**, New Delhi, 1987.
3. Sharma, T.C., O. Court into, **Economic and Commercial Geography**, New Delhi, 1998.
4. Singh, R.L., **India a Regional Geography**, New Delhi, 1998.
5. Wright Gillian, **Hill Stations of India**, Hong Kong, 1998.



## **COURSE OUTCOME**

- Successful completion of this course will lead the students to appropriate knowledge in tourism geography.

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**OBJECTIVES:**

- To understand aspects of Vedic Culture.
- To trace contributions of Indus Culture.
- To aware Cultural renaissance of Guptas.

**UNIT – I VEDIC CULTURE:**

Geographical expansion –Early Vedic Society and Culture-Importance of Vedic Mythology- Eight Marriages -Religion- Beliefs and Practices.

**UNIT –II ANCIENT CULTURE IN INDIA:**

Sources of Ancient History-Indus Culture: Origin- The City: Harappa and Mohenjodaro- Archaeological sites: Lothal and Kalibangan- Socio-economic Conditions – Town Planning- Arts- Metals-seals- Scripts-Sports Activities- Ornaments.

**UNIT – III JAINISM AND BUDDHISM:**

Teaching of Mahavir and Buddha- Literary sources –Pilgrimage Centers in Jainism-Pilgrimage sites in Buddhism-Sangha- Jatakas-Buddhist councils.

**UNIT – IV MAURYAN CULTURE:**

Socio-Economic conditions-Arthashastra- Amusements- Literary activity-Dhamma of Ashoka-and its Impact-Assimilation of foreigners in Indian Society –The Kushanas: Science and Technology

**UNIT – V CULTURE OF GUPTA PERIOD:**

Socio –Economic conditions – Literary activities- Science and Education –Hindu revival Cultural contributions of Harshavardhana –The Rajputs: Socio- Economic conditions –religion and literature- Cultural Renaissance.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Importance of Vedic Mythology - Mohenjo Daro - Impact of Dhamma on Ashoka - Science and Education in Gupta Period.

## REFERENCES

1. A.L. Basham, The wonder that was India, Grow Press, New York, 1954.
2. D.D. Koasambi, The Culture and Civilization of Ancient India: In Historical Outline Vikas, New Delhi, 1971.
3. R.S. Sharma, Material Culture and Social Formation in Ancient India, MacMillan, New Delhi, 1983.
4. Indian Feudalism, Orient Longman, New Delhi, 1978.
5. R.C. Majumdar (ed.), History and Culture of Indian People, Bharatiya Vidya Bhavan Bombay, 1960.
6. R.C. Majumdar and Srivastva, History of India (From 320 to 1206 A.D.), Surjeet Book Depot, New Delhi, 1996.

## COURSE OUTCOME

- Successful completion of this course will lead the students to appropriate knowledge in cultural history of ancient India.

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**First Year**

**CORE COURSE-III  
TOURISM RESOURCES OF INDIA  
(Theory)**

**Semester-II**

**Code:**

**Credit: 5**

**OBJECTIVES:**

- To get the knowledge of Tourism Resources.
- To aware of the Wildlife in India.
- To gain the knowledge of Religious Tourism.

**UNIT –I TOURISM RESOURCES:**

Definition- General Features of Tourism Resources- Classification: Natural-Manmade- Types of Tourism- Geographical Importance of Tourism- Indian Customs-Food-Dress- Literature-Festivals and Handicrafts.

**UNIT –II WILDLIFE IN INDIA:**

National Parks-National Sanctuaries-Tourism Resources in Himalayas -Indian Safaris-Tourism in Eastern and Western Ghats - Mountains- Hill stations - Desert- Beaches-Islands-Coastal lines.

**UNIT –III RELIGIOUS TOURISM:**

Buddhism: Lumbini -Bodhgaya- Pibrahawa-Vaishali-Rajgir-Sakasia-Amaravati-Sanchi-Jainism: Mt.Abu- Sravanabelagola - Sikhism: Golden Temple; Anandapur sahib - Islam: Nagore-Jima Mazid-Qwat-ul-Islam Masque (Delhi)-Christianity: Se-Cathedral- Baslica of Jesus-(Goa)- Jewish Synagogue(Cochin).

**UNIT –IV PILGRIMAGE CENTERS IN INDIA:**

Hinduism: Kailash-Kedharnath-Badrinath-Amarnath- Rishkesh-Haridwar-Dwaraka- Kasi- Navagraha Temples-Mahamahm Festivals

**UNIT –V HISTORICAL MONUMENTS:**

Museums- Art galleries- Forts- Palaces- Historical Monuments: Red Fort- Gate way of India,- India gate-Taj Mahal - UNESCO recognized sites of India.

## **UNIT - VI      CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Indian Handicrafts – Indian Safaris –Pilgrimage Centers in south India.

### **REFERENCES:**

1. India –A Travel Guide, Arunadeshpande
2. India-A Tourist paradise, Mohandas
3. Hill stations of India, Ghillian Wright.
4. Religious tourism In India, Lvakushmisra
5. Tourism product Voll&II, R Thandavan.
6. Lonely Planet India, Guidebook, Travel literature

### **COURSE OUTCOMES:**

- Successful completion of this course will lead the students to appropriate knowledge Tourism resources in India.

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**First Year**

**CORE COURSE-IV  
TOURISM MANAGEMENT  
(Theory)**

**Semester-II**

**Code:**

**Credit: 5**

**OBJECTIVES:**

- To know the concepts of management in tourism industry
- To study the development of tourism in India
- To realize the importance of tourism and job opportunities in the field.

**UNIT –I INTRODUCTION:**

Concept of Management in Tourism Industry – Meaning and Measurements of Tourism defined by various organizations – Socio-economic importance of Tourism.

**UNIT –II MANAGEMENT PROCESS:**

Functions of planning: organizing- staffing-Directing and controlling – functions-skills and roles of a Manager - External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought.

**UNIT –III PLANNING:**

Nature, Scope, Process, Steps, Types and Limitations of planning - Importance of Tourism Planning - Organizing process – Departmentation – Organization system – Organization Structure – Authority and relationship.

**UNIT –IV STAFFING PROCESS IN TOURISM:**

Nature and purpose of staffing – Manpower planning – Recruitment – Selection and training of personnel - Performance appraisal – Methods of performance appraisal.

**UNIT –V ORGANISATIONAL BEHAVIOUR IN THE SERVICE INDUSTRY:**

Leadership – Conflict management – Team management – Decision making - Crisis management – Strategic management – Management challenges in tourism.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Functions of Manager – Skills – Leadership – Crisis

**REFERENCES:**

1. AkshayKumar, Tourism Management
2. P.N. Seth, Tourism Management.
3. A.K., Bhatia, Tourism Development – Principles and Practices, New Delhi, 1982. 4 .  
K.M., Menon, Tourism Management in India, Jaipur, 1999

**COURSE OUTCOME**

- Successful completion of this course will lead the students to appropriate knowledge in tourism management.

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**First Year**

**FIRST ALLIED COURSE- II  
CULTURAL HISTORY OF MEDIEVAL  
INDIA  
(Theory)**

**Semester-II**

**Code:**

**Credit: 3**

**OBJECTIVES**

- To Know the Cultural contributions of Sultanate
- To Understand Social conditions of Medieval India.
- To aware of Economic activities

**UNIT –I ESTABLISHMENT OF DELHI SULTANATE:**

Literary Evidences- Archaeological Evidences – Social Conditions during the Sultanate period- Travelogues.

