|  |
| --- |
|  |
| B.A.,  tourism and travel management |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
| **SYLLABUS** |
|  |
|  |
|  |
| **from the academic year**  **2023 - 2024** |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
| **TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI – 600 005** |
|  |

|  |  |
| --- | --- |
| **CHOICE BASED CREDIT SYSTEM AND LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK BASED B.A. ECONOMICS SYLLABUS** | |
| **Programme:** | **U.G.** |
| **Programme Code:** |  |
| **Duration:** | **3 Years(UG)** |
| **Programme Outcomes:** | **PO1: Knowledge of Economics:** Ability to understand Economic Theories and functioning of Economic Models. To develop an adequate competency in the Economic Theory and Methods.  **PO2: Analytical Reasoning and Critical Thinking:** Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals.  **PO3: Logical Reasoning and Quantitative Ability:** Ability to understand how to collect and analyse data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.  **PO4: Communication and Research Skills:** Communication and Research related skills. Developing a sense of capability for relevant/appropriate inquiry and asking questions, synthesising and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner.  **PO5: Gender, Environment and Sustainability:** Comprehend the Environmental issues and Sustainable Development and strive to achieving economic and social equity for women and be Gender Sensitive.  **PO6: Employability and Leadership Skills:** Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.  **PO7**: **Social Interaction**: Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.  **PO8:** Digital Literacy and Lifelong Learning: Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data **-** Ability to acquire Knowledge situations and skills for life through self directed learning and adapt to different learning environments. |
| **Programme Specific Outcomes:** | **PSO1**: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.  **PSO 2**: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.  **PSO 3**: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.  **PSO 4**: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.  **PSO 5:** Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies. |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **PSO 1** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO 2** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO3** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO 4** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO 5** | Y | Y | Y | Y | Y | Y | Y | Y |

**3 – Strong, 2- Medium, 1- Low**

**Highlights of the Revamped Curriculum**:

* Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
* The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
* The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
* The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
* The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
* The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
* Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
* State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

**Value additions in the Revamped Curriculum:**

|  |  |  |
| --- | --- | --- |
| **Semester** | **Newly introduced Components** | **Outcome / Benefits** |
| **I** | **Foundation Course**  To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens  gives rise to a new perspective. | * Instill confidence among students * Create interest for the subject |
| **I, II, III, IV** | **Skill Enhancement papers** (Discipline centric / Generic / Entrepreneurial) | * Industry ready graduates * Skilled human resource * Students are equipped with essential skills to   make them employable |
| * Training on language and communication skills enable the students gain   knowledge and  exposure in the competitive world. |
| * Discipline centric skill will improve the Technical knowhow of solving real life   problems. |
| **III, IV, V & VI** | Elective papers | * Strengthening the domain knowledge * Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature * Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with   hands-on-training. |

|  |  |  |  |
| --- | --- | --- | --- |
| **IV** | Elective Papers | | * Exposure to industry moulds students into solution providers * Generates Industry ready graduates * Employment opportunities enhanced |
| **V Semester** | Elective papers | | * Self-learning is enhanced * Application of the concept to real situation is conceived resulting   in tangible outcome |
| **VI Semester** | Elective papers | | * Enriches the study beyond the course. * Developing a research framework and   presenting their  independent and  intellectual ideas effectively. |
| **Extra Credits:**  **For Advanced Learners / Honors degree** | | | * To cater to the needs of peer learners / research   aspirants |
| **Skills acquired from the Courses** | | Knowledge, Problem Solving, Analytical  ability, Professional Competency, Professional Communication and Transferrable Skill | |

**Credit Distribution for UG Programmes**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sem I** | **Credit** | **H** | **Sem II** | **Credit** | **H** | **Sem III** | **Credit** | **H** | **Sem IV** | **Credit** | **H** | **Sem V** | **Credit** | **H** | **Sem VI** | **Credit** | **H** |
| Part 1. Language – Tamil | 3 | 6 | Part..1. Language – Tamil | 3 | 6 | Part..1. Language – Tamil | 3 | 6 | Part..1. Language – Tamil | 3 | 6 | 5.1 Core Course –\CC IX | 4 | 5 | 6.1 Core Course –  CC XIII | 4 | 6 |
| Part.2 English | 3 | 6 | Part..2 English | 3 | 6 | Part..2 English | 3 | 6 | Part..2 English | 3 | 6 | 5.2 Core Course – CC X | 4 | 5 | 6.2 Core Course –  CC XIV | 4 | 6 |
| 1.3 Core Course – CC I | 5 | 5 | 2..3 Core Course – CC III | 5 | 5 | 3.3 Core Course – CC V | 5 | 5 | 4.3 Core Course – CC VII  Core Industry Module | 5 | 5 | 5. 3.Core Course CC -XI | 4 | 5 | 6.3 Core Course –  CC XV | 4 | 6 |
| 1.4 Core Course – CC II | 5 | 5 | 2.4 Core Course – CC IV | 5 | 5 | 3.4 Core Course – CC VI | 5 | 5 | 4.4 Core Course –  CC VIII | 5 | 5 | 5. 4.Core Course –/ Project with viva- voce  CC -XII | 4 | 5 | 6.4 Elective -VII Generic/ Discipline Specific | 3 | 5 |
| 1.5 Elective I Generic/ Discipline Specific | 3 | 4 | 2.5 Elective II Generic/ Discipline Specific | 3 | 4 | 3.5 Elective III Generic/ Discipline Specific | 3 | 4 | 4.5 Elective IV Generic/ Discipline Specific | 3 | 3 | 5.5 Elective V Generic/ Discipline Specific | 3 | 4 | 6.5 Elective VIII  Generic/ Discipline Specific | 3 | 5 |
| 1.6 Skill Enhancement Course SEC-1 | 2 | 2 | 2.6 Skill Enhancement Course SEC-2 | 2 | 2 | 3.6 Skill Enhancement Course SEC-4,  (Entrepreneurial Skill) | 1 | 1 | 4.6 Skill Enhancement Course SEC-6 | 2 | 2 | 5.6 Elective VI Generic/ Discipline Specific | 3 | 4 | 6.6 Extension Activity | 1 | - |
| 1.7 Skill Enhancement -(Foundation Course) | 2 | 2 | 2.7 Skill Enhancement Course –SEC-3 | 2 | 2 | 3.7 Skill Enhancement Course SEC-5 | 2 | 2 | 4.7 Skill Enhancement Course SEC-7 | 2 | 2 | 5.7 Value Education | 2 | 2 | 6.7 Professional Competency Skill | 2 | 2 |
|  |  |  |  |  |  | 3.8 E.V.S. | - | 1 | 4.8 E.V.S | 2 | 1 | 5.8 Summer Internship /Industrial Training | 2 |  |  |  |  |
|  | **23** | **30** |  | **23** | **30** |  | **22** | **30** |  | **25** | **30** |  | **26** | **30** |  | **21** | **30** |
| **Total – 140 Credits** | | | | | | | | | | | | | | | | | |

**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System**

**for all UG courses including Lab Hours**

**First Year – Semester-I**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course SEC-1 | 2 | 2 |
| Foundation Course | 2 | 2 |
|  |  | **23** | **30** |

**Semester-II**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course -SEC-2 | 2 | 2 |
| Skill Enhancement Course -SEC-3 (Discipline / Subject Specific) | 2 | 2 |
|  |  | **23** | **30** |

**Second Year – Semester-III**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language - Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course -SEC-4 (Entrepreneurial Based) | 1 | 1 |
| Skill Enhancement Course -SEC-5 (Discipline / Subject Specific) | 2 | 2 |
| E.V.S | - | 1 |
|  |  | **22** | **30** |

**Semester-IV**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language - Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 13 | 13 |
| Part-4 | Skill Enhancement Course -SEC-6 (Discipline / Subject Specific) | 2 | 2 |
| Skill Enhancement Course -SEC-7 (Discipline / Subject Specific) | 2 | 2 |
| E.V.S | 2 | 1 |
|  |  | **25** | **30** |

**Third Year**

**Semester-V**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| **Part-3** | Core Courses including Project / Elective Based | 22 | 26 |
| **Part-4** | Value Education | 2 | 2 |
| Internship / Industrial Visit / Field Visit | 2 | 2 |
|  |  | **26** | **30** |

**Semester-VI**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| **Part-3** | Core Courses including Project / Elective Based & LAB | 18 | 28 |
| **Part-4** | Extension Activity | 1 | - |
| Professional Competency Skill | 2 | 2 |
|  |  | **21** | **30** |

**Consolidated Semester wise and Component wise Credit distribution**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Parts** | **Sem I** | **Sem II** | **Sem III** | **Sem IV** | **Sem V** | **Sem VI** | **Total Credits** |
| **Part I** | 3 | 3 | 3 | 3 | - | - | 12 |
| **Part II** | 3 | 3 | 3 | 3 | - | - | 12 |
| **Part III** | 13 | 13 | 13 | 13 | 22 | 18 | 92 |
| **Part IV** | 4 | 4 | 3 | 6 | 4 | 1 | 22 |
| **Part V** | - | - | - | - | - | 2 | 2 |
| **Total** | 23 | 23 | 22 | 25 | 26 | 21 | **140** |

**\*Part I. II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

|  |  |  |
| --- | --- | --- |
| **Methods of Evaluation** | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | 25 Marks |
| Assignments |
| Seminars |
| Attendance and Class Participation |
| **External Evaluation** | End Semester Examination | 75 Marks |
|  | Total | 100 Marks |
| **Methods of Assessment** | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or  overview | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems,  Observe, Explain | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate | |
|  | between various ideas, Map knowledge | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or  Presentations | |

B.A., TOURISM AND TRAVEL MANAGEMENT

**COURSE STRUCTURE**

**SEMESTER I**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Component** | **Name of the Paper** | **Ins Hrs** | **Credit** | **Max**  **Marks** | | **Total** |
| **Int** | **Ext** |
| PART I | Language Paper – Tamil | 6 | 3 | 25 | 75 | 100 |
| PART II | English Paper | 6 | 3 | 25 | 75 | 100 |
| PART III | BTM-DSC01: Fundamentals of Tourism | 5 | 5 | 25 | 75 | 100 |
| BTM-DSC02: History of Tourism | 5 | 5 | 25 | 75 | 100 |
| Allied Paper I: | 4 | 3 | 25 | 75 | 100 |
| PART IV | Basic Tamil / Adv. Tamil / **NME\*** | 2 | 2 | 25 | 75 | 100 |
| Soft Skill – I | 2 | 2 | 25 | 75 | 100 |
| **SEMESTERWISE CREDITS TOTAL** | |  | **23** |  |  |  |

**\* NME; Choose any one Paper from the other Department**

**SEMESTER II**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Component** | **Name of the Paper** | **Int. Hrs** | **Credit** | **Max Marks** | | **Total** |
| **Int.** | **Ext.** |
| PART I | Language Paper – Tamil | 6 | 3 | 25 | 75 | 100 |
| PART II | English Paper | 6 | 3 | 25 | 75 | 100 |
| PART III | BTM-DSC03: Tourism Business | 5 | 5 | 25 | 75 | 100 |
| BTM-DSC04: Tourism Resources in India | 5 | 5 | 25 | 75 | 100 |
| Allied Paper II | 4 | 3 | 25 | 75 | 100 |
| PART IV | Basic Tamil / Adv Tamil / **NME\*** | 2 | 2 | 25 | 75 | 100 |
| Soft Skill – II | 2 | 2 | 25 | 75 | 100 |
| **SEMESTERWISE CREDITS TOTAL** | |  | **23** |  |  |  |

