

ELECTIVE COURSE II - TOURISM AND TRAVEL MANAGEMENT

Unit I

Definition - Scope and purpose, Types of Tourism – aims and reasons – leisure, Pilgrimage, educational and business.

Unit II

Growth and development of Tourism in India – A Land of Pluralism: Land and People – geography and climate – Art and Architecture – Music and Dance.

Unit III

Tourism as an Industry – Types of Transport – Travel Formalities like passport, Visa and other documents. Types of Tour operators – Importance of accommodation Tourism and economic factors – International Tourism – Travel Agencies – ITDC and TTDC.

Unit IV

Tourist centres of India other than Tamilnadu – Kashmir, Delhi and Agra, Mathura, Jaipur, Varanasi, Ajantha and Ellora, Elephanta, Goa, Konarak and Khajuraho, Belur and Haleped, Mysore, Kovalam, Hyderabad.

Unit V

Tamil Nadu as a tourist destination – Its historical significance. Its temples churches, Mosques, Beach resorts, Hill resorts.

Reference:

1. Ram Acharya, Tourism in Inida.
2. A.K.Bhatia, Tourism in Inida.
3. Sethi, P.N. Successful Tourism Planning and Management.
4. Krishnalal and Gupta, S.P., Tourism, Museums and Monuments in India.
5. ராசசேகர தங்கமணி மா. - சுற்றுலாவியல் ஓர் அறிமுகம்.