**UNIT –II VIJAYANAGARA:**

Socio-Economic Conditions – Education and Literature - Cultural Contributions – Krishnadevaraya-I Achievements – Bamini Kingdoms: Socio- Cultural life.

**UNIT –III MUGHALS:**

Factors for the successful advent of Muslims – Conditions of India on the eve of Babar's Invasion – Literary sources – Social and Religious Conditions –Economic Conditions – Administrative and Land Reforms of Shershaah - Akbar's Religious Policy- Cultural Conditions under the Mughals.

**UNIT –IV RISE OF MARATHAS :**

Cultural contributions -Sivaji's carriers - Folk Music and Dances- Powada Dance – Koli Music - Fairs and Festivals.

**UNIT –V RELIGION IN MEDIEVAL INDIA:**

Bhakti Movements - Sufism – Sufiorders – Chisti, Suharwardi, Quadi, Nasqubhandi - Sikhism- Basic features of Sikhism- Sikh Guru's.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Social life under the Delhi Sultanate - Bhakti Movement - Trade and commerce in medieval India - Sufism and Bhakti movement



## REFERENCES:

1. Ishwari Prasad – A short History of Muslim rule
2. Habib, Irfan(ed) – Researches in the History of India 1200 –1750 (Delhi)
3. Habib Irfan(ed) – Agrarian system of Mughal India
4. Majumdar, R.C.(ed), History and culture of Indian People, Bhartiya Vidya Bhavan, Bombay, 1960.
5. Srivatsava – the Mughal Empire 1526 – 1803 A.D.
6. Sathianathier – Political and cultural History of India, Volume - I & II
7. Basham, A.L. – The wonder that was India
8. Tarachand – State and society in Manual period
9. T.R. Venkatraman – Mughal of Indian History Volume – I
10. V.D. Mahajan, Mughal Rule in India, S. Chand & Sons, New Delhi.
11. S.M. Edwards, The History of India as Told by its Own Historians, 8Vols, Trubner, London, 1877.

## COURSE OUTCOME:

- Successful completion of this course will lead the students to appropriate knowledge in cultural contributions of medieval India.

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**Second Year**

**CORE COURSE- V  
TRAVEL MANAGEMENT  
(Theory)**

**Semester-III**

**Code:**

**Credit: 5**

**OBJECTIVES:**

- To gain the knowledge of various mode of transports
- To realize the economic importance of tourism to the growth of Indian economy
- To learn the major Railway Systems of the World.

**UNIT- I TRAVEL AGENCY AND TOUR OPERATION:**

Concept of Travel Agency – Origins of travel agency - Operations of travel agency - Organization structure of travel agency - Types of agencies - Tour Operator – Tour Operation - Definition- Concept - History and Growth of Tour Operation business - Types of Tour Operators, Organizational Structure, Forms of Organization, Departments and its functions The Process of travel decision making, Mode and Destination selection - Package Tours.

**UNIT-II ROAD TRANSPORT:**

Evolution of Road Transport (Silk Route, Roman Road Network) – Road Transport in India- Types of Roads (National, State and Village – Types of Road Transport (Government, Private and Tourist Coaches) – Major Tourist Coach Systems in the World and India – Documentation for Road Tourist Transport in India – Car Rental System – Introduction – Present Scenario and Future Challenges; Overview of Technology and Car Rentals – Associations and Organizations of Car Rentals.

**UNIT-III RAIL TRANSPORT:**

History of Railways around the World and in India – Major Railway Systems of The World - Amtrak, Euro Rail, Brit Rail, Japan Railways, Canadian Railways, And Other Railway Systems in Africa & Australia – Development of Railways in India – Types of Trains in India – Luxury Tourist Trains in India (Palace on Wheels, Deccan Odyssey, Heritage on Wheels and Golden Chariot) – Indrail pass –The International Railway Congress Association (ICRA) – Reading of Railway Time Tables (Trains at a Glance, Southern Railways Time Table) – Procedures of Railway Ticket Booking (Manual and Online), Cancellations – Passenger Amenities (On Station and On Board).Metro Trains in India.

**UNIT-IV WATER TRANSPORT:**

Origin and development of Water transport system – Water Transport in India – Inland and International Water Transport of India – River Canal Boats – Development of Backwaters (Boat Houses) - Development of Cruise Liners – Major Cruise Liners – Facilities of Cruise Liners- Role of Cruise Liners in Tourism – Impacts of Ferries and Cruises on Tourism - Boating Holidays –and Packages in India and The World with Map Work.

## **UNIT-V      AIR TRANSPORT:**

History of Air Transport – Formation, Functions and role of ICAO, IATA, AAI, DGCA – Aviation in India – Outline of Air India and Private Airlines Operating in India – Patterns of Demand and Supply – Travel Documents (Passport, Visa, Health, Customs, Currencies and Airport Taxes)

## **UNIT - VI      CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Functions of Travel Agency – Components of Package tour –Types of Luxury trains in India - Impacts of Ferries and Cruises on Tourism–Travel Documents.

## **REFERENCES:**

1. Howell David, An Introduction to Travel and Tourism Industry, 1993
2. Gee Chuck Y. The Travel Industry, New York 1989
3. Travel Information Manual (TIM)
4. M.R. Dileep, Tourism, Transport and Travel Management, 2019

## **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in travel management.

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**Second Year**

**CORE COURSE- VI  
TOURISM RESOURCES OF TAMILNADU  
(Theory)**

**Semester-III**

**Code:**

**Credit: 5**

**OBJECTIVES:**

- To aware of about Historical Monuments.
- To know about the Pilgrim centres of Tamilnadu.
- To imbibe concept of Cultural Tourism.

**UNIT- I      PHYSICAL FEATURES:**

Physical Geography of Tamilnadu- Distribution of Rivers – Mountains - Plains Coastal area - Lakes and Dams.

**UNIT-II      MONUMENTS:**

Historical Monuments of Tamilnadu - Ancient Temples – Cave Temples Forts –Palaces – Museums-Art Galleries.

**UNIT-III      WORLD HERITAGE SITES:**

World Heritage sites in Tamilnadu –Thanjavur Bhirgadeeswara Temple – Gangaikonda Cholapuram Temple- Darasuram Airavadeeswara temple-Madurai- Mamallapuram- Archaeological sites of Tamilnadu: Adhichanallur-Arikamedu- Uthiramerur –Keezhadi

**UNIT-IV      FAIRS AND FESTIVALS:**

Holy places connected with Hinduism, Islam, Christianity- Tourism attractions of Chennai- Medical Tourism -Fairs and festivals –Hill Stations Beaches National Tourism: Sanctuaries- Mangroves Forest- Anaimalai Tiger Reserve.

**UNIT-V      CULTURAL TOURISM:**

Cultural Tourism: Cultural conditions of Sangam period - Food – Dress- Classical and Folk dances - Musical Instruments.

**UNIT - VI      CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Archaeological sites of Tamilnadu - Fairs and festivals – Mangroves - Natyanjali dance festival Chidambaram.

