

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI 620 024
B.A. Tourism and Travel Management Programme – Course Structure under CBCS
(applicable to the candidates admitted from the academic year 2010 -2011
onwards)

Sem.	Part	Course	Ins. Hrs	Credit	Exam Hours	Marks		Total
						Int.	Extn.	
I	I	Language Course – I (LC) – Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course - I (ELC)	6	3	3	25	75	100
	III	Core Course – I (CC) - Introduction to Tourism	5	4	3	25	75	100
		Core Course – II (CC) - Geography of Tourism	5	4	3	25	75	100
		First Allied Course –I (AC) – Principles of Management	5	3	3	25	75	100
		First Allied Course –II (AC) – Cultural History of Ancient India upto 1206 AD	3	-	@	-	-	-
		Total	30	17				500
II	I	Language Course – II (LC) – Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course – II (ELC)	6	3	3	25	75	100
	III	Core Course – III(CC) Indian Tourism	6	4	3	25	75	100
		First Allied Course – II (CC) - Cultural History of Ancient India upto 1206 AD	2	3	3	25	75	100
		First Allied Course – III (AC) – Cultural History of Medieval India 1206 –1757AD	5	4	3	25	75	100
	IV	Environmental Studies	3	2	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	Total	30	21				700	

III	I	Language Course – III (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course - III (ELC)	6	3	3	25	75	100
	III	Core Course – IV (CC) – Transport System and Tourism	6	5	3	25	75	100
		Second Allied Course – I (AC) – Cultural History of Modern India 1857 –1947AD	6	3	3	25	75	100
		Second Allied Course – II (AC) - Cultural History of Tamilnadu upto 1336 AD	4	-	@	-	--	--
	IV	Non Major Elective I – for those who studied Tamil under Part I Human Resource Management a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme	2	2	3	25	75	100
		Total	30	16				500
IV	I	Language Course –IV (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course – IV (ELC)	6	3	3	25	75	100
	III	Core Course – V (CC) – Select Tourist Places	4	4	3	25	75	100
		Core Course - VI (CC)- Tourism Management	4	4	3	25	75	100
		Second Allied Course – II (AC) - Cultural History of Tamilnadu upto 1336 AD	2	3	3	25	75	100
		Second Allied Course – III (AC) – Cultural History of Tamilnadu from 1336 -1947AD	4	4	3	25	75	100
		IV	Non Major Elective II – for those who studied Tamil under Part I General Knowledge and Current Affairs a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme	2	2	3	25	75
	IV	Skill Based Elective I	2	4	3	25	75	100
			30	27				800

V	III	Core Course – VII (CC) Tourism and Travel Agencies	6	5	3	25	75	100
	III	Core Course – VIII (CC) – Hospitality Management	5	5	3	25	75	100
	III	Core Course – IX (CC) – Ticketing Management	5	5	3	25	75	100
	III	Core Course – X (CC) – Public Relations and Sales promotions	5	5	3	25	75	100
	III	Major Based Elective – I – Ecology, Environment and Conservation	5	5	3	25	75	100
	IV	Skill Based Elective – II	2	4	3	25	75	100
	IV	Skill Based Elective – III	2	4	3	25	75	100
		Total	30	33				700
VI	III	Core Course – X I (CC) – Emerging concepts for effective Tourism Development	6	5	3	25	75	100
	III	Core Course – XII (CC) Tourism Marketing	6	5	3	25	75	100
	III	Core Course – XIII (CC) - Tourist Guides	6	5	3	25	75	100
	III	Major Based Elective II – Sports and Health Tourism	5	5	3	25	75	100
	III	Major Based Elective III – Project Work	6	4	3	25	75	100
	V	Extension Activities ** பாலின சமத்துவம்	- 1	1 1	- 3	- 25	- 75	- 100
		Total	30	26		-	-	600
		Grand Total	180	140	-	950	2850	3800

Core Course – I – Introduction to Tourism

Unit I Definition and concept of Tourism

Definition, Nature, Characteristics, Tourism factors, frame work of tourism, types of tourism.