**\* NME; Choose any one Paper from the other Department**

**Third Semester**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Component** | **Subjects** | **Credits** | **Inst Hours** | **Maximum**  **Marks** | | |
| **Int** | **Ext** | **Total** |
| Part I | Language Paper - Tamil | 3 | 6 | 25 | 75 | 100 |
| Part II | English Paper | 3 | 6 | 25 | 75 | 100 |
| Part III | BTM-DSC05: Travel Agency and Tour Operations Management – I | 5 | 5 | 25 | 75 | 100 |
| BTM-DSC06: Tourism Resources in Tamil Nadu | 5 | 5 | 25 | 75 | 100 |
| Allied Paper – III | 3 | 4 | 25 | 75 | 100 |
| Part IV | Skill Enhancement Course III | 1 | 1 | 50 | 50 | 100 |
| Skill Enhancement Course IV | 2 | 2 |  |  |  |
| Environmental Studies |  | 1 |  | | |
| **SEMESTERWISE CREDITS TOTAL** | | **22** |  |  |  |  |

**Fourth Semester**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Component** | **Subjects** | **Credits** | **Instr Hours** | **Maximum**  **Marks** | | |
| **Int.** | **Ext** | **Total** |
| Part I | Language Paper – Tamil | 3 | 6 | 25 | 75 | 100 |
| Part II | English Paper | 3 | 6 | 25 | 75 | 100 |
| Part III | BTM-DSC07: Travel Agency and Tour Operations Management – II | 5 | 5 | 25 | 75 | 100 |
| BTM-DSC08: Tourism Policy and Planning in India | 5 | 5 | 25 | 75 | 100 |
| Allied Paper – IV | 3 | 3 | 25 | 75 | 100 |
| Part IV | Soft Skill IV | 2 | 2 | 25 | 75 | 100 |
| Skill Enhancement Course | 2 | 2 |  |  |  |
| Environmental Studies | 2 | 1 | 25 | 75 | 100 |
|  |  |  |  |  |  |  |
| **Total Credits** | | **25** |  |  |  |  |

**Fifth Semester**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course  Component** | **Subjects** | **Credits** | **Inst Hours** | **Maximum**  **Marks** | | |
| **Int** | **Ext** | **Total** |
| Part – III | BTM-DSC09: Hospitality Management | 4 | 5 | 25 | 75 | 100 |
| BTM-DSC10: Tourism Marketing | 4 | 5 | 25 | 75 | 100 |
| BTM-DSC11: Global Tourism | 4 | 5 | 25 | 75 | 100 |
| BTM-DSC12: Eco Tourism | 4 | 5 | 25 | 75 | 100 |
| **Elective Paper – I** | 3 | 4 | 25 | 75 | 100 |
| Part –IV | Value Education | 2 | 2 | 25 | 75 | 100 |
|  | Summer Intenship/industry training | 2 |  |  |  |  |
| **SEMESTERWISE CREDITS TOTAL** | | **26** |  |  |  |  |

**Sixth Semester**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Components** | **Subjects** | **Credits** | **Inst Hours** | **Maximum**  **Marks** | | |
| **Int** | **Ext** | **Total** |
| Part IV | BTM-DSC13: Legal Framework for Tourism | 4 | 6 | 25 | 75 | 100 |
| BTM-DSC14: Tour Guiding and Interpretation | 4 | 6 | 25 | 75 | 100 |
| BTM-DSC15: Heritage Tourism | 4 | 6 | 25 | 75 | 100 |
| **Elective Paper – II** | 3 | 5 | 25 | 75 | 100 |
| **Elective Paper – III** | 3 | 5 | 25 | 75 | 100 |
| Part V | Extension Activities | 1 |  |  |  |  |
|  | Professional Competency Skill | 2 | 2 |  |  |  |
| **SEMESTERWISE CREDITS TOTAL** | | **21** |  |  |  |  |
| **Total Credits** | | **140** |  |  |  |  |

**LIST OF ALLIED PAPERS**

|  |  |
| --- | --- |
| **BTM-DSA01** | Principles of Geography |
| **BTM-DSA02** | Business Communication Skills |
| **BTM-DSA03** | Foreign Language (Any one Language - French/German/Chinese/Japanese/Spanish) |
| **BTM-DSA04** | Indian Culture and Heritage |
| **BTM-DSA05** | Art and Architecture in South India |
| **BTM-DSA06** | Principles of Marketing |

**LIST OF ALLIED PAPERS FOR OTHER MAJORS**

|  |  |
| --- | --- |
| **BTM-CSA01** | Tourism and Travel Management |
| **BTM-CSA02** | Tourism in Tamil Nadu |

**LIST OF NME PAPERS**

|  |  |
| --- | --- |
| **BTM-NME01** | 1. Tourism Ethics |
| **BTM-NME02** | 1. Event Management |
| **BTM-NME03** | 1. Fairs and Festivals in India |
| **BTM-NME04** | 1. Innovative Practices in Tourism |

**LIST OF ELECTIVES PAPERS**

|  |  |
| --- | --- |
| **BTM-DSE01** | Medical Tourism |
| **BTM-DSE02** | Air Ticketing and Fare Construction |
| **BTM-DSE03** | Yoga and Wellness |
| **BTM-DSE04** | Entrepreneurship Development |
| **BTM-DSE05** | Travel Writing and Photography |
| **BTM-DSE06** | Civil Aviation Management |
| **BSY-CSE04** | Social Justice |
| **BTL-CSE04** | Thirukkural for Professional Ethics |

# BTM-DSC01

**CORE-I: FUNDAMENTALS OF TOURISM**

|  |  |
| --- | --- |
| **Instr.Hrs.: 5**  **Credits : 4** | **Year: I**  **Semester: I** |

# FUNDAMENTALS OF TOURISM

**Learning Objectives**

* To learn about the fundamentals of mobility of Mankind from a place to another.
* To make the students to understand the Concepts and Definitions, Domestic and International Tourism etc.,
* To let the students aware of the various Nature and Forms of Travel/Tourism.
* To develop the perception of the student community on the Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI and WTTC. Seasonality & Tourism.

# Course Outcomes

At the end of the course, the student will be able to

|  |
| --- |
| * Learn about the fundamentals of mobility of Tourism |
| * Understand the Concepts and Definitions, Domestic and International Tourismetc., |
| * Realize the role of the various Nature and Forms of Travel & Tourism |
| * Voice on the basic aspects that are to beon the Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality &   Tourism |

# Unit – 1:

Tourism: Concepts, Definitions and Historical Development; Types of Tourists: Tourists, Travelers and Excursionists; Forms of Tourism: Inbound, Outbound, Domestic and International.

# Unit – 2:

Nature and Forms of Travel/Tourism, Tourism System: Nature, Characteristics and Components of Tourism Industry. Push-pull factors in Tourism.

# Unit -3:

Motivation for Travel:Basic travel motivators, Early travel motivators. Tourism Demand, Motivationof Tourism Demand: Measuring Tourism Demand. Pattern and Characteristic of Tourism supply; Factorsinfluencing Tourism demand and Supply.

# Unit -4:

Organizations in Tourism:Need and Factors, National Tourist Organizations, Role and Functions ofImportant Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality &Tourism

# Unit – 5:

Impacts of Tourism at the Destination. It’sImpact: Socio-Cultural, Environmental and EconomicFactors affecting the future of Tourism business. Sociology and Tourism.

# Suggested Readings:

1. Introduction to Tourism:A.K.Bhatia
2. Tourism System: Mill R.C & Morrison
3. Tourism Development:R.Garther
4. Successful Tourism Management:PranNath Seth
5. Burkharot and Medt, Tourist Past, Present and Future”, Butterworth Heinemann,
6. Gilbert Sigeaux, History of Tourism
7. Herbert, “Heritage Tourism and Society”..
8. MolatoshGoldner, Ritchie, “Tourism: Principles, Practices, Philosophy”, John Wiley, new York, 1995..

# BTM-DSC02

**CORE-I: HISTORY OF TOURISM**

|  |  |
| --- | --- |
| **Instr. Hrs.: 5**  **Credits : 4** | **Year : I**  **Semester: I** |

# Learning Objectives

* To learn about the mobility of Mankind from a place to another out of Social, Religious and other obligations in the Ancient Period
* To make the students to understand the antiquity of Tourism, metamorphosis of its development, its economic contribution in the society as an industry etc.,
* To let the students aware of the various International and National Organizations in a Global perspectives which promotes Tourism
* To develop the perception of the student community on the imperative need of Tourism as an driving force of the economy, its recent developments, challenges and prospects with a futuristic approach.

# Course Outcome

At the end of the course, the student will be able to

|  |
| --- |
| * Trace the origin of Tourism from its rudimentary stage in the World scenario. |
| * Understand the development in Tourism with the emergence of capitalism and industrialization in the 19th Century. |
| * Realize the significant role of private entities, international agencies, agreements and conventions in the promotion of Tourism. |
| * Voice on the basic aspects that are to be augmented, revenue generation, infrastructure development, Policies to attract Tourists, vision document etc., |

# Unit- I

Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, Social Tourism and Middle Class Tourism.

# Unit-II

1845-1914: Rise of International Tourism, World Cruises, Automobile and Coach Tours, Result Tourism, Role of Infrastructure, Tourism as an Industry.

1914-1960: Tourist boom between the World Wars, Tourism and ECONOMY and Crises, Social changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism,

League of Nations, TUOTO, Bermuda Agreement, TATA, Emergence of Tourism- Services, Organizations and Civil Aviation.

# Unit-III

1960-2000: Tourism Phenomenon, Long Halts, Thomes Cook and Package Tours -Charters, Role of Escorts and Guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of Services.

# Unit-IV

Tourism as a Globalized System, Early forms of Travel and Types of Journey. Precursors of Modern Tourism, The Functions of Modern Tourism, the Boom in Mass Tourism in the 19th Century, Holidaying Practism in the Interwar Period, The expansion of Tourism and Globalization Approaches to Travel and Tourism, Tourism and Five Year Plans in India, SWOT analysis of National tourism Policy 2002.

# Unit-V

Accommodations Early inns, The Grand Hotels, Motels, Hotels Today. The Dimensions of Tourism, Attractions Facilities, Transportation, Hospitality. The role of Transportation in Shaping Tourism.

# Suggested Readings:

1. A Fercuqui “Early Social Formations”, Manak, Delhi, 2001.
2. A.L. Rouse, “The Uses of History,” 1971.
3. Burkharot and Medt, Tourist Past, Present and Future”, Butterworth Heinemann,
4. Collingwood, “The idea of History”, Oxford, 1873.
5. Franck and Brownstone, “The Silk Road- A History.
6. Gilbert Sigeaux, History of Tourism
7. Herbert, “Heritage Tourism and Society”.
8. J. Christopher Holloway, “The business of Tourism”.
9. Masels, “Early Civilizations of the World”, Business Books Communications, 1978.
10. Molatosh Goldner, Ritchie, “Tourism: Principles, Practices, Philosophy”, John Wiley, new York, 1995.
11. Nisbet, “ Social Change and History”, oxford University Press, 1972.
12. Nora Start, “ View Point”, Prentice Hall, 1997
13. Ratnager, “Trading Encounters”, Oxford University, New Press, 2004.
14. T. Walter Wallbank, “Civilizations Past and Present”, Scott Fctosman, London, 1978.

\*\*\*\*\*\*

**BTM-DSC03**

**CORE-III: TOURISM BUSINESS**

**Teaching Hours: 75 Credits: 4**

**OBJECTIVES:**

**To enable the students to**

* Create an awareness in the mind of the students that tourism is an upcoming industry, its importance and difference mode of transport.
* Develop added interest in the field of tourism.
* Specialise in its multi dimensional features.