## REFERENCES

1. S. Rajasekaranthangamani, Tourism (Tamil)
2. Devanesan, Tourism Products.
3. Kanakasabi Pillai, Tamils 1800 year ago.
4. T.P. M eenakshisundaram, History of Tamil Literature.
5. T.P. M eenakshisundaram, History of Tamil Language.
6. P.T. Srinivasa Iyengar, History of Tamil Language.
7. P. T. Srinivasa Iyengar, History of the Tamils.
8. K.K. Pillai, History of South India I and II
9. K.N. Sastri, History of South India.
10. K.M. Panikar, Geographical factors that influenced India.
11. K.M. Panikar, Essentials of Indian culture

## COURSE OUTCOME:

- Successful completion of this course will lead the students to appropriate knowledge in tourism resources of Tamilnadu.

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**Second Year**

**SECOND ALLIED COURSE- I  
MUSEOLOGY  
(Theory)**

**Semester-III**

**Code:**

**Credit: 3**

**OBJECTIVES:**

- To understand the idea of Conservation and Preservation of Museum.
- To gain the knowledge of Display of Articles.
- To acquire the knowledge of relation between Education and Museum.

**UNIT- I MUSEUM:**

Museum: Definition - Origin and Development of Museum - Necessity of Museums – Important Museums of the World - Museums as centers for Cultural studies.

**UNIT-II TYPES OF MUSEUMS:**

Museums in India - Types of Museums: National Museums- Science and Technological Museums - Archaeological Museums - Temple Museums - College Museums - University Museums- Art Galleries -. Museums of Tamil Nadu.

**UNIT-III CONSERVATION AND PRESERVATION:**

Conservation and Preservation: Preventive Measures - Organic Objects: Paper - Wood - Leather - Painting - Textile - Inorganic objects: Glass - Metal - Stone - Preservation of Museum objects: Restoration - Temperature - Humidity – Pollution – Effects of light

**UNIT-IV DISPLAY OF ARTICLES:**

Display of Articles: Artificial Lighting – Exhibitions - Storage – Display: Placards - Illustrations - Books - Facilities in a Museum - Safety Measures.

**UNIT-V ROLE OF MUSEUMS:**

Role of Museums in the Development of Education - Museum Administration - Personnel - Educational Qualification – Museums and Research- Catalogues - Periodicals - Museum Library.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Most important museums in the world - Conservation of museum objects - Laws for protection of folklore/traditional cultural expression in India.

## REFERENCES:

1. Museums of India - SobithaPanla
2. Arungkatchiyagam - Pavundurai. Raju
3. அருங்காட்சியகம் - பவந்தூரி .

## COURSE OUTCOME:

- Successful completion of this course will lead the students to appropriate knowledge in Museology.

**OBJECTIVES:**

- To know the definition and concepts of tourism
- To understand the types of travel formalities
- To learn the Preparation of Tour Itinerary

**UNIT- I      TRANSPORT INDUSTRY:**

Introduction to Transport Industry – Road Transport – Rail Transport - Cruise Liners Transportation - Reading of Railway Time Table – Railway Ticket Booking Procedures.

**UNIT-II      AIR TRANSPORT:**

Development of Air Transport – Formation of IATA – Airline Industry (International and Domestic) - Role of Airlines in Tourism.

**UNIT-III      TRAVEL FORMALITIES:**

Passport – VISA – Medical Certificates – Insurance – Customs - Foreign Exchange -Baggage allowance.

**UNIT-IV      TRAVEL AGENCY:**

Evolution of Travel Agency – Departments and Functions of a Travel Agency - Source of income for Travel Agency.

**UNIT-V      TOURS OPERATIONS:**

Origin of Tour Operations – Organising a Tour Program – Package Tours – Car Rentals – Tourist Guide Service -Preparation of Tour Itinerary – Tour Costing.

**UNIT - VI      CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Railway Ticket Booking Procedures - Baggage allowance - Organizing a Tour Program - Preparation of Tour Itinerary.

**REFERENCE BOOKS:**

1. Burkart and Melik, **Tourism -Past, Present and Future**, London, 1995.
2. R.M. Kaul, **Dynamics of Tourism – A Triology**, Vol.I., New Delhi, 1997.
3. Seth Pran Nath, **Successful Tourism Practices**, Vol.I., New Delhi, 1997.
4. Lonely Planet India, Guidebook, Travel literature

**COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Tour operations.

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**Second Year**

**CORE COURSE- VII  
TOURISM MARKETING**

**Semester-IV**

**Code:**

**(Theory)**

**Credit: 5**

**OBJECTIVES:**

- To understand the knowledge of Tourism Advertising
- To gain the knowledge of Trends in Tourism
- To acquire the knowledge of Travel Industry.

**UNIT- I      MARKETING:**

Definition - Meaning - Objectives and Importance of Marketing - Tourism Marketing- Marketing concept - Modern concept of Marketing - Nature of Tourism Product - 4 P' s of Marketing - Service Marketing.

**UNIT-II      FUNCTIONS OF MARKETING:**

Marketing Strategy - Marketing Research: Desk Research - Field Survey - Sample Survey - Motivation Research – Marketing Segmentation: Meaning - Necessity - Marketing Mix: Product Mix - Price Mix - Promotion Mix - Distribution Mix.

**UNIT-III      PROMOTION:**

Advertising- Creative Advertising- Public Relation- Sales Promotion - Publicity - Personal Selling - Consumer behavior - Buyer Decision Process - Demand Forecasting - Special features of Tourism Marketing -Designing - Branding and Packaging - New Product Development - Tourism Product Life Cycle.

**UNIT-IV      TRENDS IN TOURISM MARKETING:**

Package Tour- Pricing and costing of Tour- Distribution of Tour Product - Public Relation methods in Tourism. - Designing and Printing -Tour Brochure and Pamphlets.

**UNIT-V :**

Global Trends in Travel Industry- Marketing Information system – MICE Travel - Marketing Plan- Tourist satisfaction- Creative and Innovation in Tourism.

**UNIT - VI      CURRENT CONTOURS (For Continuous Internal Assessment Only):**

4 P' s of Marketing – Tourism Product Mix - Special features of Tourism Marketing - Global Trends in Tourism &Travel Industry

## **REFERENCES**

1. International Tourism Management - A.K. Bhatia
2. Marketing for Hospitality and Tourism- Philip Kotler
3. Tourism Marketing – Sinha S.M
4. Marketing Management : Cravens
5. Sales Management: Cundiff & Still
6. Marketing Management - Philip Kotler
7. Basic Marketing - MacCarthy.

## **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in tourism marketing.

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**Second Year**

**CORE COURSE – VIII**  
**AIRLINES AND AIRPORT MANAGEMENT**

**Semester-IV**

**Code:**

**(Theory)**

**Credit: 5**

**OBJECTIVES:**

1. To describe the aviation industry and air travel procedures
2. To explain various national and international aviation organizations.
3. To judge functioning of air transportation across the world.

**UNIT- I HISTORY OF AVIATION:**

Aviation History- Chicago Convention- Warsaw Convention- Freedoms of the Air- Open sky policy- Functions and role of ICAO, IATA, Federal Aviation Administration, DGCA and Airports Authority of India- Types of Airlines —Types of Air Crafts.