Unit II Growth and Development of Tourism

Asia.

Unit III History, Travel and Tourism

A Historical perspective of travels and journeys, Renaissance and the sprit of enquiry, ancient travelers, pilgrims, truth seekers and merchants, adventures, travelogues and other writings,

concepts of annual holiday, the autonomy of wander, motivation and urges, elements of tourism encouragement of domestic tourists, paid holidays and tourism.

Unit IV Dynamics of Tourism

Tourism and Economic Development – focusing of the developed and developing countries, natural and cultural environment in the context of the growth of tourism institutional support – quality and context, decentralization- A tourism policy imperative, the Hague Resolutions, the facilitation of tourism and travel, security and protection of sites, facilities for tourist.

Unit V Impact of Tourism

Economic, Social, Physical and Environment Changes.

Reference Books :

1. Burkart and Melik, Tourism – past, present and future, London, 1995.
2. Kaul, R.M. Dynamics of Tourism – A Trilogy, Vol.I., New Delhi, 1997.
3. Seth Pran Nath, Successful Tourism Practices, Vol.I., New Delhi, 1997.

Core Course – II – Geography of Tourism

Unit I Geography and Tourism

Geographical divisions of India – the Mountains, the Great Plains, the central and the Peninsular Plateau, the coast and islands.

Impact of geographical divisions and Climate factors on tourism, Impact on life and Culture of the people – migration, employment and infrastructure development.

Unit II Geographical divisions and Tourism

Urban centres and cities, rural areas, Mountains – Hill Stations – Kashmir, Srinagar, Shimla, Dalhousie, Manali, Kulu Valley, Nainital, Darjeeling, Mt, Abu, Mathoran, Panchagani, Mahabaleshwar, Ooty, Kodaikanal.

Unit III

Beaches – Puri, Konark, Gopalpur-on-sea, Juhu, Manori, Goa, Colva and Benaullim, Visakhapatnam, Chennai, Kovalam, Mahabalipuram, Pondicherry, Thiruvananthapuram, Remeshwaram, Trichendur & Kanyakumari.

Ports – Mumbai, Kolkata, Kochi, Kandia, Chennai, Marmagoa, Paradeep, Visakhapatnam, Tuticorin.

Unit IV Natural Resources and Tourism

Flora and fauna in India – National parks, Wild Life Sanctuaries safaris, Mangroves - Environmental Security Programme.

Unit V Agriculture Related to Tourism

Plantations – Tea, Coffee, Cardamom, Pepper and Rubber Horticulture, Floriculture.

Reference Books :

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

First Allied Course -I – Principles of Management

Unit I Basics concepts of Organization and Management

Meaning – Characteristics of Managements – Levels of Management – Management – art of Science – Nature Organization – Types of Organization – Types of Organization structure.

Unit II Directing

Definition – Process – Nature of Directing – significance of Directing – techniques of Directing.

Unit III Motivation

Definition – Characteristics – Importance of Motivation – methods of Motivation – Theories of Motivation – Maslows and Herberg theory.

Unit IV Leadership

Meaning – Nature – Importance of Leadership – Functions of Leadership – Leadership styles.

Unit V

Controlling – Definitions – Nature – Importance - Types of control – Principles of control – control techniques.

Reference Books :

1. Gupta, C.B., Organization and Management, New Delhi, 1997.
2. Prasad, I.M., Organizational Behaviour, New Delhi, 1997.
3. Rao Gangadhar, M., Rao V.S.P., Mahayana P.S., Organisational Behaviour, New Delhi, 1997.

Core Course III – Indian Tourism

Unit I History of Tourism

Evolution and Potential – Before and after Independence

Unit II Tourism Activities

Motivation of Tourism, culture, adventure, wilderness, tourism, - camel safaris, Boat races, convention and conference traffic, educational traffic, business travel.