**COURSE OUTLINE**

|  |  |  |  |
| --- | --- | --- | --- |
| UNIT I | : | Definition – nature – importance – components and scope of tourism | 15hrs |
| UNIT II | : | Motivations for travel – planning and tourism administration | 15hrs |
| UNIT III | : | Tourism and transport – rail – road – sea and air travel | 15hrs |
| UNIT IV |  | Accommodation – traditional and supplementary | 15hrs |
| UNIT V | : | Tourism as an industry | 15hrs |

**RECOMMENDED TEXT BOOKS:**

1. R.K.Sinha Travel and Tourism Management

2. Mm Anand Tourism and Hotel Industry

**REFERENCE BOOKS:**

1. Chakravarthy – Railways For Developing The Nation.

2. International Tourism Travel

**PERIODICALS:**

1. Annais to Tourism Research

2. Travel Agent

3. The Environment papers

**WEBSITES AND e-LEARNING SOURCES:**

[www.indiatourism.com/](http://www.indiatourism.com/)

[www.tamilnadutourism.org](http://www.tamilnadutourism.org)

**BTM-DSC04**

**CORE-IV: TOURISM RESOURCES IN INDIA**

**Teaching Hours: 75 Credits: 4**

**OBJECTIVES:**

**To enable the students to**

* Understand the rich heritage of India.
* Analyse the role of Tourism as a means of social education.
* Enhance their interest during the specialization at the post graduate level.

**COURSE OUTLINE**

|  |  |  |  |
| --- | --- | --- | --- |
| UNIT I | : | The people of India – Arts & Crafts – Fairs & Festivals. | 15hrs |
| UNIT II | : | India’s worlds heritage sites – Ajanta – Elehanta – Ellora – Qutab Minar – Taj Mahal – Fatehpursikri – Mamallapuram – Konark Sun Temple – Brahadeeswarar Temple – Goan Churches – Saint cathedral | 15hrs |
| UNIT III | : | Famous museums & Art Galleries – National Museum (New Delhi) The National Gallery of Modern Art (New Delhi) – Victoria Memorial Museum (Kolkatta) – Hawa mahal Museum (Jaipur) – Salar Junk Museum (Hyderabad) | 15hrs |
| UNIT IV |  | Performing Arts of India – Dance – Classical – Katak – Bharat Natyam Kutchipudi – Manipuri – Odissi – Folk – Bangre – Gama – Karagam – Music – Carnatic – Industhani. | 15hrs |
| UNIT I | : | Customs & Costumes of India. Common customs in North, South, East & West India. | 15hrs |

**RECOMMENDED TEXT BOOKS:**

1. Bhatiya A.K.Tourism development in India

2. Dubey & Negi, Economic Geography of India

**REFERENCE BOOKS:**

1. David Philips Monuments of India

2. Growther G India a Travel Survival Kit

3. Konlis, Mountaineering in India

**PERIODICALS:**

1. Travel & Tourism Analyst

2. Journal of Travel Research

3. WTO Publications.

**WEBSITES AND e-LEARNING SOURCES:**

[www.indiatourism.com](http://www.indiatourism.com)

[www.tamilnadutourism.org](http://www.tamilnadutourism.org)

**BTM-DSC05**

**CORE-V: TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT – I**

**Learning Outcomes:**

1. To know the history and growth of Travel Agency.

2. To learn setting up a travel agency and identify its sources of income.

3. To understand Consumer Protection Laws.

**Unit - 1**

Meaning and Definition of a Travel Agency – Growth and Structure of Travel Agency - Thomas Cook, Cox & Kings and American Express – Functions of Travel Agencies - Types of Travel Agency – Wholesaler – Retailer and Tour Operators - An overview of the Travel Agents in India, Pre and Post-Independence – Difference Between Travel Agency and Tour Operators.

**Unit - 2**

Setting up of Travel Agency - Procedures, Government Rules and Policies for Approval - IATA Regulation for Accreditation - Documentation - Practical Exercise in Setting up a TA/TO - Sources of Earning: Commissions, Service Charges.

**Unit - 3**

Travel Documents - Passport, Types of Passports - Visa, Procedures to Apply for Visa, Category of Visa, Visa Guidelines.

**Unit - 4**

Role and Responsibility of Travel Trade Associations – International Travel Trade Associations: UFTAA, PATA, ASTA, Domestic Travel Trade Associations: TAAI, IATO, ATOAI, TAFI, FIYTO and ADTOI.

**Unit - 5**

Travel Agency Fairs and Benefits – International Tourism Board – World Travel Mart – Travel Trade Workshop – Business Travel Meetings – Future of Travel Agencies: Travel Trade Publications – Training Programmes – Travel Agency’s Sponsored Programmes.

**Text Books:**

1. Chand, M.N (2009), “Travel Agency Management”, Anmol Publications, New Delhi.

2. Foster, D.L (2010), “The Business of Travel Agency and Administration”, McGraw- Hill, Singapore.

3. Mohinder Chand (2000), “Travel Agency Management”, Anmol Publications Pvt. Ltd., New Delhi.

4. Pran Nath Seth (1998), “Successful Tourism Management”, Sterling Publishers Pvt. Ltd., New Delhi.

5. R.K. Sinha (2003), “Growth and Development of Modern Tourism”, Dominant Publishers, New Delhi.

**Reference Books:**

1. Frenmount P (2000) “ How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.

2. Marc Mancini, (2000), “Conducting Tours: A Practical Guide”, Cengage Learning Publications, New Zealand.

3. Mohinder C (2007), “Travel Agency Management: An Introductory Text”, Anmol Publication Pvt. Ltd, New Delhi.

**Web Sources:**

1. http://www.uftaa.org/index.php/aboutus/about-uftaa

2. https://en.wikipedia.org/wiki/Pacific\_Asia\_Travel\_Association

**BTM-DSC06**

**CORE-VI: TOURISM RESOURCES IN TAMIL NADU**

**Teaching Hours: 75 Credits: 4**

**OBJECTIVES:**

**To enable the students to**

* Differential between natural and manmade tourist product
* Define the following terms scope during

**COURSE OUTLINE**

|  |  |  |  |
| --- | --- | --- | --- |
| UNIT I | : | Tourist products of India – Natural and manmade – Geographical Background of the Country. | 15hrs |
| UNIT II | : | Newly created destinations in Tamil Nadu – Top Slip – Tranquebar Valparai – Vattakottai – Pulicat - Chettinad | 15hrs |
| UNIT III | : | Adventure Tourism- Scope diving – Snorkelling, Parachuting, Ratting, Trekking – Rock climbing, Hang Gliding and mountaineering | 15hrs |
| UNIT IV |  | Desert Tourism – India’s Main Desert Areas – Geological Structures Desert & festivals – Hill Tourism – Ooty – Kodaikanal – Yercard. | 15hrs |
| UNIT V | : | Tourism ecology – India’s natural sights – Pitchavaram – Sunderbans Kazhanga National park (Assam) – Koleladeo Ghana Bird Sanctuary (Bharakpur) | 15hrs |

**RECOMMENDED TEXT BOOKS:**

1. Bhatiya A.K.Tourism development in India

2. International of India, New Delhi

3.Jacemohan Legi - . International tourism and Travel Management, New Delhi

**REFERENCE BOOKS:**

1. David Philips Monuments of India

2. Growther G India a Travel Survival Kit

3. Konlis, Mountaineering in India

**PERIODICALS:**

1. Travel & Tourism Analyst

2. Journal of Travel Research

3. WTO Publications.

**WEBSITES AND e-LEARNING SOURCES:**

[www.indiatourism.com](http://www.indiatourism.com)

[www.tamilnadutourism.org](http://www.tamilnadutourism.org)

**BTM-DSC07**

**CORE-VII: TRAVEL AGENCY AND TOUR**

**OPERATIONS MANAGEMENT – II**

**Learning Outcomes:**

1.To acquire an in depth knowledge about the Tour Operation Management

2. To become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.

3. To acquire an indepth knowledge about the techniques and approaches for successful tour operation management.

**Unit – I**

Tour Operation: Definition – Concept, Nature and Scope of Tour Operation – History and Growth of Tour Operation Business - Functions and Types of Tour Operators – Types of Packaged Tour, Tour Manager, Rules for Recognition of Tour Operation.

**Unit – II**

Setting up of tour operation business – Primary Requisites - Comparative study of various types of organisation proprietorship, partnership, private limited and limited - Govt. rules for getting approval - IATA rules, regulation for accreditation - Practical exercise in setting up a Tour Operation.

**Unit – III**

Itinerary Preparation - Important Considerations for Preparing Itinerary, Costing, Packaging and Promotion. Computerized Reservation System (CRS), Functions and Various Computerized Reservation Systems, Global Distribution System (GDS) - European and Indian Directive on Tour Operation.

**Unit - IV**

Policies, Practices and Problems in Tour Operation Management - Tourism Bills of Rights - Manila declaration - International conventions- Future Trends in Travel Management - Consumer protection law - Corporate Travel Policy.

**Unit - V**

Travel Agency Accounting – The Basic Accounting System used in Travel Industry – Financial Analysis – Control Techniques – Cash Flow Analysis – Cost Volume Profit Analysis – Budgetary Control.

**Text Books:**

1. Chand, M.N (2009), “Travel Agency Management”, Anmol Publications, New Delhi.

2. Foster, D.L (2010), “The Business of Travel Agency and Administration”, McGraw- Hill, Singapore.

3. Mohinder Chand (2000), “Travel Agency Management”, Anmol Publications Pvt. Ltd., New Delhi.

4. J.M.S. Negi, Travel Agency and Tour Operation: Concepts and Principles.

5. Pran Nath Seth (1998), “Successful Tourism Management”, Sterling Publishers Pvt. Ltd., New Delhi.

6. R.K. Sinha (2003), “Growth and Development of Modern Tourism”, Dominant Publishers, New Delhi.

**Reference books**

1. Chunk, James, Dexter &Boberg “Professional Travel Agency Management”

2. Foster, D., “Travel Agency & Tour Operations”

3. J. Christopher Holloway & Chris Robinson “Marketing for Tourism”

**BTM-DSC08**

**CORE-VIII: TOURISM POLICIES AND PLANNING IN INDIA**

**OBJECTIVES**

To explain key concepts in tourism planning

To develop critical study on planning and managing tourism studies

To explore the impact of tourism planning in India

**COURSE OUTCOMES**

Student will be able

To plan, lead, organize and control resources for effective and efficient tourism operations. Create, apply, and evaluate marketing strategies for tourism policy and planning

**UNIT I:** Objectives and Aims of Tourism policy – Strategies of Tourism Policy Formulation - Social and Economic Developmental Plans in Tourism – Tourism Infrastructure – Creation of Tourism Supply - State Role in Tourism

**UNIT II:** Tourism Policy Initiatives – Evolution of Tourism Policy in India – Five Year Plans and Tourism Sector – Tourism Department in India – The Process of Tourism Policy Formulation – Tourism Funding, Taxes, and Visa Policies in India

**UNIT III :** Tourism and Organizations – Tourism Finance Corporation of India(TFCI) – Tourism Association of India(TAAI) – The India Association of Tour Operators (IATO) – India Tourism Development Corporation (ITDC) – Indian Institute of Tourism and Travel Management(ITTM)

**UNIT IV :** Tourism Planning – Co-ordination in Planning – Planning Process – Assessment of Demand and Supply – Establishing Objectives – Territorial Planning – Human Resource Planning – Financial Planning – Monitoring Time factors – Tourism Marketing and Promotion.