**UNIT-II AIRPORT SERVICES:**

Airline - Phonetics - Three letter City and Airport Code — Airline Designated Code — Types of Journeys - Fundamentals of Airline Ticketing — Special Fares — Miscellaneous Charges Order & its development, MPD, VMPD, EMD - Billing and Settlement Plan.

**UNIT-III FORMALITIES:**

Travel Documents- Airport Facilities — Check- in- Formalities — In-Flight Services — Classes of Service — Frequent Flyer Programs — Safety and Emergency Procedures- Special Passengers — Case Study on Airport Self- Service Technology.

**UNIT-IV PROCEDURES:**

Baggage — Types — Allowances — Excess Baggage and Oversized Baggage — Electronic goods — Dangerous goods — Prohibited Items — Security Check — Customs and Regulations — Immigration and Emigration Procedures

**UNIT-V CARGO:**

Air Cargo — Cargo Operations — Booking Procedures — Charges — Capacity of Airlines — Cargo with special attention — Live Animal Regulation — Cargo Documentation: Air Way Bill — Irregularity Report — Cargo Manifesto — Cargo Transfer Manifesto — Cargo Associations & Organizations

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Open sky policy – Functions of IATA - Types of Journeys – Check-in Formalities - Dangerous goods - Live Animal Regulation.

## **REFERENCES**

1. Graham.A-Managing Airport an International Perspective —Butterworth Heinemann, Oxford2001
2. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000
3. IATA Live Animals Regulation Manual
4. M.R. Dileep, AjeshKurien, Air Transport and Tourism, Routledge, 2021

## **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Airline and Airport Management.

**OBJECTIVES:**

1. To understand the knowledge of Paintings.
2. To gain the knowledge of the significance of Iconography.
3. To grasp the idea of features of Music.

**UNIT- I FINE ARTS:**

Meaning- Definition- Origin of Fine arts- Growth and Development- Tourism potentials in Fine Arts.

**UNIT-II SCULPTURE:**

Mauryan - Gandhara - Sathavahana - Gupta - Pallava - Chola - Rastrakuta - Chalukya - Hoysala - Pandya - Vijayanagar.

**UNIT-III PAINTINGS:**

Rock Cut - Cave paintings - Types of paintings - Pallava painting - Chola painting - Pandya painting - Rajasthani paintings - Mughal paintings - Pahari paintings- Ajanta paintings – Its themes- Ellora and Bagh paintings

**UNIT-IV ICONOGRAPHY:**

Definition - Sources, Images of Gods and Goddesses - Philosophy of images – Shiva - Nataraja - Vishnu - Ganesha - Muruga - Shakti - Lakshmi - Saraswati – Kali.

**UNIT-V MUSIC:**

Tamil Pans- Hindustani and Carnatic Music – Composers - Thyagaraja - ShyamaSastri - MuthuswamyDikshithar - Gopala Krishnan- Tamil Musician: Muthuthandavr ,Arunachala Kavirayar, Marimuththu Pillai- Dances: Classical Folk -Musical Instruments

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Tourism potentials in Fine Arts - Ajanta Ellora paintings - Classical and folk music of India.

## REFERENCES

1. Indian Architecture - Percy Brown
2. The Wonder that was India - A.L. Basham
3. India KoilKattidaKalaiVaralaru - R. Venkatraman
4. BharathaKalaiKotpadu - Padma Subramaniam
5. ThirukuralThattuvam - PulavarSenthurai

## COURSE OUTCOME:

- Successful completion of this course will lead the students to appropriate knowledge in fine arts in Tourism.

**CULTURAL TOURISM****Code:****(Theory)****Credit: 2****OBJECTIVES:**

1. To gain the knowledge of Cultural Resources.
2. To understand the idea of Cultural Festivals
3. To get the knowledge of Cultural destinations.

**UNIT- I CULTURAL TOURISM:**

Definition - Meaning and Scope - Significance – Types of Cultural Tourism Attractions - Culinary Traditions: North Indian - South Indian -Continental.

**UNIT-II ARTS AND CRAFTS :**

Music: Hindustani - Carnatic -Classical Dances: Kuchipudi, Odissi, Kathakali, Manipuri, Kathak and Bharathanattiyam - Folk Dances.

**UNIT-III CULTURAL RESOURCES OF NORTH INDIA :**

Madura- Jaipur-Vaishnavadevi Temple Deccan Region: Konark – Amaravati- Somnathpur Temple -South India : Belur, Helibidu, Gurauvayur, Thiruppati- Madurai- Case studies: Darasuram, Velankanni.

**UNIT-IV FESTIVALS:**

Konark Festival in Odisha - Sarang Festival in Kolkata - Music Festival in Chennai- -Dance Festivals in Mamallapuram and Chidambaram - Music Festival in Thiruvaiyaru.

**UNIT-V INDIAN CULTURAL DESTINATION – CULTURAL INSTITUTION IN INDIA:**

Cultural Event Management – Preservation and Conservation of Monuments – Role of ASI, ICO, MOS -Mutts in India- Unique features of Tamil Culture: Chastity, Equality, Nobility, Charity , Justice.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Hindustani Music - Culinary traditions of South India - Konark Festival–Role of ASI in heritage conservation.

## REFERENCES :

1. V.s. Agarwal, the Heritage of Indian Art, Publications Divisions, Govt. of India, New Delhi.
2. A.L. Basham, The Wonder That was India, 3<sup>rd</sup> edition, London.
3. L. Basham, A Cultural History of India, Oxford University Press, New Delhi.
4. ப. ஆர். ல. யத் தீக் தீக் புக அ - எ அ. எ . வ . . "ஹிந்து"
5. Art, Culture and Spirituality - Swami Atmaramananda & Dr. M. Sivaramkrishna.
6. The Book of Hindu Festivals and Ceremonies - Om Lata Bahadur.
7. Cultural Tourism In India- Luvkushmishra

**COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Cultural Tourism.



**Third Year**

**CORE COURSE-IX**

**Semester-V**

**TRAVEL AGENCIES AND TOUR OPERATIONS**

**Code:**

**(Theory)**

**Credit: 5**

**OBJECTIVES:**

- To study the role of travel agency and tour operation
- To learn about the organization and working, approval Land recognition, operational systems, air travel policies, reservation and fare construction, ticketing techniques and procedures, reservation of tourism services and financial planning and control.

**UNIT- I INTRODUCTION TO TRAVEL AGENCIES AND TOUR OPERATORS:**

Travel Agencies and Tour Operators- meaning, concept, types and importance. Historical growth and development of travel agency and tour operation business. Difference between travel agency and tour operator. Linkages and integrations in travel agency and tour operation.

**UNIT-II TRAVEL AGENCY AND TOUR OPERATION BUSINESS:**

Organizational Structure/Chart of travel agency and tour operator and its different sections. Functions of Travel agency and Tour Operator. Setting up a full- fledged Travel Agency- Travel Agency approval by MOT and IATA. Equipments and Infra structural requirements.

**UNIT-III ITINERARY PLANNING AND DEVELOPMENT:**

Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning- Do's and Don'ts of Itinerary preparation- Tour Formulation and Designing Process. Procedure for effective itinerary designing and development.

**UNIT-IV : TOUR PACKAGING AND COSTING:**

Introduction-Types of Package Tour, Components of a Standard Package Tour, Tour Formulation- Factors affecting, Tour design and Selection process, Significance of Package Tours. Tour Cost-Components of tour cost, Factors affecting the tour cost- Costing a Tour Package.