Unit III

National and regional Organisations – Functions and activities – ITDC, TTDC, Objectives and functions.

Unit IV

Origin and growth – Sargen committee

Formation of ministry of Tourism, Archaeological survey of India (ASI) – Trichy region.

Unit V

Development of travel agency and tour operators Business in India, constraints and future of tourism in India.

Reference Books :

1. Bhatia A.K., Tourism Development : Principles and Practices, New Delhi, 1997.
2. Downes John and Paton Tricia, Travel agency Law, London, 1993.
3. Seth Pran Nath, An Introduction to Travel and Tourism Management, New Delhi, 1997.

First Allied Course - II – Cultural History of Ancient India upto 1206 AD

Unit I

Ancient Indian History and Historical Reconstruction Sources of Ancient Indian History.

The Indus Valley Civilization – Origin – sites town planning and architecture, trade and industry and science.

Unit II Vedic civilization

Vedic civilization – Geography, Social Life – Economic, conditions, religion and philosophy, literature and science.

Unit III Jainism and Buddhism

Causes of origin of Jainism and Buddhism Mahavira – doctrines of Buddhism – causes for the decline of Buddhism and Jainism – Legacy of Buddhism and Jainism to Indian culture.

Unit IV

The age of the Mauryas – Administration, Social and Economic conditions, Ashoka's religious policy – policy of Dharma – The Kushans – Kanishka – Religion – Gandhara and Mathura Schools of art and architecture – science and Technology.

Unit V From the Guptas to the Rajputs

The age of the Guptas – Administration, Social Organisation, Economics conditions religion, literature, art and architecture, Harshavardhana of Pushyabhuti dynasty – administration – religion, art, architecture and literature.

The Rajputs – Origin – Political, Socioeconomic conditions, religion, literature, art and architecture.

Reference Books :

1. Bhattacharjee arun, History of Ancient India, New Delhi, 1980.
2. Luniya. B., Life and Culture in Ancient India Agra, 1978.
3. Sharma, L.P., Ancient India, New Delhi, 1990.

First Allied Course III – Cultural History of Medieval India – 1206 – 1757 A.D.

Unit I History

A General survey – Administration of Delhi Sultanate – Administration of Vijayanagar and Bahmini Kingdoms, Administration of Mughals – Downfall of Mughals – Rise of Marathas – Sikhs – Advent of the Europeans – Portuguese – Dutch – French – Danish – English – Battle of Plessey – Anglo French Struggle for supremacy in the Deccan.

Unit II

Social Life under Delhi Sultanate – Vijayanagar and Bhamini Rulers – Mughals - Marathas.

Unit III

Economic Activities in Medieval India, Agriculture, Industry, Trade and Commerce.

Unit IV

Religion and Philosophy of Medieval India – Bhakti movement, Sufism, Sikhism

Unit V

Art and Architecture, Literature, Sculpture – Fine Arts under Delhi Sultanate, Vijayanagar and Bhamini Rulers – Mughals and Marathas.

Reference Books :

1. Khurana, K.L., Medieval India, Agra 1998.
2. Rai Kauleshwar, Medieval India, Allahabad, 1996.
3. Sharma Kauleshwar, Medieval India, New Delhi, 1997.

CORE COURSE IV – TRANSPORT SYSTEM AND TOURISM

Unit I: AIR TRANSPORTATION:

Air line Industry, Present Policies, Practices and Laws Pertaining to Air Lines
Licensing of carriers, Future Air Transportation Industry – Problems

Unit II: SURFACE TRANSPORT SYSTEM:

Approval of Travel Agencies, Tour Operators, Transport Operators, Car hire companies,
State and inter – State bus and coach network - Regional Transport Authority, Transport &
Insurance documents, Contract Carriage and State, Carriage All India permits

Unit III. RAIL TRANSPORT NETWORK:

Major Railway system of World, British Rail, Euro Rail, Types of tours available in India, Indrail Pass, Special Schemes and Package available, Palace on wheels and Royal Orient, Planning of Itineraries on Indian Railways Reservation, Procedures GSAs abroad, Facilities Offered by Railways, Rail Yatri Niwas, Tourist Police, Railway Tourist Guide

Unit IV:. WATER TRANSPORT SYSTEM:

History of Water Transport, Cruise Liners, Ferries, Hovercrafts, River and Canal Boats

Unit V: TRAVEL FORMALITIES

Passport, Visa, Health Records, Customers and Taxes, Insurances - **Preparation of Itineraries** - Quotations and Tariffs, FITs and GITs, Rates and Comparisons, Costing, Routing - **Packaging A Tour** - Types of Tour

BOOKS FOR REFERENCE

1. Howell David,. **An Introduction to Travel and Tourism Industry**, 1993
2. Gee Chuck Y. **The Travel Industry**, New York 1989
3. **Travel Information Manual (TIM)**

SECOND ALLIED COURSE I

CULTURAL HISTORY OF INDIA 1857 TO 1947

Unit I

Queen's Proclamation – 1858 Act – 1861 Act – Lytton's viceroyalty – Ripon and Local – Self-government.

Unit II

Socio-religious reform movements – Brahmo Samaj – Arya Samaj – The Ramakrishna Movement – The Theosophical movement – Aligar Muslim reform movements.

Unit III

Emergence of Indian Nationalism: Causes – Leadership – Moderates achievements – 1892 Act.

Unit IV

The Swadeshi Movement – Tilak, Bipin Chandra Pal, Lala Lajpat Rai – 1909 Act – Annie Besant and Home Rule.

Unit V

Gandhian Era: Non-cooperation Movement – Civil Disobedience Movement – Quit India Movement – Indian Independence – 1919 and 1935 Acts – Growth of Education under the British – Development of Press and Journals – Development of Local Self Government – Development of Trade, Commerce and Agriculture.

Reference:

Books recommended

1. Chhabra, G.S. Advanced Study in the History of Modern India Vol.I,II,III 1707 – 1947.
2. Desai, A.R. Social Background of Indian Nationalism.
3. Grover, B.L.A. New Look on Modern Indian History.
4. Majumdar, R.C. and et al. An Advanced History of India, revised.
5. Nanda, B.R. and V.C.Joshi, Studies in Modern Indian History.
6. பேரா.கோ.தங்கவேலு, இந்திய வரலாறு பாகம்-3.

SECOND ALLIED COURSE II

Cultural History of Tamil Nadu upto 1336 AD

Unit I: Sources: Archaeology – Antiquities – Epigraphs – Numismatics Literature: Tamil Classics – Eight Anthologies – Ten Idylls – Didactic Works.

Unit II: Sangam Age: The five-fold classification of lands – Tinai Concept – Kurinchi-Mullai-Marutam-Neytal and Palai – State and Ruler: Ventar, Mannar, Sirur-mannar and Kuru-nila-mannar Position of women – Trade and Commerce.

Unit III: Kalabrah's Role in Tamil Country – Bhakti-movement: Alvar-s and Nayanmar-s – Development of Tamil music – Bhakti Literature Devaram – Nalayira-divya-brabhandam.

Unit IV: Pallava-s Architecture: Cave temples – Monolithic cave temples – Structural Temples – Mamallapuram – Stucco figures in caves.

Unit V: Emergence of the Chola-s: Development of Architecture: Grand Temple in Thanjavur-Gangai-konda-chola-puram-Darasuram – Paintings in Thanjavur temple – Iconography. Emergence of the Second Pandya Empire: Renovation of the temples – introduction of the Gopura-s-Coming of Muslims.