**UNIT V:** Physical Structure of Planning – Major Infrastructure - Major Tourist Attraction – The Internal Transportation Network in India – Major Tour Routs in India – Challenges in Tourism Planning

**REFERENCES**

1. A.K. Bhatia, 2003, **International Tourism,** Sterling Publishers, New Delhi.
2. Pushpinder S.Gill, , 1999, **Dynamics of Tourism,** Anmol Publication Pvt Ltd, New Delhi.
3. Pran Nath Seth, 1998, **Successful Tourism Management,** Sterling Publication Pvt Ltd,
4. R.K.Sinha,1999,**Growth & Development of Modern Tourism,**Dominant Publishers Delhi.
5. R.K.Sinha, 1999, **Travel and Tourism Management,** Dominant Publishers and Distributors, Delhi.
6. Shashi Prabha Sharma, 2004, **Tourism Education,** Kanishka Publishers, New Delhi.
7. Praveen Sethi, 1999, **Tourism for the Next Millenium,** Rajat Publications, New Delhi.

**BTM-DSC09**

**CORE–IX: HOSPITALITY MANAGEMENT**

**Credits 4 (Instruction Hours 4)**

**Learning Outcomes:**

**Students will acquire**

It is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

**Unit – 1:**

Introduction to Hospitality: Origin and History of Hospitality Industry, Concept, Modern Evolution of Hospitality Industry – Hospitality Ethics – Hospitality around the World – Global and Indian Context – Scope of Hospitality – Role of Hospitality in the development of tourism industry

**Unit – 2:**

Types of Plan: European plan, American plan, modified American plan, continental plan & Bermuda plan – Types of accommodation – intermediary accommodation – grouping of accommodations – Classification of hotels: Size, Location, Length of Stay & Facilities offered – Various Departments: Front Office, Room Division Management, Housekeeping, Food & Beverage Preparation, Food Production – Sales & Marketing – Purchasing – Accounts & Financing – Human Resource Management – Maintenance – Grading Star Category by HRACC and Ministry of Tourism – Government. of India – FHRAI, SIHRA, AHLA and IHRA

**Unit – 3:**

Different types of rooms – available in India and various tariffs and facilities offered – Types of room: single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency – Hotel industry future in India – Changing trends – Relation of Tourism with hospitality industry – Sustainability in Hospitality Industry: Sustainable Lodging – Green Hotel Initiatives, Sustainable Lodging Model – Sustainable Food and Beverage, Sustainable Restaurants, Sustainable Restaurant Operation – Sustainable Managed Services.

**Unit - 4**

Rules and Regulation applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups License, Licenses & Permits necessary for opening & operating a hotel. permission from authorities - Labor Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry

**Unit - 5**

Trends in Hospitality: Trends in Hotel and Rooms Division Operations, Trends in Lodging, Food and Beverage - Case Study of major Hotels chains in India – Taj, Oberoi, ITC Welcome Group, Leela Group, Sheraton, Marriott, Radisson, Hilton (With details of Location, Types of Properties, Number of Properties) Handling customers, Attribute of a good hotelier problems facing the hotel industry. hospitality and its related sectors, Theme Parks – Conventions – Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

Text Books:

1. John Walker (2017), “Introduction to Hospitality Industry, Pearson Education Limited, England.

2. Sudhir Andrew, (2007), “Introduction to Tourism and Hospitality Industry”, Tata Mc. Graw Hill Publishing Company, New Delhi.

3.Andrews Sudhir (2012), Hotel Front Office Training Manual, Tata Mc Graw Hill Pulication, New Delhi.

Reference Books:

1. Jagmohan Negi, Gaurav. M.J. and Suniti (2011), “Housekeeping Operations and Management Procedure and Techniques”,Kanishka Publishers, New Delhi

2. Kasavana M and Brooks R (2012), “Managing Front Office Operations”, Prentice Hall

3. Medlik S and Ingram H (2000), “The Business of Hotels” Butterworth Heinemann, New Delhi

Web Source:

1. <http://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe.pdf>

2. http://setupmyhotel.com/job-description-for-hotels/front-office/324-guestrelation.html 3 S

**BTM-DSC10**

**CORE-X: TOURISM MARKETING**

**Course Objectives:**

1. To acquaint the concepts used in tourism marketing

2. To understand the techniques of marketing both at micro and macro levels

3. To promote tourism marketing business activity in managing, planning and controlling

**Course Outcomes:**

Students will be able;

1: to recognize the importance of marketing in tourism industry

2: to describe the basic understanding of marketing concepts in tourism

3: to discuss the way of tourism marketing to get an edge over others

4: to understand the way of tourism marketing in the stiff rising competition

5: to critically analyze the advantage for tourism businesses

**Unit-I** **[20 Hrs]**

Marketing: Introduction to tourism marketing – Definition, nature and scope of tourism marketing - Process and growth of tourism marketing - Understanding the needs, wants, demands, values, satisfaction and evolution of marketing.

**Unit-II** **[20 Hrs]**

Understanding Markets Uniqueness of Tourism Marketing - Market Segmentation of Tourism Market - Identifying and Selecting Target Market - Developing market activities of Tourism Market - Marketing mix for travel and tourism.

**Unit-III** **[15 Hrs]**

Product Managing Service - Product Decisions- Product Line - Product Mix - Product Life Cycle - New Product Development, Branding and Packaging Decisions.

**Unit- IV** **[20 Hrs]**

Marketing mix Process - service blueprinting; Physical evidence - roles of physical evidence, dominant and peripheral goods as physical evidence; Place (Service logistics) - distribution options, managing channels, franchising; Managing People and internal marketing – internal marketing at a destination.

**Unit- V** **[15 Hrs]**

Service Marketing Concepts and marketing of tourism packages Concept of value, customer satisfaction and service quality; Service quality Gaps Model. Strategy and role of marketing for competitive advantage for tourism businesses - Case studies of marketing - tourism package offerings by major tourism companies in India.

**Text Books:**

1. V.S. Ramaswamy , S. Namakumari, (2018), ‘Marketing Management – Indian Context Global Prospective, Sage text.
2. Victor T.C. Middleton, (1994), ‘Marketing in Travel and Tourism’ B-H Publishers
3. Willam J. Stanton, (1984), ‘Fundamentals of Marketing’, McGraw Hill
4. Bhattacharya K. Sisir. , (2004),’Marketing Management’ National Publishing House
5. [Kavita Sharma](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Prof.+Kavita+Sharma&search-alias=stripbooks), [Swati Aggarwal](https://www.amazon.in/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Dr.+Swati+Aggarwal&search-alias=stripbooks), (2018), ‘Principles of Marketing’, Taxman

**Reference Books:**

1. Philip Kotler, Jon Bower, James Maken, (2017)‘Marketing for Hospitality and Tourism’, Pearson
2. Les Lumsdon, (1997), ‘Tourism Marketing’ : International Thomson Press
3. J. Christopher Holloway &Chris Robinson, (1995) , ‘Marketing for Tourism’ Longman
4. Holloway J. Christopher, (2002),’The Business of Tourism’, Prentice Hall of India

**Web Sources:**

1. <https://www.marketing91.com/what-is-tourism>
2. <https://tourismnotes.com/tourism-marketing>
3. <https://smallbusiness.chron.com/tourism-marketing-56473.html>

**BTM-DSC11**

**CORE–XI: GLOBAL TOURISM**

**Credits 4 (Instruction Hours 5)**

**Learning Outcomes:**

**Students will be able to**

Acquaint with the past, present and future trends of Global Tourism. They will understand the tourism business with reference to Asia, Europe, USA and Australia. After doing this course, the students would be able to appreciate the significance of tourism industry at the global level and will understand the emerging tourism products.

UNIT I

Global Tourism: Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries , India’s Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.

UNIT II

ASIA- Location and situation, Physiography of Asia, Main countries & capitals, Main tourist attractions of Malaysia, Singapore, Thailand, Nepal, Sri Lanka, India, Maldives, UAE, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia – Golden Triangle, Mumbai-Goa and Rajasthan and other famous tourism circuits in Asia.

UNIT III

EUROPE: Location and situation, Physiography of Europe, Main countries & capitals. Main tourist attractions of France, United Kingdom, Switzerland – Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile – Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.

UNIT IV

Location and situation of North & South America: Physiographic of North America and South America, Main countries & capitals, Main tourist attractions of USA & Brazil –AFRICA: Location and situation, Physiography of Africa, Main countries and capitals. Main tourist attractions of South Africa - Egypt.

Unit-V

AUSTRALIA: Location and situation, Physiography of Australia, Main countries & capitals, Main tourist attractions of Australia and New Zealand.

**REFERENCES**

1. Boniface, B., Cooper, R. & Cooper, C. (2016). World Wide Destinations – The
2. Geography of Travel and Tourism. New York: Routledge.
3. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom:Rowman and Littlefield Publisher.
4. Hall, M. (1999). Geography of Travel and Tourism. London: Routledge.
5. Hall, M., & Page, S.J. (2006). The Geography of Tourism and Recreation -Environment, Place and Space. London: Routledge.
6. Hudman, L.E., & Jackson, R. H. (2003). Geography of Travel and Tourism.London: Thomson.
7. IATA. (2009). Travel Information Manual. Netherlands: IATA Publications.World Atlas.

**BTM-DSC12**

**CORE–XII : ECO TOURISM**

**Credits 4 (Instruction Hours 5)**

**Learning Outcomes:**

Students will be able to know about the Ecosystem, Properties of Ecosystem and the importance of Ecotourism Venue. They will also understand the Ecotourism Sustainability and develop the Tourist Destinations as per Environmental Impact Assessment

Unit - 1 Introduction to Ecotourism: Ecotourism History and Growth – Ecology, Ecosystem, Biosphere, Community, Habitat – Carrying Capacity, Types and Absorbing Capacity – Species - Biodiversity in Ecosystems - The International Ecotourism Society – Kyoto Protocol

Unit - 2 Ecotourism Venues: Caves, National Parks, Wildlife Sanctuaries, Tiger reserves, Elephant reserves, Natural heritage sites, Botanic Gardens, Wetlands, Mangroves, Coral Reefs, Island and Desert areas – Flora and Fauna.

Unit - 3 Ecotourism Planning and Development: Ecotourism Products and Trends - Guidelines for Ecotourism by the Ministry of Environment and Forests, obtaining Official Permits, Use of Information Technology, Developing Blogs and Websites related to Ecotourism – Environmental Impact Assessment (EIA) – Ecotourism Management

Unit - 4 Sustainability: Principles of Sustainability – Tourism Ecological Sustainability – Economic Sustainability – Socio Cultural Sustainability, Psychological Sustainability - Major Tribal Communities in Tamil Nadu : Toda, Kurumba, Paniya, Irular, Malayali and Kattunayakkan.

Unit - 5 Selected Case Studies: Ecotourism in Tamil Nadu - Manimuthar, Gulf of Mannar, Pichavaram, Point Calimore Wildlife Sanctuary and Bird Sanctuary – Ecotourism in Kerala Thenmala Ecotourism, Periyar Tiger Reserve, Eravikulam National Park – Ecotourism Practices: COSTA RICA Model Educational Tour to Eco-Tourism Destination.

**Text Books:**

1. Nigam C (2008), “Ecotourism and Sustainable Development”, Neha Publishers.

2. Ratandeep Singh (2003), “Indian Ecotourism”, Kanishka Publishers.

Reference Books:

1. BidhanKanti Das (2017), “Rethinking Tribe in Indian Context: Realities, Issues & Challenges”, Rawat Publishers

2. Kulwant Singh Pathania (2008), “Ecotourism”, Regal Publications

3. LalitaSharma (2001), “Introduction to Ecotourism”, Centrum Press

4. Seema Bhat (2011), “Ecotourism development in India”, Foundation Books

5. Tyler & Miller (2014), “Living in the Environment”, Cengage Learning, New Delhi

Web sources:

1. www.sciencedirect.com 2. Business.mapsofindia.com 3. www.ecotourism.org

**BTM-DSC13**

**CORE–XIII : LEGAL FRAMEWORK FOR TOURISM**

**Credits 4 (Instruction Hours 4)**

**Learning Outcomes:**

This paper will help students to understand the legal and regulatory framework in the travel and Tourism sector.