**UNIT-V GOVERNMENT AND PROFESSIONAL BODIES:**

Department of Tourism, Government of India and respective state government's role in uplifting travel and tour business. Role and Responsibility of Travel Trade Associations: Objectives, Roles and Functions of UFTAA, PATA, IATA, IATO, WTO, TAAI, ATAOL, WATA

## **UNIT - VI     CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Travel Agency Linkages and Integration – Functions of Travel Agency - Steps for Itinerary Planning - Components of tour cost - Setting up a travel agency

### **REFERENCES:**

1. A, K, Bhatia, Tourism in India; New Delhi 1978.
2. Pram Nath Seth, An Introduction to Travel and Tourism , New Delhi, 1997.
3. Jagmohan Nei , Travel Agency and Toru Operators Business, New Delhi 1997.
4. Peter Michael, International Tourism, London, 1969.
5. Morrison Mill, Tourism System, Prentice Hall, 1990.
6. M.R. Dileep, AjeshKurien, Air Transport and Tourism, Routledge, 2021

### **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in travel agencies and tour operations.

**OBJECTIVES:**

- To understand the growth and development of hotel industry.
- To study the duties and responsibilities of personnel in various departments in hotel.
- To learn about the Check in Check out Procedure
- To learn about the functions of various departments in hotel.

**UNIT- I CLASSIFICATION OF HOTELS:**

According to location, size, length of stay, facilities they offer - Other types of operation – owner operated, partnership. Company owned, referral Hotels. Franchise, Management contract, chain hotels–supplementary accommodations.Organisation structure of Hotel - Duties and Responsibilities of various department heads.

**UNIT-II FRONT OFFICE:**

Qualities and attitudes of front office Staff -Types of Rooms, Types of Plans,Types of Rates - Sources of Reservation - Modes of Reservation - Types of reservation- Reservation Records – Confirmation, Amendment, Cancellation, Forecasting, Room availability, overbooking - Registration – (F.I.T. Group, Crew, VIP, VVIPS) - Rooming a guest - Check in Check out Procedure.

**UNIT-III HOUSEKEEPING:**

Layout – Organization structure of House Keeping Dept., Staff duties - Classification / types of equipment - Cleaning Agents - Operational areas of housekeeping department (Guest Room, Corridor, Public Area etc) – Types of Keys and control – Lost & Found - Cleaning of Various Surface Rules on a Guest Floor, Bed making, Room Supplies.

**UNIT-IV FOOD AND BEVERAGE SERVICE:**

Organization structure - Types of F&B Outlets, - Classification of Service Equipment's (Furniture,Furnishings, Tableware, Glassware, Cutleryand Crockery)–Types of Food Service – taking an order and billing – Menu – Types – Menu Planning.

**UNIT-V FOOD PRODUCTION:**

Staff Organization structure – Kitchen Equipment's – Preparation of ingredients - Raw materials used in Kitchen - Methods of Cooking – Stock – Soup – Sauce.

## **UNIT - VI     CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Reservation procedure –Operational areas of Housekeeping department – Preparation of ingredients – Vegetable Cookery

### **REFERENCES:**

1. Sudhir Andrews, Front Office Training, Manual , New Delhi. 1999
2. Sudhir Andrews, House Keeping Training Manual, New Delhi. 1999
3. Sudhir Andrews, Food and Beverage Service Training Manual, New Delhi. 1999
4. M.N. Anand, Tourism and Hotel Industry in India, New Delhi
5. A.K.Bhatia, Tourism Development : Principles and Practices, New Delhi, 1995
6. R.N. kaul, Dynamics of Tourism : A Trilogy Vol II –Accommodation,New Delhi, 1985
7. Sushil Kumar Bhatnagar , Front Office Management
8. Bransson and Lennox, Hotel and Hospital House keeping
9. Jane Fellos, Housekeeping Supervision

### **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in hospitality management.

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**Third Year**

**CORE COURSE-XI  
HUMAN RESOURCE MANAGEMENT  
(Theory)**

**Semester-V**

**Code:**

**Credit: 5**

**OBJECTIVES:**

- To gain the knowledge of Job Analysis.
- To acquire the knowledge of Job Design
- To aware of the Performance Appraisal

**UNIT- I HUMAN RESOURCE MANAGEMENT:**

Meaning - Objectives - Importance - Classification - Functions: Managerial Functions and Operative Functions - Qualities and Qualifications of Human Resource Managers.

**UNIT-II HUMAN RESOURCE PLANNING:**

Meaning - Objectives - Process - Recruitment: Meaning - Factors Influencing Recruitment Policy - Selection: Selection Policy - Meaning and Principles - Placement Policy.

**UNIT-III JOB ANALYSIS:**

Meaning - Purpose - Contents - Steps in Job Analysis – Job Evaluation - Essentials - Job description -Job satisfaction

**UNIT-IV JOB DESIGN:**

Meaning of Training - Essentials of Management -Development Programmes Transfers: Objective - Transfer Policy Promotion: Purpose - Promotion Policy - Compensation: Objective - Principles - Disciplinary Actions.

**UNIT-V PERFORMANCE APPRAISAL:**

Meaning - Objective -Factors influencing Performance Appraisal - Quality of Work Life: Meaning - Issues in Quality of Work Life - Quality Circles - Techniques to make Quality Circles Effective.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):  
PROCESS OF HUMAN RESOURCE MANAGEMENT**

Steps in Job Analysis - Factors influencing Performance Appraisal - Challenges and Issues in Human Resource Management

**REFERENCES:**

1. Batra G.S – Human Resources Management.
2. David A. Decenzo, Stephen P. Robbin - Human Resource Management
3. Dangwal R.C – Human Resources Management.
4. Flippo E.E - Personnel Management.
5. Memoria C.B - Personnel Management

**COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Human Resource Management.

**OBJECTIVES:**

- To study the historical perspective of Health tourism.
- To know how to plan and develop of Health tourism.
- To study the concept of Adventure Tourism and its activities.

**UNIT-I EMERGING TRENDS OF TOURISM:**

Eco tourism- Agri and Farm tourism-Rural tourism-Heritage tourism- Culinary tourism- MICE tourism- Geological (Geotourism) – Propoor tourism- Space tourism- Wellness tourism-Medical and Health tourism- Adventure tourism.

**UNIT-II HEALTH TOURISM:**

Concept of Health tourism-contemporary definitions of Health tourism- Historical perspective of Health tourism- Typology of Health tourism and wellness tourism-dimensions of Health Tourism.

**UNIT-III ORGANISING HEALTH TOURISM:**

Important Health Tourism Destinations in India- Planning, Development and Managing destinations of Health Tourism- Factors responsible for the growth of Health tourism. AYUSH- Ayurveda, Yoga, Unani, Siddha and Homeopathy – Curative Health care system- Naturopathy and Acupuncture Treatment- Health tourism packages.

**UNIT-IV ADVENTURE TOURISM:**

Basic concept of Adventure Tourism – Definition- Types of Adventure sports- Rock Climbing, Trekking, Mountaineering, Skiing, Safaris, Parasailing, Paragliding, Skydiving, Bungee Jumping, Hot Air Ballooning, White water Rafting, Wind surfing, Yatching, Jallikattu, Vallam kali (Boat Race).