Recommended Books

Text Books

- N. Subrahmanian, Cultural History of Tamilnadu, Vols. Udumalpet, 2005.
K. Rajyyan, Early Tamil Nadu: History Society and Culture, Ratna Publications. Madurai, 1993
....., Modern Tamil Nadu: History Society and Culture, Ratna Publications, Madurai, 1993.

Reference Books

- V. Kanakasabhai, Tamil Eighteen Hundred Years Ago (reprint), Asian Educational Service, New Delhi, 1982.
R. Sathiyanaatha Aiyar, History of the Nayka of Madura (reprint), University of Madras, 1984.
K.A. Nilakanta Sastri, The Pandyan Kingdom, Luzac & Co. London, 1929.
....., The Colas (reprint), University of Madras, Madras, 1984.
....., Foreign Notices of South India: Form Megasthanes to Ma Haun, University of Madras, Madras, 1939.
....., A History of South India from Prehistoric times to the fall of Vijayanagar, OUP, 1955.
R. Gopalan, History of the Pallavas of Kanchi, University of Madras, Madras, 1928.
C. Minakshi, Administration and Social Life Under the Pallavas, University of Madras, Madras, 1938.
N. Subramanian, Sangam Polity, Asia Publishing House, Bombay, 1966.
S. Singaravelu, A Social Life of the Tamils, University of Malaya, 1966.
K. Kailasapathy, Tamil Heroic Poetry, OUP, London, 1968.

K.K.Pillay, History of Tamil Nadu: People and Culture (in Tamil) (reprint) IITS, Chennai, 2000.

....., A Social History of the Tamils, University of Madras, Madras, 1967.

....., History of South India, Vols. (in Tamil (reprint), Palaniyappa Brothers, Tiruchirappalli, 1996.

A.Krishnasami Pillai, Tamil Country under Vijayanagar, Annamalai University, Annamalainagar, 1964.

S.Kadirvelu, A History of the Maravas, Madurai, 1977.

Burton Stein, Peasant State and Society in Medieval South India, OUP, New Delhi, 1980.

V.T.Chellam, Tamil Nadu: History and Culture (in Tamil), Meyyapan Padippakam, Chidamparam, 2005.

NON MAJOR ELECTIVE I HUMAN RESOURCE MANAGEMENT

Unit – I: Introduction – Evaluation of HRM – The Importance of Human Factor – Objectives of HRM – Role of Human Resource Manager – Human Resource Policies.

Unit – II : Human Resource Planning – Human Resource Requirements – Recruitment – Selection Process – Placement – Induction.

Unit – III : Training – Types of Training – Executive Development Programmes – Common Practices – Self Development – Knowledge Management.

Unit – IV : Compensation Plans – Rewards – Motivation – Career Management.

Unit – V Performance Appraisal – Methods – Uses – Feedback – Promotion – Demotion – Transfer – Separation – Change – The Control Process – Methods – Grievances.

Recommended Books

1. Human Resource Management – Dr. P. Subba Rao.
2. Principles of Human Resource Management – T. Eugene.
3. Human Resource Development – Dr. V. Balu.
4. Human Resource Management – King book, New Delhi.
5. Personal Management and Industrial relations – Dr. D.L. Sharma.

CORE COURSE V

SELECT TOURIST PLACES IN INDIA

SYLLABUS

UNIT 1

DELHI - RAJASTHAN - Jaipur – Bharatpur – Alwar – Ajmer – Ranthambore National Park.– kota – Chittorgarh (Chittoor) – Udaipur – Mt Abu - Jodhpur – Jaisalmer – Bikaner.
PUNJAB & HARYANA – Chandigarh – Patiala – Amritsar – Pathankot – Anandpur Sahib.