**Unit I**

Introduction to legislation: Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.

**Unit II**

Legal and regulatory framework in travel and tourism: Relating to consumer protection; health; safety and security of travel and tourism customers.

**Unit III**

Transport Legislation: Surface; sea and air transport laws in relation to carriage of passengers.

**Unit IV**

Contract legislation in relation to Travel and Tourism customers.

**Unit V**

Business Ethics in travel and tourism sector; CSR policy for travel and tourism businesses.

**Text books**

1.Mill, Robert C.& Morrison Alastair(2013). The Tourism System. 6th ed. Kendall Hunt Publishing Co.

**Reference books**

1.Downes, John, P. & Tricia (2011). Travel and Tourism Law. 5th ed. Huntington: ELM publications.

2.Grant, David, M. M. & Stephen (2012). Holiday Law. 5th ed. London: Sweet and Maxwell.

3.Singh, A. (2008). Contract and Specific Relief.

4.Williams, G. L., & Smith, A. T. H. (2002). Glanville Williams: learning the law. Sweet & Maxwell.

**BTM-DSC14**

**CORE–XIV: TOUR GUIDING AND INTERPRETATION**

**Credits 4 (Instruction Hours 4)**

**Learning Outcomes:**

This course will orient the students about the scope of tour guiding as a career option and help them students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritties of this profession and also intends to deliver key skills.

**Unit - 1**

Tour Guiding : Concept - History Dimensions and Present Status, Role and Responsibilities of Tour Guide - Tour Guides Code of Conduct, Personal Hygiene and Grooming Checklist for Tour Guides, Principles of Tour Guide- Developing Tour Guiding Skills.

**Unit - 2**

Communication for Tour Guiding - Language - Posture and Presentation, Roadblocks in Communication - Speaking Faults - Body Language for Speaking, Tour Commentary Composition and Contents-Microphone Technique - Sense of Humor, Dealing with Awkward Questions, Timing and Indications- Apology and Pausing, Linking Commentary with what to be seen.

**Unit - 3**

Conducting Tours: Pre Tour Planning, Modes of Transportation, Conducting various types of Tours, Understanding Clients Need, Establishing Good Service Security Measures, Relationship with Fellow Guides, Coordination with Hospitality Institutions; Points to remember while Guiding and Costing.

**Unit - 4**

Visitor Interpretation: Concept - Principles and Types, Developing good Interpretation Skills Popular Understanding of a Place, Principles of Good Interpretive Practice – Interpretation - Personal, Stereotype.

**Unit - 5**

Handling with Emergencies - Accidents, Law and Order, Theft, Loss of Documents, First Aid: Importance - General Procedures - Evaluation of Situation - First Aid Procedure - Artificial Ventilation - Bleeding Control - Treating Wounds, Principles of Bandaging - Treating Burns - Treating Snake Bite - Dealing with Fractures, Complaint Handling. Students must organize one day field visit and the report for it should be submitted. First Aid Training should be given to Students

**Text Books:**

1. Mohinder C (2007), “Travel Agency Management: An Introductory Text”, Anmol Publication Pvt. Ltd, New Delhi.

2. Negi. J (2004), “Travel Agency and Tour Operation, Concepts and Principals”, Kaniksha Publishers, New Delhi.

**Reference Books:**

1. Foster, D (1985), “Travel Agency & Tour Operation”, Macmillan Press Ltd., London

2. Frenmount P (2000) “ How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.

3. Pond K L (1993), “The Professional Guide”, Dynamics of Tour Guiding

**Web Sources:**

1. <http://www.audioconexus.com/products/tour-guide-systems>

2. http://wikieducator.org/Tour\_Guiding 3. http://wftga.org/tourist-guiding/what-tourist-guide

**BTM-DSC15**

**CORE PAPER XV: HERITAGE TOURISM**

**COURSE OBJECTIVES**

* To enable students to understand the growing significance of the tourism industry in India
* To provide a comprehensive view of culture- heritage - tourism relationship
* To create in students an appreciation for Indian Heritage
* To evaluate India’s potential as a tourist destination

**COURSE** **OUTCOME**

On successful completion of the course students will be able to:

* Demonstrate a critical understanding of the relationships between culture, heritage and tourism.
* Evaluate both the positive and negative impacts of tourism on cultures and communities.
* Describe cultural and heritage tourism policy, planning and management issues.
* Assess the role of various national international organizations in the Conservation and Preservation of Heritage Sites

**Unit 1 -** Tourism - Conceptual Framework - Definition, Meaning, Nature and Scope - Leisure, Recreation and Tourism - Components and Elements of Tourism - Tourism System - Genesis of Modern Tourism in India

**Unit 2 -** India’s Natural Heritage - Natural Resources - Water Bodies, Forests, Hills and Mountains - Wildlife Tourism - Ecotourism

**Unit 3 -** India’s Intangible Heritage - India as a Cultural Destination - Music - Classical and Folk - Dance - Classical and Folk - Indian Cuisine - Fairs and Festivals - Customs and Traditions - Cultural Events Management Case Studies- Kumbha Mela, Pongal/Makar-Sankranti, Carnival (Goa), Taj Mahotsava, Khajuraho Mahotsava and Desert Festival, Music and Dance festivals

**Unit 4 -** India’s Tangible Heritage - Religious and Secular Monuments - Heritage Sites in India - Important Tourist Circuits - Handicrafts and Handlooms - Museums and Art Galleries of India - Global Approach UNESCO – criteria for World Heritage Sites, Approved heritage sites, Role of ASI, ICOMOS (International Council on Monuments and Sites) in Conservation and Preservation of Heritage Sites - Impact of IT

**Unit 5 -** Problems and Prospects of Cultural Tourism in India - Cultural & Heritage Management Sustaining Tourism Infrastructure for Religious Tourists & Pilgrimages, Local Consultation & Participation, Administrative and Regulatory issues - Tourism Planning in India - Planning & management approaches - India’s Tourism Policy - Tourism Organisation - Tourism - Impact of tourism on cultures and communities - Promotional Festivals of India - Tourism Development in India - the Symbiotic relationship between religious, Pilgrimage & Ethnic Tourism, Protection, Conservation & Preservation of Culture & Heritage Sites

**BOOKS FOR STUDY**

Acharya, R. *Tourism and Cultural Heritage of India.* Jaipur: Rosa, 1986.

Chawla, Romila. *Cultural Tourism and Development.* New Delhi: Sonali, 2004

**BOOKS FOR REFERENCE**

Bhatia, A.K. *Tourism Development: Principles and Practices.* New Delhi: Sterling, 2003.

Chopra, S. *Tourism and Development in India.* New Delhi: Vikas, 1998.

Andrews, S. *Introduction to Tourism and Hospitality Industry.* Tata Mcgraw-Hill, New Delhi, 2007.

**JOURNALS**

International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly).

(SAJTH) South Asian Journal of Tourism & Heritage (Bi-annual), Centre for Tourism & Heritage Research, Department of Commerce, Dayanand College, Ajmer.

Bi-annual Journal of Indian Art, Culture, Heritage and Tourism, Bharati Women’s College, Chennai.

**WEB RESOURCES**

http://indiaheritage.org/

http://whc.unesco.org/

www.asi.nic.in

**BTM-DSA01**

**ALLIED: PRINCIPLES OF GEOGRAPHY**

**Objectives**

* Introduce the field of Geography
* Acquaint students with major concepts in Geography
* Provide understanding on the concepts and Functions of Environment and Ecosystem

**Course Outcome**

Students will be able to

* Critically read the concepts and relevance of Geography with special reference to India
* Understand the environmental problems and ecological imbalances and measures and policies to check the same

**UNIT I:** Introduction: Geography in Making: Definition, Nature, Scope and Purpose, Relevance – Relation with other Subjects – Branches of Geography – Basic Concepts in Geography: Earth Surface, Site, Location, Area, Space, Region in Geography.

**UNIT II:** Physical: Physiographic Divisions – Soil and Vegetation – Population – Soil and Vegetation – Climate and Weather – Classification of Climates - Composition and Structure of Atmosphere – Population

**UNIT III:** Economic: Mineral and Power Resources in India – Distribution and Utilisation of Iron ore, Coal, Petroleum, Gas – Agricultural Distribution and Distribution of Rice and Wheat – Industrial Development – Automobile and Information Technology

**UNIT IV:** Social Geography of India: Population Data: Census and National Sample Survey – Population size - Distribution of Population by Caste, Race, Religion, Language and Tribes – Social, Cultural and Economic regions in India

**UNIT V:** Environmental Geography: Meaning, Concepts and Components of Environment – Ecology – Man and Environment – Ecosystem: Concepts Structure and Functions – Environmental problems: Global Warming, Deforestation, Loss of Bio Diversity – Environmental Policies and Programmes

**Reference Books:**

1. Chandana, R.C. Environmental Awareness. Kalyani Publishers, New Delhi, 1997
2. Das, P.K. The Monsoons. National Book Trust, New Delhi, 1988
3. Dikshit, R.D. The Art and Science of Geography. Pi Learning, New Delhi, 2006
4. Dubey, S.C. Indian Society, National Book Trust, New Delhi, 1991

Singh, R.L. & Dutt, P.K. Elements of Practical Geography. Learners Friends, Allahabad, 1968

**BTM-DSA02**

**ALLIED: BUSINESS COMMUNICATION SKILLS**

**Objectives**

* To learn Basics of communication
* To introduce the skills of Business communication
* To provide an overview of prerequisites of Business Communication Skills

**Course Outcomes**

Students will be able to

* Understand the nuances of business communication skills
* Demonstrate various skills and effective verbal and non-verbal

Communication ability

* Acquire critical writing skills

**UNIT I:** Communication as Skill – Principles of Communication – Types of Communication - Verbal and Non Verbal Communication– Interpersonal Communication – Questioning – Reflecting – Explaining – The Process of Listening – Reading Styles

**UNIT II:** Skills in Communication – Effective Verbal Communication – The Importance of Listening – Reading Body Language – Communicating Confidently – Public Speaking

**UNIT III:** Business Communication – Interacting in Task Groups – Negotiation and Bargaining – Relational Communication – Organising Interview – Facing Interview –

**UNIT IV:** Organsational Communication – Cross Cultural Communication – Communication and Social Media – Communication and Audio Visual Presentation – Communication for Conflict Management

**UNIT V:** Art of Writing – Types of Writing – Stages of Writing – Business Letters, Memos, minutes, and Emails – Composing Business Reports

**Reference Books**

1. Sri Jin Kushal, *Business Communication Skills*. VK Publications, 2014
2. Asha Kaul, *Effective Business Communication.* PHI Learning Pvt. ltd, Delhi, 2015
3. K K Ramachandran, *Business Communication*. Vikas Publications, Delhi, 2014
4. Prasad P. The Functional Aspects of Communication Skills. New Delhi

**BTM-DSA03**

**ALLIED: FOREIGN LANGUAGE-FRENCH / GERMAN /**

**CHINESE / JAPANESE / SPANISH**

**Learning Outcomes:**

The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students a basic understanding of the French language as whole. The overview of this particular course is to give the students exposure of French being used in tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures, and to act as a useful introduction to French and Francophone culture.

**Foreign Language (French)**

**Unit I**

Introduction of the Language to first time beginner: Basic introduction of French; the alphabets and their pronunciation; nature and rules of the language; the accents; the Orthographic Signs; the punctuation signs; the numbers in French 0-9; cardinal and ordinal form of number; Greetings.