**UNIT-V ORGANISING ADVENTURE TOURISM:**

Organisations and Institutions of Adventure Tourism in India – Indian Himalayan Centre for Adventure and Eco Tourism in Sikkim– Himalayan Mountaineering Institute Mussoorie, Jawahar Institute of Mountaineering and Winter Sports Pahalgam (Jammu and Kashmir)- Government initiatives for the development of Adventure Tourism.

## **UNIT - VI     CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Planning and development of Health tourism – Adventure tourism activities in Tamilnadu –  
Role of Government in regulating medical tourism.

### **REFERENCES:**

1. Anurag Fadia, Modern Tourism-Issues and Challenges, Cyber Tech publications, NewDelhi, 2010
2. Aparna Raj, Sustainability Profitability and Successful Tourism Part-I& Part-II, Kanishka Publishers and Distributors, New Delhi, 2007
3. Negi.J.S.,Rural Tourism and Economic Growth, Cyber Tech Publications, New Delhi, India, 2007
4. Robinet Jacob, Sindhu Joseph, Anoop Philip, Indian Tourism Products, Abhijeet Publications, New Delhi, 2007
5. Venugopal K., Modern Tourism Concepts, Ankit Publishing House, New Delhi, 2012.

### **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Health and wellness tourism.



**Third Year**

**MAJOR BASED ELECTIVE COURSE-I**

**Semester-V**

**1. INDIAN ARCHITECTURE-I**

**Code:**

**(Theory)**

**Credit: 5**

**OBJECTIVES:**

- To understand Styles of Architecture.
- To trace Early Architecture.
- To aware of Guptas contributions for Architecture.

**UNIT-I ARCHITECTURE:**

Meaning - Nature and Techniques - Styles of Architecture: Nagra-Vesra - Dravida – Evolution of Indian Architecture - Values of Temple Architecture - Types of Architecture: Rock-Cut-Cave-Structural.

**UNIT-II INDUS ARCHITECTURE:**

Harappa: Drainage System - Mohenjadar: The great Bath –Town Planning - Maurian Architecture: Stupa - Chaitya - Vihara – Sanchi Sranath.

**UNIT-III CAVES:**

Barabar: Sudama – Lomasrishi - Vishvachopuri - Kama Chaupar – Sitamarhi - Nagarjunakonda: Gobika, vadithika, Vapiyaka - Ashoka Rock Edict - Ashoka Monolithic Pillers - Sunga and Satavahana Architecture.

**UNIT-IV GUPTA ARCHITECTURE**

Techniques of Architecture - Bhitargaon-Thaikaval –Nachna - Dasavatara temple Deogh - Bhumara - Udaiyagri Caves.

**UNIT-V ORISSAN ARCHITECTURE:**

Evolution and Features - Bhuvaneswar – Mukteswar – Lingaraja – Puri - Jaganath Temple - Konark Sun Temple - Chandela: Khajuraho Temple.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Styles of Architecture - Monolithic pillars in India - Techniques of Architecture - Features of Orissan Architecture.

**REFERENCE BOOKS:**

1. Vengatasamy, Temples of South India (Tamil)
2. Edith Tomary, History of Fine Arts and India and the West, New Delhi, 1989.
3. K.P. Tiwari, Foundations of Indian Culture
4. AL.Basham, A Cultural History of India
5. N.Jayapalan, A History of Indian Culture
6. S.V. Venkateswara, Indian Culture through the Ages, Vol. I & II.
7. Luniya B.N, Evolution of Indian Culture
8. V.D.Mahajan, Ancient India
9. P.T.S. Ayyangar, Stone Age in India
10. N.N Ghosh. Early, History of India

**COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Indianarchitecture.

**Third Year**

**MAJOR BASED ELECTIVE COURSE-I**

**Semester-V**

**2. EVENT MANAGEMENT**

**Code:**

**(Theory)**

**Credit: 5**

**OBJECTIVES:**

- To study the structure of Event management
- To know the various types of events in tourism industry

**UNIT-I INTRODUCTION:**

Introduction to Event Management -Categories and Definitions-Needs and Objectives of Event Management-Creativity and implications of Events- Organization Structure of Event Management -Functions of a Multifaceted Event Management.

**UNIT-II PLANNING:**

Event Management Planning-Event Planning-Arranging Chief Guest/Celebrities-Arranging Sponsors-Blue Print of the Function Area-Factors affected in Event Management.

**UNIT-III DIFFERENT MANAGEMENT IN EVENT:**

Different Management in Event-Back Stage Management and its Importance-Brand Management and its Characteristics-Budget management and its controlling Methods-Leadership management and its Authority-Feed Back Management and its measuring tools.

**UNIT-IV BASIC QUALITIES**

Basic Qualities of Event Management Person- Social and Business Etiquette-Speaking Skills and Team Spirit - Stage Decoration -Time Management – Selecting a Location.

**UNIT-V EVENT ACTIVITIES:**

Various Event Activities- Concept Exhibition-Space Planning-ITPO-Sports Planning- Tourism events and Leisure Events.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

External factors affecting event management-Trends and challenges in event management  
- Backstage management in events – Tourism Events.

**REFERENCE BOOKS:**

1. Anton Shone, Successful Event Management, Cengage Learning Business Press, Edition 2, 2004.
2. Julia Tum, Management of Event Operations, Atlantic Publishing Company, Second Edition -2007
3. Julia Ruherford Silvers and Joe Goldblatt, Professional Event Coordination, Wiley, John & Sons, Edition -2006.

**COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in event management in tourism industry.

**Third Year**

**SKILL BASED ELECTIVE COURSE-I**

**Semester-V**

**TOURISM BUSINESS**

**Code:**

**(Theory)**

**Credit: 2**

**OBJECTIVES:**

- To know the definition and concepts of tourism
- To understand the types of travel formalities
- To learn the Preparation of Tour Itinerary

**UNIT- I      TRANSPORT INDUSTRY:**

Introduction to Transport Industry – Road Transport – Rail Transport - Cruise Liners  
Transportation - Reading of Railway Time Table – Railway Ticket Booking Procedures.

**UNIT-II      AIR TRANSPORT:**

Development of Air Transport – Formation of IATA – Airline Industry (International and Domestic) - Role of Airlines in Tourism.

**UNIT-III      TRAVEL FORMALITIES:**

Passport – VISA – Medical Certificates – Insurance – Customs - Foreign Exchange -Baggage allowance.

**UNIT-IV      TRAVEL AGENCY:**

Evolution of Travel Agency – Departments and Functions of a Travel Agency - Source of income for Travel Agency.

**UNIT-V      TOURS OPERATIONS:**

Origin of Tour Operations – Organising a Tour Program – Package Tours – Car Rentals – Tourist Guide Service -Preparation of Tour Itinerary – Tour Costing.

**UNIT - VI      CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Railway Ticket Booking Procedures - Baggage allowance - Organising a Tour Program - Preparation of Tour Itinerary.

## **REFERENCE BOOKS :**

1. Burkart and Melik, **Tourism -Past, Present and Future**, London, 1995.
2. R.M. Kaul, **Dynamics of Tourism – A Triology**, Vol.I., New Delhi, 1997.
3. Seth Pran Nath, **Successful Tourism Practices**, Vol.I., New Delhi, 1997.