Haryana – Kurukshetra. **HIMACHAL PRADESH** – Shimla – Dharamsala – Chamba Valley – Kullu & Parvati Valleys – Manali

UNIT II

JAMMU & KASHMIR – Ladakh – Leh – Rupsu Valley – **Zanskar** – Padum – **Kashmir** – Srinagar – Pahalgam – Sonamarg – **Jammu**. **UTTAR PRADESH** – Agra – Fatehpur Sikri – Mathura – Vrindavan – Kanpur – Lucknow – Allahabad – Ayodhya – Varanasi – Sarnath – Kushinagar. **UTTARANCHAL** – Dehra Dun – Mussoorie – Haridwar - Rajaji National Park – Rishikesh – Uttarkashi – Corbett Tiger Reserve – Nainital – Almora – Valley of Flowers – Nanda Devi Sanctuary Trek . **WEST BENGAL - Kolkata** – Sunderbans Tiger Reserve – Sagar Island – Shantiniketan – Berhampore – Siliguri & New Jaipauri – Jaldhapa Wildlife – Darjeeling – Kalimpong

UNIT III

BIHAR – Patna – Sonapur – Bodhgaya – Dugeswari Cave Temples – Gaya – Barabar Caves – Rajgir – Nalanda. **JHARKHAND** – Ranchi – Betla (Palamau) National Park. **SIKKIM** – **East Sikkim** – Gangtok – **South Sikkim** – Namchi – Phodang – Yumthang Valley – Khecheopalri Lake – Yuksom. **NORTHEAST STATES** – **ASSAM** - Guwahati – Tezpur – Nameri National Park – Kaziranga National Park – **MEGHALAYA** – Shillong – **TRIPURA** – Agartala – **NAGALAND** – Kohima – Dimapur – **ARUNACHAL PRADESH** – Itanagar – **MIZORAM** – Aizawl – **MANIPUR** – Imphal – Loktak Lake. **ORISSA** – Bhubaneswar – Puri – Raghurajpur – Konark – Chilika Lake – Taptapani – Sambalpur – Cuttack – Chandipur – Lalitgiri, Udayagiri & Ratnagiri

Unit IV:

MADHYA PRADESH & CHHATTISGARH

Gwalior – Jhansi – Orchha – Chanderi – Khajuraho – Bhopal – Sanchi – Pachmarhi – Ujjain – Indore – Mandu – Jabalpur – Pench Tiger Reserve – Kanha National Park – Bandhavgarh National Park. **CHHATTISGARH** – Raipur – Jagdalpur. **GUJARAT** – Eastern Gujarat – Ahmedabad – Gandhinagar – Vadodara (Baroda) – Bharuch – Surat – Daman – Bhavanagar – Diu – Somnath – Junagadh – Porbandar – Dwarka – Jamnagar – Rajkot – **KUTCH** – Bhuj – Mandvi.

MAHARASHTRA – Mumbai – Nasik – Aurangabad – Ellora – Ajanta – Nagpur – Konkan Coast – Lonavla – Karla and Bhaja Caves – Pune – Mahabaleshwar. **GOA** – Panaji – Old Goa – Margao - Bogmalo & Arossim – Bondla Wildlife Sanctuary

UNIT V

KARNATKA – Bangalore – Mysore – Madikeri – Belur & Halebid – Sravanabelagola – Mangalore – Jog Falls – Hampi – Hubli – Badami – Bijapur – Bidar. **ANDHRA PRADESH** – Hyderabad & Secunderbad – Nagarjunakonda – Warangal – Visakhapatnam – Vijayawada – Tirumala & Triupathi – Puttaparthi – Lepakshi. **KERALA** – Thiruvananthapuram - Kovalam – Varkala – Kollam (Quilon) Alappuzha – Kottayam – Periyar Wildlife Sanctuary – Munnar – Kochi (Cochin) – Thrissur – (Calicut) – Kannur – Lakshadweep. **TAMIL NADU** – Chennai – Mamallapuram – Vedantangal Bird Sanctuary – Kanchipuram – Vellore – Tiruvannamalai –