**Unit II**

Basic Vocabularies (Tourism Based Vocabularies): The days of the week; months; item narration; gender specification for the things; the country; city name; time; whether; fruits and vegetable names; the family name; body parts; colors; numbers 10-100 gradual learning; French phonetics; professions; all the necessary word meaning used in general and specifically by tourism professionals.

**Unit III**

Basic and Introductory Grammar: The Articles; plural forms of nouns; gender (masculine and feminine forms); definite articles; indefinite articles; subject; pronouns; verbs and their types; principal and auxiliary verbs in French (être and avoir); verb’s groups: first, second and third group; rule of making ordinal numbers; verbs conjugation in present participle.

**Unit IV**

Sentence and Dialogue framing: The affirmative form of the sentences using first, second and third group verbs (only present tense); dialogue and phrases from the text book (Situation 1 -7); chapter 1 from text book; verbs aller; the negative and interrogative form using all types of verbs. Tourism and Tourist based vocabulary.

**Unit V**

French culture and self-presentation: Introduction of France and it’s culture; basic geo-political-economical introduction of France; French history, French (Tourist) habits and introduction of individual in French; translations of sentences French to English and English to French. Verbal French practice session.

**Text book/s**

Gupta, Malini ; Gupta,Vasanthi&UshaRamachandran. Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants, New Delhi: W. R. Goyal Publication House. Giradet, Jacky &Cridlig, Jean Marie. Méthodes de français ; Le Nouveau Sans Frontières. Vol:1.

**Reference books**

Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations) Bhattacharya, S. &Bhalerao, Uma Shashi. French for Hotel Management & Tourism Industry. Frank Bro & CO.

**Foreign Language (German)**

This course is designed to help students understand and learn the growing importance of German language in modern world. This course will also help students to analyze and understand cultural considerations as motivators for an effective tourism support and engagements.

**Unit I**

German as a Beginner, History & Culture, German reach and population, Opportunities and How it Impacts You! Efficient Learning guide & considerations Salutations & Pronunciations

**Unit II**

Continuation of Salutations & Pronunciations, Alphabets, Numbers, Days and months Expressing time and Audio Exercises. Case Example with Class Interaction

**Unit III**

Introduction to Nouns, Introduction to Verbs, Simple Sentences & Vocabulary Interactive AV Demo

**Unit IV**

Revision of Previous exercises Greetings, Modes of Travel and guides, Airport, Taxi, Accommodation, àTravel Survival Kit Hotels, Ordering Food, Understanding Addresses, Asking Directions, and Shopping. Key guides.

**Unit V**

Revision of Previous exercises Role Play Exercises with AV Demo Sentence Formations, Writing Small Paragraphs, Letters, emails, Student Leads on key topics Links for further studies

**Reference books/ materials**

Deutsch als Fremdsprache IA (Oxford and IBH Publishers) German Made Easy (Goodwill Publishers)

**BTM-DSA04**

**ALLIED: INDIAN CULTURE AND HERITAGE**

**COURSE OBJECTIVES:**

* To provide a comprehensive view of culture and heritage of India
* To appreciate the Unity in Diversity of India
* To examine the glory of Natural, Tangible and Intangible Heritage of India

**COURSE** **OUTCOME**

On successful completion of the course students will be able to:

* Demonstrate a critical understanding of the relationships between culture and heritage
* Evaluate the Natural, Tangible and Intangible Heritage of India
* Describe the philosophical, educational and scientific background of India

**Unit I:** Definition of Culture and Heritage – Concepts and Characteristics of Culture in India - Natural Heritage - mountains, rivers, and landscape, forests, wildlife – Intangible Heritage - Performing arts - Music - Classical and Folk - Dance - Classical and Folk - Indian Cuisine - Customs, Traditions and Ceremonies - Fairs and Festivals – National Festivals - Religious Festivals – Seasonal / Harvest Festivals – Cultural Festivals - Tangible Heritage - Painting, Sculpture and Architecture through the ages - Religious and Secular Monuments - Heritage Sites in India - Important Tourist Circuits - Handicrafts and Handlooms - Museums and Art Galleries of India

**Unit II:** Heterogeneous Population - Spirit of Toleration - Unity in Diversity – Castes and tribes – Concept of Four Varnas and Four Ashramas – Concept of Family – Characteristics of Family, Functions of Family – Family System in India - Status and Role of Women in the Indian Culture - Marriages - Hindu- Christian- Muslim – Tribal customs - Family patterns - Joint - Nuclear

**Unit III:** Religion - Indus Civilization – Vedas – The Upanishads – Epics: Ramayana and Mahabharata – The Bhagavat Gita – Puranas – Buddhist and Jain Literature – Tamil & Sanskrit Literature – Urdu and Persian literatures – Philosophy – Bhakti Movements in Ancient & Medieval India – Hinduism – Islam – Sikhism -Sufism – Christianity –Impact of Western Culture on India – Socio Religious reformers

**Unit IV:** Education – Gurukula System – Teacher Student Relationship (Guru-Shishya Parampara) – Concept of Biksha and Guru Dakshina Under Buddhism – Mughal period – Salient Features of Muslim Educations – Education under the British Rule – Domination by Christian Missionaries – Sri Aurobindo’s National System of Education – School Education in the Post-Independence India – Contemporary Education - Spread of Indian Culture to other Asian Countries – Indian contact with Africa and Rome

**Unit V:** Science and Technology – Astronomy – Astrology – Physics – Chemistry – Natural Sciences and Ayur Veda – Concept of Ecological Balance rooted in Traditions – Indian Numeral System: Baudhyam, Aryabhatta, Bhaskaracharya, Nagarjuna, Kanad, Phalit Jyotish – Patanjali – Srinivas Ramanujam – Chandershekhar V. Raman – Jagdish Chander Bose – Homi Jehangir – Bhabha – Dr. Vikram Sarabhai – Dr. A.P.J. Abdul Kalam

**BOOKS FOR STUDY**

1. **Haridas Bhattacharyya,** The Cultural Heritage of India, Vols. I-VI, Ramakrishna Mission Inst. of Culture, 2002
2. **C.P. Ramaswami Aiyar,** The Cultural Heritage of India, Vol. II, The Ramakrishna Mission Inst. of Culture, 1962

**REFERENCE BOOKS**

1. Sahana Singh, The Educational Heritage of Ancient India: How an Ecosystem of Learning Was Laid to Waste, Notion Press, Inc.; 1st edition, 2017
2. Daud Ali, Hands-On History! Ancient India: Discover the Rich Heritage of the Indus Valley and the Mughal Empire, Armadillo, 2014
3. Library Book House Author’s Division, Cultural Heritage of India, Library Book House, Ahmedabad, 2016
4. Anurag Mathur, Agam Prasad Mathur, Subrata Roy Sahara, O.P Srivatsava, Indian Culture and Heritage, Createspace Independent Pub, 2017
5. Kapila Vatsyayam, The Cultural Heritage of India, Vols. I-VII, Vedanta Press, 2006
6. P.R.Rao, Indian Heritage and Culture, Sterling Publishers, 1989
7. Manas Kumar Das, Indian Cultural Heritage, Lulu Publishers, USA, 2017
8. Sarit K. Chaudhuri, Mini Bhattacharyya Thakur, Cultural Heritage of Assam, Gyan Publishing House
9. N.K. Bhandari, Cultural Heritage of India, Pointer Publishers
10. Suresh Soni, Sources of our Cultural Heritage, Prabhat Prakashan

**JOURNALS**

Journal of Indian History and Culture (JIHC) - CPR Foundation, C.P.R. Institute of Indological Research, 1, Eldams Road, Alwarpet, Chennai – 600018. Tamilnadu, India

**WEB RESOURCES**

http://indiaheritage.org/

http://whc.unesco.org/

www.asi.nic.in

www.highcommissionofindia.com

www.cultural-heritage-india.com

**BTM-DSA05**

**ALLIED: ART AND ARCHITECTURE IN SOUTH INDIA**

**COURSE OBJECTIVES:**

* Course surveys the evolution of art and architecture in South India and their transformation through the years.
* Various architectural features embedded in the ancient monuments particularly in the temple would be thrown open to the students to understand the heritage monuments of South India in right perspectives.
* Understand the rich heritage in the forms of sculptures, icons and paintings.

**COURSE OUTCOME:**

On successful completion of the course students will be able to:

* Trace the evolution of art and architecture in South India
* Appreciate the rich monumental and sculptural wealth of South India
* Learn the technique of Bronze Casting and Materials used in paintings

**Unit I** – Introduction – Beginning of Art and Architecture in South India - - Architectural Terminologies - Reference in Sangam Literature - Buddhist and Jain Architecture- – Satavahana (Nagarjunakonda and Amaravati) - Early Jaina caverns (Sittannavasal)

**Unit II** – Western Chalukyan (Badami, Aihole, Pattadakal)- Gangas (Sravanabelagola) - Hoysalas-– Belur, Halebid, Somnathpur- Pallavas- Rock cut – rathas - Structural temples (Mandagapattu, Mamandur, Mamallapuram, Kanchipuram) - Pandyas – (Lower Rock cut at Trichy-Kalugumalai) - Cholas (Brihadesvara at Tanjore, Brihadesvara at Gangaikondacholapuram, Airavatesvara temple Darasuram) -Kakatiyas (Warangal) - Vijayanagara (Hampi - Vittala, Hazara Ramasami temples - Virupaksha and, Srirangam temple) - Nayaks (Meenakshi temple at Madurai, Jalakantesvara temple, Vellore)

**Unit III –** Sculptures – Terracotta - Stone – Metal - Types of Sculptures- Relief and round - Satavahana – Chalukyas of Badami - Pallavas – Gangas - Cholas – Hoysalas – Kakatiyas - Vijayanagara – Nayaks

**Unit IV–** Definition & Scope of Iconography - Mode of posture- Attributes - Asanas, Mudras, Ayudhas (Weapons), Vahanas - The techniques of Bronze Casting - Bodhisatva Maitraya, Tirtankaras, Ganesa, Somaskandha, Nataraja, Ten incarnations of Vishnu, Brahma, Durga, Lakshmi, Sarasvati

**Unit V** – Painting - Genres of Indian Paintings - Material used in paintings - Pre-Historic Rock Art – Murals – Chalukyas (Badami) - Pallavas (Kanchipuram and Panamalai) – Early Pandyas (Sittanavasal) – Cholas (Tanjavur) – Vijayanagar (Kalamkari, Lepakshi, Srirangam) – Nayaks (Madurai, Tanjavur)

**RECOMMENDED TEXTBOOKS:**

1. Brown, Percy. Indian Architecture, Buddhist and Hindu Periods, (Taraporevala Sons, New Delhi, 1959 ).
2. Krishna Deva, Temples of North India, (New Delhi, 1969)
3. Srinivasan, K.R., Temples of South India, (New Delhi, 2005)
4. Edith Tomory, A History of Fine Arts in India and the West, Chennai, 1977
5. Krishnasastri, H., South Indian Image of Gods and Goddess, Madras

**REFERENCE BOOKS**

1. Vincent Smith, History of Fine Arts in India and Ceylon, Bombay, 1962
2. Soundara Rajan K.V., Cave Temples of Deccan, ASI, 1981
3. Balasubramaiam, S.R., Early Chola Temples, Orient Longman, 1971
4. Balasubramaiam, S.R., Middle Chola Temples, Thomas Press India Ltd, 1975
5. Balasubramaiam, S.R., Later Chola Temples, Mudgala Trust, 1979
6. Srinivasan, K.R., Temples of South India, Publications Division, N.Delhi, 1998
7. Srinivasan, K.R., Cave Temples of Pallavas, ASI, N.Delhi, 1980
8. Gopinatha Rao, T.A., Elements of Hindu Iconography, Vols. I & II, Madras, 1914, 916 (reprint 1997)
9. Banerjee, J.N., Development of Hindu Iconography, Calcutta, 1985
10. Ganguly, O.C., South Indian Bronzes, 1914

**JOURNALS:**

1. Journal of Heritage Tourism, Taylor & Francis, ISSN 1743-873

2. Brand architecture in tourism branding2010: the way forward for India, Emerald insight. ISSN: 1755-4195

**E-LEARNING RESOURCES:**

<https://www.culturalindia.net/indian-architecture/index.html>

<https://www.culturalindia.net/indian-architecture/ancient-architecture/cave-architecture.html>

**BTM-DSA06**

**ALLIED: PRINCIPLES OF MARKETING**

**Course Objectives:**

1. To acquaint the principles in marketing both at micro and macro levels

2. To understand the concepts and techniques of marketing

3. To promote marketing business activity in managing, planning and controlling

**Course Outcomes:**

Students will be able;

1: to recognize the importance of marketing in tourism industry

2: to describe the basic understanding of marketing concepts

3: to discuss the way of marketing to get an edge over others

4: to understand the way of marketing in the stiff rising competition

5: to critically analyze the advantage for tourism businesses

**Unit-I [20 Hrs]**

Introduction to Marketing Concepts - Understanding Marketing: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process - Marketing Environment

**Unit-II** **[15 Hrs]**

Market targeting: Concept of market segmentation; targeting and positioning - Types of segmentation - Marketing mix.