## **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Tourism business.

**OBJECTIVES:**

- To understand the basics of computer hardware and software
- How to use MS Office applications use in office work such as
- Creating professional-quality documents; store, organize and analyze information;
- Arithmetic operations and functions; and
- Create dynamic slide presentations with animation, narration, images, and much more, digitally and effectively.

**UNIT-I INTRODUCTION TO COMPUTER:**

Basic Applications of Computer - Components of Computer System -Input/output Devices, Computer Memory - Concepts of Hardware and Software - Concept of Computing - Data and Information - Applications of IECT - Connecting keyboard, mouse - monitor and printer to CPU and checking power supply. **Basics of Operating System:** DOS – Linux – Windows - Task Icons – Bars - System Settings - Setting Date & Time - File Management.

**UNIT-II OFFICE AUTOMATION: MS WORD**

Text Basics, Text Formatting and saving file, Working with Objects, Header & Footer Working with bullets and numbered lists, Tables, Styles and Content, Merging Documents, Proofing the document, Printing.

**UNIT-III MS EXCEL**

Introduction to Excel, Basics of Spreadsheet, Rows, Columns & Cells, Basics Excel Formulas and Functions, Protecting and Sharing the work book, Proofing and Printing.

**UNIT-IV MS POWERPOINT:**

Creating slides and applying themes, Working with bullets and numbering, Working with Objects, Hyperlinks and Action Buttons, Using Smart Art and Tables, Animation and Slide Transition, Using slide Master, Slide show option, Proofing and Printing.

**UNIT-V COMMUNICATIONS:**

Basics of Email, How to Use Email, Instant Messaging, Format an Email - Basics of Computer Network, Internet, Search Engines, URLs, How to Use Web Browser

## **UNIT - VI     CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Generations of Computers – Operating System –Proofing a Word document – Excel formula and Functions –Slide Transition – Creating a email account.

### **REFERENCES:**

1. R.K.Chopra – Office Management
2. P.S.Kawatra – Fundamentals of Documentation
3. Dr. S.S. Srivastava –MS-Office, Laxmi Publications Pvt Limited, 2008
4. N.Subramanian – Computers

### **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Office Automation and Internet communications.



**Third Year**

**CORE COURSE-XIV  
TOURISM PLANNING AND POLICIES**

**Semester-VI**

**Code:**

**(Theory)**

**Credit: 5**

**OBJECTIVES:**

- To learn the concepts National Action plan
- To learn about the policy making bodies and its process at national levels.
- To learn about the five-year tourism plan in India.

**UNIT-I BASIC CONCEPTS:**

Basic Concepts, Principles and Techniques of National and Regional Tourism Planning  
Tourism Planning- Techniques of Plan Formulation - Planning for Tourism Destinations-  
Objectives, Methods, Steps and Factors influencing Destination Planning – Concept of  
Destination Life Cycle.

**UNIT-II TOURISM PLANNING:**

Tourism Planning at International, National, Regional, State and Local Level - the Traditional  
Approach and PASLOP Method of Tourism Planning - Important Feature of Five Year Tourism  
Plans in India.

**UNIT-III TOURISM POLICY:**

Concept, Need, Objective, Institutional Framework and the Principal Lines of Public Tourism  
Policy- National Action Plan - Tourism Policy of India - Participation of Public and Private  
Sector in Formulation of Tourism Policy - Roles of International, National, State and Local  
Tourism Organizations in Carrying out Tourism Policies.

**UNIT-IV POLICY MAKING BODIES:**

Goal of national administration and tourism policy. Policy making bodies and its process at  
national levels. Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism  
Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992.

**UNIT-V NATIONAL TOURISM POLICY-2002:**

National Tourism Policy-2002. Opportunities for investments in hotel sector & Tourism  
related organizations. Incentives and concessions extended for tourism projects and  
resources of funding.

## **UNIT - VI     CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Concept of Destination Life Cycle – Five Year Plan – National tourism policies

### **REFERENCES:**

1. A.K. Bhatia, International Tourism Management Sterling Publishers Pvt,Ltd. 2001
2. P. Kotler, Marketing Management, Prentice Hall, D elhi.
3. S.M JHA, Tourism Marketing, Himalaya, Bombay
4. Cravens: Marketing management, AITBS, Delhi.
5. Cundiff & Still, Sales Management, Mc .Grew Hill New York

### **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in tourism planning and policies.

**Third Year**

**CORE COURSE-XV  
ECONOMICS OF TOURISM  
(Theory)**

**Semester-VI**

**Code:**

**Credit: 5**

**OBJECTIVES:**

- To understand economic systems.
- To aware of Employment in Tourism Industry.
- To know role of Tourism in regional development.

**UNIT- I      NATURE OF TOURISM:**

Nature of Tourism- Tourism Industry-Economic System and its Impact on Tourism development.

**UNIT-II      MEASUREMENT OF TOURISM:**

Micro and Macro Economic Systems – Demand and Supply - Determinants –Measurement of Tourism demand - Methods of demand forecasting.

**UNIT-III      EMPLOYMENT POTENTIAL:**

Employment Potential of Tourism Industry – Saving and Investment- Financial resources for Tourism - Multiplier effects and its types.

**UNIT-IV      MEASURES OF CENTRAL TENDENCY:**

Measures of central tendency – Mean-Median Mode: Measures of dispersion- Range –Standard deviation, variance.

**UNIT-V      TOURISM AND REGIONAL DEVELOPMENT:**

Tourism and Regional development – Sustainable Tourism Development –Pro-poor Tourism and Community Participation - Responsible Tourism.

**UNIT - VI      CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Methods of demand forecasting – Pro-Poor Tourism - Multiplier effects

**REFERENCES:**

1. A.K. Bhatia, Tourism Development, Sterling Publisher, New Delhi.
2. R.N. KAUL, Dynamics of Tourism, Sterling Publisher, New Delhi.
3. P.N. Seth, Tourism Management Sterling Publisher, New Delhi.

4. Fair service, Economics of Tourism, Prague, 1968
5. Economic Review of world Tourism, London, 1989
6. International Travel Statistics (Published annually), London
7. Pram Nath Seth and Sushmaseth Bhat, An Introduction to Travel and Tourism.
8. Gill, Tourism: Economic and Social Development.

**Course Outcome:**

- Successful completion of this course will lead the students to appropriate knowledge in economics of tourism.

**1. INDIAN ARCHITECTURE-II****Code:****(Theory)****Credit: 5****OBJECTIVES:**

- To understand Architectural features of south India.
- To aware about contributions of Pallvas and Cholas.
- To know about Contributions of Hoysalas and Vijayanagara

**UNIT- I ARCHITECTURE OF SOUTH INDIA:**

Origin and Development – Chalukya Architecture: Features and Techniques –Padami Cave Architecture –Pattatakkal- Aihole-Durga Temple–Ladhakh Temple –Meguti Jain Temple.

**UNIT-II HOYSALA:**

Architecture Features and Techniques-Halebid Hoysaleswara Temple –Bhelur Chennakeswara Temple-Srirangapatna Ranganathaswami Temple- Pandyas: Gopuras- Facade.

**UNIT-III PALLAVAS:**

Rock Cut- Mahendra Style: Mandagapattu- Mamandur- Kuranganimuttam-Chittannavasal- Mamalla Style: Mandapa and Piller-Monolithic Rathas-Structural Temple: Mamallapuram Seashore Temple-KanchiKailasanathar temple –VaikundaPerumal Temple.