Pondicherry – Auroville – Chidambaram – Kumbakonam – Thanjavur – Tiruchirappalli – Madurai – Rameswaram – Kanyakumari – Kodaikanal – Anamalai – Coimbatore – Coonoor – Kotagiri – Ooty. **ANDAMAN & NICOBAR ISLANDS** - Port Blair – Havelock Island – Neil Island – Long Island – Middle Andaman – Little Andaman

BOOKS FOR REFERENCE

1. Lonely Planet - India
2. Romila Chawla - Tourism – The Cultural Heritage, (New Delhi, 2006)
3. Brajesh Kumar, - Pilgrimage Centres of India (New Delhi, 2003)
4. Somnath Dhar, - Jammu and Kashmir (New Delhi, 1999)
5. B.R. Tamta, - Andaman & Nicobar Islands (New Delhi 2000)
6. India, - year book (Delhi, 2009)

CORE COURSE VI

TOURISM MANAGEMENT SYLLABUS

UNIT - I

Introduction – Concept of Management in Tourism Industry – Role of Managers in Tourism Industry. Meaning and Measurements of Tourism defined by various organizations – Definitions, Types and components of Tourism – Socio – Economic importance of Tourism.

Unit - II

Development of Tourism in India – Pre- Independence and Post-Independence Periods – Role of Private sector and Public sector. Motivation for Travel – Factors responsible for Travel

Unit - III

Planning – Nature, Scope, Process, Steps, Types and Limitations of planning-importance of Tourism Planning. Organizing process – Departmentalizing – Organisation system – Organisation Structure – authority and relationship.

Unit - IV

Staffing and job design in Tourism – Nature and purpose of staffing – manpower planning – recruitment – selection and training of personnel – performance appraisal – methods of performance appraisal. Leadership – conflict management – Team management – Decision making.

Unit - V

Management in the service industry – key elements of managerial skills-crisis management – strategic management – management challenges in tourism. Financial Management in Tourism.

BOOKS FOR REFERENCE

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

SECOND ALLIED COURSE III

Cultural History of Tamil Nadu 1336 AD TO 1947 AD

Unit I: Sources: Temple inscriptions – Literary Sources – Madura Vijayam – Travel accounts – Archival sources: English, French, Portuguese and Persian – Modi records – Jesuit records.

Unit II: Tamil Country under Vijayanagra Empire: Economic and social changes – Changes in Architecture – Thousand pillared halls – Monolithic grand pillars – Circumbulation around the temples – Introduction of Dasara festivals – Paintings of Mahabharata and Ramayana Scenes.

Unit III: Nayakka-s: Madurai Nayakka-s-Thanjavur Nayakka-s and Chenji Nayakka-s – Introduction of Mandapa in temple premises – accommodation of craft groups in temples – Nayakka paintings on ceilings of Temples – paintings of puranic scenes.

Unit IV: Rise and fall of the Palayakara-Poligar system – Local Chieftains – Padikaval system: Perum-Padikaval and Siru-Padikaval – South Indian Rebellion.

Unit V: Arrival of Europeans – Missionaries – Foundations of British Empire – Western education – emergence of middle class society – Social thinkers: Ramlingar-Iothidasar-Social Movements: Tamil renaissance – Freedom struggle – Dravidian movement.

Recommended Books

Text Books

N. Subrahmanian, Cultural History of Tamilnadu, Vols. Udumalpet, 2005.

K. Rajyyan, Early Tamil Nadu: History Society and Culture, Ratna Publications. Madurai, 1993

....., Modern Tamil Nadu: History Society and Culture, Ratna Publications, Madurai, 1993.

Reference Books

V. Kanakasabhai, Tamil Eighteen Hundred Years Ago (reprint), Asian Educational Service, New Delhi, 1982.

R. Sathiyanaatha Aiyar, History of the Nayka of Madura (reprint), University of Madras, 1984.

K.A. Nilakanta Sastri, The Pandyan Kingdom, Luzac & Co. London, 1929.

....., The Colas (reprint), University of Madras, Madras, 1984.