**Unit-III** **[15 Hrs]**

Product issues: Types of products - product mix dimensions - product strategies - product life cycle.

**Unit-IV** **[20 Hrs]**

Pricing; Concept of price - factor influencing tourism pricing - method of price fixation - pricing strategies - Distribution channels - Nature and importance of distribution system - Marketing intermediaries.

**Unit-V [20 Hrs]**

Promotion: Concept of Promotion and Communication - objectives and importance of marketing promotion and communication - promotion mix - components of promotion mix - factor affecting promotion mix - types of marketing promotion and communication tools.

**Text Books:**

1. Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi.
2. V.S. Ramaswamy , S. Namakumari, (2018), ‘Marketing Management – Indian Context Global Prospective, Sage text.
3. Willam J. Stanton, (1984), ‘Fundamentals of Marketing’, McGraw Hill
4. Dasgupta, Devashish (2010). Tourism Marketing. New Delhi: Pearson Education
5. [Kavita Sharma](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Prof.+Kavita+Sharma&search-alias=stripbooks), [Swati Aggarwal](https://www.amazon.in/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Dr.+Swati+Aggarwal&search-alias=stripbooks), (2018), ‘Principles of Marketing’, Taxman

**Reference Books:**

1. Middleton, Victor (2001). Marketing in Travel and Tourism, B-H L, New Delhi
2. Philip Kotler, Jon Bower, James Maken, (2017)‘Marketing for Hospitality and Tourism’, Pearson
3. J. Christopher Holloway &Chris Robinson, (1995) , ‘Marketing for Tourism’ Longman
4. Holloway J. Christopher, (2002),’The Business of Tourism’, Prentice Hall of India
5. Les Lumsdon, (1997), ‘Tourism Marketing’ : International Thomson Press

**Web Sources:**

1. <https://www.marketing91.com/what-is-tourism>
2. <https://tourismnotes.com/tourism-marketing>
3. <https://smallbusiness.chron.com/tourism-marketing-56473.html>

**BTM-CSA01**

**ALLIED: TOURISM AND TRAVEL MANAGEMENT**

**ALLIED PAPER FOR OTHER MAJORS**

**Learning Outcomes:**

* To get acquainted with the importance of tourism and travel business.
* To provide an understanding of the historical perspective and recent developments in tourism.
* To make the students to know the various organizations that promote tourism and the strategies of tourism marketing.

**UNIT- I:**

Introduction to Travel and Tourism: Definition and concept of Tourism: Definition, Nature, Characteristics, Tourism factors, frame work of tourism - Historical Perspective and Recent Developments – Types of Tourism – Types of Tourist: Tourist, traveler, excursionist. Forms of tourism: Inbound, Domestic, International. Tourism System: Nature, Characteristics and components of tourism industry.

**UNIT-II:**

The Booming Tourism Industry in India – Objectives of Travelling – Business Status of Tourism – Mass Travel and its Aspects – International Mass Tourism. Tourism Demand, Motivation of Tourism Demand – Measuring Tourism Demand

**UNIT-III:**

Management of Travel and Tourism: Indian Travel and Tourism – Travel Agent: Duties and Responsibilities – Modes of Travelling: Airlines, Railways, Ocean Liners and Cruising and Motor Coach Services. Travel Formalities: Passport, Visa, Health Records, Customs and Taxes, Insurances - Preparation of Itineraries - Quotations and Tariffs, FITs and GITs, Rates and Comparisons, Costing, Routing. Tourist Development VIS-A VIS Impacts, Range of Impacts, costs and benefits of (sociocultural, economic and physical) at TGR.TTR and TDR

**UNIT-IV :**

Challenges and Opportunities in different forms of Tourism: Heritage Tourism – Medical Tourism – Nature based Tourism – Niche Tourism – Economic Conservation of Tourism – Impacts of Tourism, Corporate Social Responsibility in the Tourism Industry – Components of Tourism: 5A’s – attractions, accommodation, accessibility, amenities and activities. Tourism Marketing: Marketing Plans for Tourism and Hospitality – Consumer Behaviour for Tourism and Hospitality – Emerging Dimensions: Tourism and Information Management.

**UNIT-V :**

World, National and Regional Tourist organizations: UNWTO, PATA, IATA, IATO, TAAI, ICAO, NTO, ITDC, TTDC, KTDC, PTDC, ATDC Tourism Organisations: National Tourism Organisations: ITDC, TTDC, ASI and TFCI – Elements of Tourist Destination. Influences of elements on tourist flows. Role of ITDC, State Tourism Development Corporations, ASI, Ministry of Railways &. Civil Aviation in tourism development, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC, FHRAI.

**Text Books**

1. A.K. Bhatia : Tourism Development: Principles & Practices
2. S.K. Gupta : Travel and Tourism Management
3. Douglas Foster : Tourism and Travel Management
4. V.K. Gupta : Tourism in India
5. Anand Singh : Tourism in Ancient India
6. Stephen Ball, Susan : Contemporary Hospitality and Tourism
7. Thangamani : Sutrulaviyal (Tamil)
8. <https://www.edx.org/course/tourism-travel-management-uqx-tourismx>

**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.

**BTM-CSA02**

**ALLIED: TOURISM IN TAMIL NADU**

**ALLIED PAPER FOR OTHER MAJORS**

**Learning Outcomes:**

* To create an awareness about the Tamil Nadu Tourism Industry
* To highlight the growth of tourism in Tamil Nadu with special reference to tourist places.
* To bring forth the importance and impact of tourism industry in Tamil Nadu.
* To provide specialized knowledge to the students about the various festivals in Tamil Nadu and the activities of TTDC.

**UNIT- I**

Concept of Tourism – Nature, Scope and Significance – Historical Background – Classification of Tourists – Components and Elements of Tourism – Forms and Types of Tourism – A unique tourist destination: Monuments Architecture, Temple, Mementos, Dance and Music, Sun, sand and Surf, Flora and Fauna,

**UNIT- II**

Heritage Tourism – Chennaia: Marina Beach, Santhome Cathedral, Arignar Anna Zoological Park, Government Musuem, Parthasarathy & Kabalishwarar Temple – Mahabalipuram: Five Raths, Seashore Temple, Descent of the Ganges, Cave temples – Kancheepuram: Kamakshi Amman temple, Ekamabareswarar Temple, Kailasanathar Temple – Thanjavur: Brihadeeswarar temple, Saraswathi Mahal Library, Thanjavur Maratha palace, Gangaikonda Cholapuram - Madurai: Meenakshi Amman temple, Thirumalai Nayakkar Palace, Koodal Azhagar Temple, Gandhi Museum, Thirupparamkunram temple – Tiruchirappalli: Ranganatha temple, Rock fort – Vellore: Fort, Jalakandeswarar temple.

**UNIT –III**

Eco-Tourism – Udhagamandalam – Kodaikanal –Yercaud – Yelagiri – Mudumalai – Kutralam – Valparai - Cultural Tourism – Fairs and Festivals – Music, dance concerts, car festivals, harvest festivals, Pongal festival

**UNIT –IV**

Handicrafts – Silk, paintings – Thanjur, Sculpture, Bronzes icons, Wood works, : Impacts of Tourism – Socio-Cultural, Economic and Environmental – Tamil Nadu Tourism Development Corporation – Role and Functions – Government of India Assisted Schemes.

**UNIT- V**

Travel Agency – Role and Functions – IATA – Travel Formalities and Regulations – Accommodation – Types of Accommodation – Hotel Industry and Tourism.

**References:**

1. Anand, Aseem, Dictionary of Tourism, KS Paper Backs, New Delhi.
2. Bhatia, A.K. Tourism Development: Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi, 1992.
3. Bhatia, A.K., Tourism in India, History and Development, Sterling Publishers, New Delhi, 1978.
4. Buhalis, D. and Costa, C., Tourism Management Dynamics, Elsevier Burlington Publishers, 2006.
5. Cooper., C. et.al., Tourism Principles and Practices, Pearson Education, Delhi, 2005.
6. Holloway J. Christopher, The Business of Tourism, Prentice Hall of India, New Delhi, 2002.
7. Jag Mohan Negi, Professional Hotel Management, S. Chand and Company Ltd, New Delhi, 2002.
8. Karma and Chand, Basics of Tourism, Theory Operation and Practice, Kanishka Publishers, New Delhi, 2002.
9. Latika Goswami, Perspectives of Tourism Development, S.S. Publishers, Delhi, 2007.
10. Pran Nath Seth, Successful Tourism Management, Vol.I – Fundamentals of Tourism, Sterling Publishers Pvt. Ltd., New Delhi, 1999.
11. Prasad, Vara, V.V.and Sundari, V.B.T., Travel and Tourism Management, Excel Books, New Delhi, 2009.
12. Sura’s Tourist Guide to Tamil Nadu, Chennai, 2011.
13. Tourism in Tamil Nadu Handbook, TTDC Publication.

**Web Sources:**

1. <https://www.britannica.com/topic/tourism> in Tamilnadu
2. <https://www.tourism-of-india.com/tamil-nadu/>
3. www.incredibleindiacampaign.com
4. <https://www.tourmyindia.com/states/tamilnadu/>
5. <https://www.linkedin.com/pulse/components-tourism-travel-industry-prince-mdusman-fda-ba-itc-mba-emba>
6. [www.tourism.gov.in](http://www.tourism.gov.in)
7. [www.pib.nic.in](http://www.pib.nic.in)
8. [www.planningcommission.nic.in](http://www.planningcommission.nic.in)
9. <http://statistics.unwto.org/sites/all/files/pdf/unwto.tsa1.pdf>

**BTM-DSE01**

**ELECTIVE: MEDICAL TOURISM**

**Learning Outcomes:**

1. Understanding the concept of Medical tourism

2. Knowledge on current trends in India and the world

3. Learning the scope of Medical tourism and wellness

Unit - 1

Introduction to Medical Tourism: Nature and Scope of Medical Tourism – Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. History, Purpose of Medical Travels – Dimensions of Medical Tourism.

Unit - 2

Types of Medical Tourism: - Treatment Types Natural and Indigenous System - AYUSH and Types of Ayurvedic, Yoga, Unani, Siddha and Homeopathy Therapies, Concept of Spa and Rejuvenation – Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level

Unit - 3

Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance – Medical Travel Services - National and International Travel Services, Visas, Hospital Logistics, Medical Record Transfer, Communications, Client Assistant, Destination Management, One Bill Transparent Pricing.