**UNIT-IV EARLY CHOLA TEMPLES:**

Vijaylayacholiswaram –Ranganatha Temple-Medival: Thanjavur Birahadeeswara Temple-Gangaikonda Cholapuram Temple –Later Cholas: Darasuram Airavadeeswara Temple-Thirubuvanam Kambaheswarar Temple.

**UNIT-V VIJAYANAGARA ARCHITECTURE:**

Humbi Vittala Temple –Belur Jalakandeswarar Temple - Nayaks :Techniques and Features of Pillars and Gopurams- Srirangam Horsecourt –Ramaeswaram Temple –Induo-Sarasanic Architecture.

**UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Cave Architecture in India - monolithic structure in India - Features of Brihadeshwara temple.

**REFERENCES:**

1. Vengatasamy, Temples of South India (Tamil)
2. Edith Tomary, History of Fine Arts and India and the West, New Delhi, 1989.
3. K.P. Tiwari, Foundations of Indian Culture
4. AL.Basham, A Cultural History of India
5. N.Jayapalan, A History of Indian Culture
6. S.V. Venkateswara, Indian Culture through the Ages, Vol. I & II.
7. Luniya B.N, Evolution of Indian Culture
8. V.D.Mahajan, Medieval India
9. P.T.S. Ayyangar, Stone Age in India
10. N.N Ghosh. Early, History of India

**COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Indian architecture.

**2. ECO TOURISM****Code:****(Theory)****Credit: 5****OBJECTIVES:**

1. To understand the relationship of Tourism with Ecology
2. To analyse the Conflicts and interdependence and evolving and implementing Long term Sustainable Tourism Management and
3. To integrated approach for Planning and Strategies.

**UNIT-I ECOLOGY:**

Fundamentals of Ecology- Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation – Pollution-Ecological Foot Prints – Relationship between Tourism & Ecology.

**UNIT-II ECOTOURISM:**

Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism – Mass Tourism Vs Ecotourism – Typology of Eco-tourists – Kyoto Protocol 1997 – Qubec Declaration 2002 – Oslo Declaration 2007

**UNIT-III ECOTOURISM POLICIES:**

Ecotourism Development – Sustainable Ecotourism – Resource Management – Socioeconomic Development – Ecotourism Policies, Planning and Implementation – Eco-friendly Facilities and Amenities – Carrying Capacity – Alternative Tourism.

**UNIT-IV ECOTOURISM PROJECTS:**

Conservation of Ecotourism – Protected Area Management through Ecotourism – Stakeholder Engagement – Community Participation – Types of Participation, Ecotourism Projects – Case Studies on Periyar National Park, Thenmala Eco Project, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.

**UNIT-V ECOTOURISM DEVELOPMENT AGENCIES:**

Ecotourism Development Agencies - Role of the International Ecotourism Society – the UNWTO, UNDP, WWF – Department of Forest and Environment, Government of India. Environment Protection Act, 1986.

## **UNIT - VI     CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Relationship between Tourism & Ecology - Carrying Capacity - Community participation in ecotourism – Ecotourism Project.

### **REFERENCES :**

1. Botkin, D.B.&E.A. Keller, Environmental science- earth as aLiving Planet.
2. Dasman, R.F: J.P. Milton & P.H. Freeman, Ecological Principles for Economic Development
3. T &D Johnson, Coastal recreation and Management
4. Rogers K., Conservation Ecology Managing Science/ Partnerships - 5. Singh, S.C, Impact of Tourism on mountain environment

### **COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Ecotourism.



**Third Year**

**PROJECT**

**Semester-VI**

**Code:**

**Credit: 3**

The candidate shall be required to take up a Project Work by group *or individual* and submit it at the end of the final year. The Head of the Department shall assign the Guide who, in turn, will suggest the Project Work to the students in the beginning of the final year. A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

The Project will be evaluated by an internal and an external examiner nominated by the University. The candidate concerned will have to defend his/her Project through a Viva-voce.

**ASSESSMENT/EVALUATION/VIVA VOCE:**

**1. PROJECT REPORT EVALUATION (Both Internal & External)**

I. Plan of the Project - 20 marks

II. Execution of the Plan/collection of Data / Organisation of Materials / Hypothesis, Testing etc and presentation of the report. - 45 marks

III. Individual initiative - 15 marks

2. Viva-Voce / Internal& External - 20 marks

**TOTAL - 100 marks**

**PASSING MINIMUM:**

Project	Vivo-Voce 20 Marks	Dissertation 80 Marks
	40% out of 20 Marks (i.e. 8 Marks)	40% out of 80 marks(i.e. 32 marks)

A candidate who gets less than 40% in the Project must resubmit the Project Report. Such candidates need to defend the resubmitted Project at the Viva-voce within a month. A maximum of 2 chances will be given to the candidate.

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**Third Year**

**SKILL BASED ELECTIVE COURSE-II  
ENTREPRENEURIAL DEVELOPMENT**

**Semester-VI**

**Code:**

**(Theory)**

**Credit: 2**

**OBJECTIVES:**

- To gain the idea of Market Survey Techniques
- To understand the idea of Project Management.
- To gain the knowledge of Procedure in setting of Small Scale Units.

**UNIT- I      DEFINITION:**

Meaning of Entrepreneurship - Scope and characteristics of Entrepreneurship - Need for Entrepreneurship training-Traits of an Entrepreneur - Functions -Types of Entrepreneurship - Forms of Ownership - Role of Entrepreneurship in Economic Development –EDP Agencies.

**UNIT-II      TOURISM ENTREPRENEURSHIP:**

Definition-Concepts –Successful Start up-EDP Process- Idea Generation- Identifications of Opportunity-Market Assessment –Analyzing Competitive situation-Understanding Trade Practices-Resource Mobilization.

**UNIT-III      MARKET SURVEY TECHNIQUES:**

Principles of Marketing Techniques - Criteria for Principle of Selection– Production and Operation Management - Functions of Marketing - Marketing problems of SSI - Quality Control in SSI -Marketing Information.

**UNIT-IV      PROJECT MANAGEMENT:**

Sources of a Business Idea Generation techniques-Identification of Business Opportunities-Feasibility study: Marketing, Finance- Technology and Legal Formalities- Preparation of Project Report- Tools of appraisal.

**UNIT-V :**

Procedure in setting of Small Scale Units- Licensing-Registration – Financing – Working Capital- Financing Institutions.

**UNIT - VI      CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Characteristics of Entrepreneurship - Forms of Ownership in Travel business - Functions of Marketing - Preparation of Project Report.

**REFERENCES:**

1. Entrepreneurial Development - Dr. V. Balu.
2. Entrepreneurship and Small Business Management - Nicholas Siropolis.
3. Entrepreneurial Development - C.B. Gupta & Srinivasan. - Sultan Chand & Sons.
4. Dynamics of Entrepreneurial Development - Vasant Desai.
5. Entrepreneurship Development Principles, Policies and Programmes - P.Saravanel.
6. Entrepreneurship Development - Gordan & Natarajan

**COURSE OUTCOME:**

- Successful completion of this course will lead the students to appropriate knowledge in Entrepreneurial Development in Tourism.