

ELECTIVE COURSE - IV - TOURISM

- UNIT-I : Definition of Tourism - Development of Tourism National and International - Tourism and the National economy - A brief survey value of - Tourism.
- UNIT-II: Potential for the development of Tourism: Physical, Historical , Economic, Cultural, Religious and Educational factors.
- UNIT-III : Types of Tourist centres : Geographical, the special Recreational, Archeological, Cultural and Health centres. Summer and Winter, Mountain and Holiday resorts - beach resorts - pilgrimage and religious centres - National parks, sanctuaries - centers of festivals and fairs- camping sites - University centres - Temple centres - Forts, Gardens, Palaces, Monuments etc.,
- UNIT-IV : Promotion of Tourism - Advertising and publicity - audio - visual - Photography - posters - displays - exhibition - sale of handicrafts.
- UNIT-V : Tourism in Tamil nadu and India - Development and promotion - Organization - essential of Tourist accommodation and catering units - Role of tour operator and Travel agency - Hints of Historical and Archeological places - Monuments - Temple History.

BOOKS FOR REFERENCE :

1. Peter Micael - International Tourism
2. John B. Bryden - Tourism Development
3. S.P. Gupta and Khanna - Tourism Museums
4. Fodder Hoddles - Fodder's Guide of India
5. Mathew J. Kust - Economic review of world tourism
6. Shanti swarup - Survey of Arts and Crafts in India and pakistan