Unit – 4

Legal Aspects of Medical Tourism: Certification and Accreditation in Health and Medical Tourism, Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI). NAHT - National Association of Health Tourism.

Unit - 5

Medical Tourism in India: Centres / Destinations, Current and Futuristic Trends, Potentials, Issues and Challenges, Trouncing the Challenges, Government Support. Factors affecting Medical Tourism in India. Case Studies: Apollo Hospitals, Global Hospitals, Sankara Nethralaya, CMC Vellore.

Text Books:

1. Raj Pruthi (2006), “Medical Tourism in India”, Arise Publication, New Delhi.

2. Smith, M & L Puczko (2009), “Health and Wellness Tourism”, Publication: Routledge Taylors Francis Group, London, New York

Reference Books:

1.Heinemann Sonali Kulkarni, B (2008), “Spa and Health Tourism”, Publication: Book Enclave, Jaipur.

Web Sources:

1. <https://www.medicaltourismassociation.com/en/>

2. <https://www.cdc.gov/features/medicaltourism/>

3. [www.cdc.gov/features/medicaltoursm](http://www.cdc.gov/features/medicaltoursm)

**BTM-DSE02**

**ELECTIVE: AIR TICKETING AND FARE CONSTRUCTION**

**Learning Outcomes:**

Airline ticketing, fare calculation and GDS familiarity is an essential skill for entry level jobs in airlines and tour operations.

This course is essentially a practical course aim to make learners understands GDS system functionality, basic commands, and have the ability to interpret booked itineraries.

A mix of theory and lab- practice will be main pedagogy for this course.

Unit - I

Introduction: Aviation Geography: IATA areas; sub-areas; sub-regions Freedoms of Air – Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time – Anatomy of Journey - TIM; Hubs and Gateways; Flight and Routing Terms – Aircraft types.– Role of IATA and its functions – ICAO; role and functions – Airport Authority of India – Open sky Policy – International Conventions: Warsaw Convention, Chicago Convention

Unit - II

Management of Airlines: Types of Airlines – Airline personnel and revenue earning – Airport Management – Study of aircraft parts – The aircraft turnaround The control tower- Airport facilities and special passengers \_ Airport access \_ Check in facilities – Landing facilities for departing passengers – In-flight services – cabin component – Audio and video projection equipments – Emergency equipments for disembarkation – In-flight entertainment – Class of service with more comfort.

Unit - III

Familiarization with OAG: Three letter city and airport code, airline designated code – minimum connecting time – Global indicators – Familiarisation with Air tariff: Currency regulation, NUC conversion factors, General rules, Planning itinerary by air, Introduction to fare construction – Mileage principles – Fare construction with Extra Mileage allowances (EMA) – Extra Mileage surcharge (EMS).

Unit - IV

One Way and Return Trip – Circle trip journey – Open Jaw – Add-on mixed class journey- HIP check – Back Haul Minimum Check (BHC) – CTM check – Indirect Travel Limitation – Around the World fare – Special fares.

Unit - V

Issue of manual ticket – reservation procedure – MPD, MCO, PTA and their purposes – Universal Air Travel Plan: Types of air travel cards – Billing and Settlement Plan (BSP) – Case studies of selected Airlines’ Modules

**Text book/s**

Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributers (P) Ltd.

Semer-Purzycki, J. (2000). A Practical Guide to Fares and Ticketing. Delmar Thomson Learning.

**Reference books**

Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.

Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.

**BTM-DSE03**

**ELECTIVE: YOGA AND WELLNESS**

**Learning Outcomes:**

This course will help the students to instill confidence and to bring learning to children on an experiential level. Yoga teaches them to persevere, be patient, and work towards their goals and it also provides tools for practicing compassion, mindfulness, generosity, focus, strength, and flexibility.

**Unit I**

Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well being – spirituality – Quality of Life (QOL) – Typologies of Health tourism - Factors affecting growth of health tourism.

**Unit II**

Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

**Unit III**

Concept and Dimensions of holistic health care:– the body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.

**Unit IV**

Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga and meditation. The impact of yoga and meditation in the body and mind. International Yoga Day. Some of the important yoga centres in India.

**Unit V**

Medical tourism: - concept, typology evolution of Medical Tourism. Benefits of medical tourism. Economics of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism, potential and problems, market size and growth of Country.

**Text book/s**

Vishnudevananda Swami, The Complete Illustrated Book of yoga Kulkarni , Sonali (2008).

Spa and Health Tourism, Book Enclave, Jaipur Pruthi,

Raj(2006) Medical Tourism in India, Arise Pub, Newdelhi

Rajagopalan , S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad,.

Balakrishnan (2006) Kalarippayattu, Penguin Books,

**Reference books**

Smith , M. and Puczko, L. (2009) Health and wellness tourism Sivananda Yoga Vedanta Centre(2000) The New Book Of Yoga, Ebury Press

**BTM-DSE04**

**ELECTIVE: ENTREPRENEURSHIP DEVELOPMENT**

**OBJECTIVES**

To introduce the world of Entrepreneurship

To understand the basic theories and functions of Entrepreneurship

To develop awareness on the importance of Entrepreneurship for economic development

**COURSE OUTCOMES**

Student will be able to

Understand the skills of embarking on Entrepreneurship and develop the confidence greater knowledge on the resources needed for the successful development of entrepreneurial venture

UNIT I: Introduction to Entrepreneurship: Evolution of the Concept of Entrepreneurship – Meaning and Definition of Entrepreneur – Characteristics of an Entrepreneur – Classification of the Basics of Entrepreneurial Activity – Clarence Danhof – Models of Entrepreneurship

UNIT II: Theories on Entrepreneurship: Maslow, Herjburg, McGragor and McClelland – Functions of an Entrepreneur – Entrepreneurial Competencies – Women Entrepreneurship: Problems and Solutions – The Development of Women Entrepreneurship in India

UNIT III: Barriers to Entrepreneurship: Environmental Barriers, Personal Barrier and Social Barrier – Factors affecting Entrepreneurial Growth: Psychological Factors, Cultural Factors, Economic Factors and Personality Factors – Achievement Motivation to an Entrepreneur

UNIT IV: Entrepreneurship and Legislation: Factories Act, 1948 – The Sales of Goods Act, 1950 – Industrial Development (Regulations) Act, 1951 – West Bengal Development and Establishment Act, 1963 – The Contract Labour (Regulation and Abolition) Act, 1970 - Environment (Protection) Act, 1986 – MSME Development Act, 2006

UNIT V: Organisation Assistance and Entrepreneurship: Industrial Park – Special Economic Zones – Carry on Business(COB) License – NSIC – ISO – SIDBI – SSIDC – SIDC – Khadi and Village Industries Commission – Industrial Estates

REFERENCE BOOKS:

1. S.S. Kanka: Entrepreneurial Development, Sultan Chand.
2. Prasanna Chandra: Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
3. Vasantha Desai: Dynamics of Entrepreneurial Development, Himalaya.
4. C.B. Gupta&N.P. Sreenivasan: Entrepreneurial Development, Sultan Chand.
5. Nirmal K. Gupta: Small Industry – Challenges and Perspectives, Anmol Publications.
6. Vasantha Desai: Small Scale Industries and Entrepreneurship, Himalaya

**BTM-DSE05**

**ELECTIVE: TRAVEL WRITING AND PHOTOGRAPHY**

**Learning Outcomes:**

Travel Writing will help the learners to narrate the stories of their travel facilitating them in launching their travelogues online through Blogs, Websites, Social Media etc. Travel Photography introduces the learners to every aspect of the picture-taking process and the wide range of subject matter that they encounter on travel, helping them to produce vibrant and meaningful images.

Unit I

Travel Writing: Introduction to Travel Writing – scope; purpose; research; collect information; information discrimination and filtering. Travel Plan and arrangements; equipment to carry; taking the notes; using technology; pen down minute to minute; post-visit homework; drawing an outline of travelogue.

Unit II

Digital Photography: Introduction; scope; basic Components; digital Cameras, know your Camera; Travel preparations at the destinations.

Unit III

The Art of Photography: Moments in time; exposure triangle; composition parameters; light; moving subjects; creative shooting.

Unit IV

An Introduction to Selfies. The Subjects: People; landscapes, the urban environment; festivals, entertainment; food &drink, wildlife.

Unit V

Post-Production – Basic Photo Editing Software; Basics of Adobe Photoshop, sharing photos; blogs; selling travel Images.

Text book/s

Srivastava, Mukesh (2012). Digital Photography, Unicorn Books, New Delhi.

Reference books

Richard L’Anson (2014).Guide to Travel Photography, Lonely Planet Publications.

**BTM-DSE06**

**ELECTIVE: CIVIL AVIATION MANAGEMENT**

**Learning Outcomes:**

1. Learner can work in airport as they get familiarize with all working stations.

2. They can learn all the terminologies and functions related to aviation and air cargo.

3. This course is aimed at introducing the learner to the fundamentals of managing aviation business.

4. The course will be oriented toward operations management in aviation industry.

**Unit - 1**

Aviation Industry: Introduction to Airline Management - Indian aviation – Airport’s Authority of India - Open Sky Policy - Freedoms of Air - IATA - Director General of Civil Aviation. IATA Geography - IATA Traffic Conference Areas, Global Indicators - Types of Journey. Roles & Functions – ICAO and IAPA.

**Unit - 2**

Airline Administration: Types of Aircrafts - Narrow body and Conventional - The aircraft turnaround - Control Tower, Airfield Amenities and Special Passengers. In-flight Services, Cabin Components: Equipment’s, Emergency Orientation, Onboard Services. Airport Handling: Embarkation and Disembarkation Procedure - RAMP.

**Unit - 3**

Baggage & Cargo Handling: Baggage - Most Significant Career - Baggage Breakup Area - Baggage Makeup Area - SOP for Baggage Handling at Ramp. Air Cargo: Cargo Booking Procedures – Sky Cargo - Introduction to Dangerous Goods – Regulations for live Animals. Cargo Documentation: Airway Bill - Cargo Manifesto - Load and Trim.

**Unit - 4**

Time Calculation: World Time Zones - GMT - Concept of Standard Time and Daylight Saving Time, Calculation of Elapsed Time, Flying Time - Minimum Connecting Time, Map Reading Skills. Familiarization with OAG, TIM& PAT - Air Tariff: Currency Regulations. Passenger Ticket – Airfare Regulations – IROE.

**Unit - 5**

Travel Formalities – Air Transport Abbreviations - Transit Areas -Special Formalities – Health Insurance - Currency. Passport - Definition – Types of Passport - Required Documents for Passport. Visa – Types - VISA Formalities - Itinerary Planning. Internship and Industrial visit to Airport or Cargo is Mandatoryv

Text Books:

1. IATA, (2016), “Foundation in Travel and Tourism”, Course Text Book 5.14 Edition.

2. John, G. Wensveen (2013), “Air Transportation a Management Perspective”.

3. Doganis, Rigas (2010). Flying Off Course. Routledge (4th Ed.).

4. Shaw, Stephen (2011). Airline Marketing and Management. Ashgate (7th Ed.).

Reference Books:

1. Vivek Tiwari, Encyclopedia of flight & airline ticketing

2. Arsonval Mairiho, Airline Cabin Crew Training Manual

3.Kotter,John P. (1996), “Leading Change”, Harvard Business School Press,

4.Trompenaars&Woolliams (2006). Business Across Cultures.Capstone Publishing.

5.Scholes (2010). Exploring Corporate Strategy. Pearson.

Web Sources:

1. <http://www.iata.org/Pages/default.aspx>

2. <http://www.iata.org/publications/timatic/Pages/tim.aspx>

3. <https://www.oag.com>