....., Foreign Notices of South India: Form Megasthanes to Ma Haun, University of Madras, Madras, 1939.

....., A History of South India from Prehistoric times to the fall of Vijayanagar, OUP, 1955.

R. Gopalan, History of the Pallavas of Kanchi, University of Madras, Madras, 1928.

C. Minakshi, Administration and Social Life Under the Pallavas, University of Madras, Madras, 1938.

N. Subramanian, Sangam Polity, Asia Publishing House, Bombay, 1966.

S. Singaravelu, A Social Life of the Tamils, University of Malaya, 1966.

K. Kailasapathy, Tamil Heroic Poetry, OUP, London, 1968.

K.K.Pillay, History of Tamil Nadu: People and Culture (in Tamil) (reprint) IITS, Chennai, 2000.

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A.Krishnasami Pillai, Tamil Country under Vijayanagar, Annamalai University, Annamalainagar, 1964.

S.Kadirvelu, A History of the Maravas, Madurai, 1977.

Burton Stein, Peasant State and Society in Medieval South India, OUP, New Delhi, 1980.

V.T.Chellam, Tamil Nadu: History and Culture (in Tamil), Meyyapan Padippakam, Chidamparam, 2005.

NON MAJOR ELECTIVE II

GENERAL KNOWLEDGE AND CURRENT AFFAIRS

Unit – I Geography: Solar System – Earth – Dimensions of Earth – Earth's motions – Earth's atmosphere – Economic geography of the Earth (Other than India).

India: Minerals – crops – types of soil – forests – monsoon – mountains – National Highways – Airports – Ports and Rivers – Wild life sanctuaries – Tribes in India.

Unit – II: Indian Economy: Planning – Planning Commissions – Objectives – Role of National development council – New Economic Policy – liberalisation and globalisation.

Unit – III : Every day science – Human Physiology – Biology – Basic Chemistry and Physics – Space Research – Atomic Research.

Unit – IV: Indian Constitution – Legislature – Executive and Judiciary – Amendments.

Unit – V : Present day India and world – Indian studies – census Flag – Emblem – Defence – National Labs – River Valley Projects – Art and music – Railways – Awards – Sports – Major events in India and world – Who is who – U.N.O.

Recommended Studies

1. Manorama year book
2. Suras guide
3. G.K and current affairs – Guide Books
4. G.K and current affairs (in Tamil) – Prof. G. Balasubramanian

CORE COURSE VII: TOURISM AND TRAVEL AGENCY

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

Unit I : Definition - Main functions , organization –Structure of a Travel Agency and the tour Operators – Different types of travel agents and their responsibilities – Procedures For becoming a travel agency and tour operators in India -tour operation techniques.

Unit II : Tourism Offices in India -Functions - Tourist Overseas offices and function –Criteria. For opening Overseas Offices -Ministry of Tourism –Travel Corporation of India – Tourism Development Corporation of India {ITDC} - Tamil Nadu Tourism Development Corporation and its functions

Unit III : Tourism Transport –Road Transport in India –Indian Railways -Its organization – Booking and Concession – Indrail Pass –Palace on Wheels –Travel by Sea – Role of Travel Agents and their business in Tourism Transport .

Unit IV : Air Travel Policies - Civil Aviation in India- Air India - Indian Airlines – Vaydutt Pawan Hans –International Airport Authority of India {IAAI} and National Airport Authority of India {NAAI} Air Taxies Operations {ATOCS}-Airlines-Computerized Reservation System {CRS} fare construction –Air Ticketing tickets and Procedures

Unit V : Accommodation –The New Hotels -Hotel Operation –New Accommodation Concepts Condominium Hostels -Hotel Management –Hoteliering in India- major Indian Chains FHRAI {Federation of Hotels and Restaurants Association off India } A case History of a successful hotel groups in India .

Compulsory Tour to Historical places - it should be given for submitting a report on Tour.

Reference

1. Bhatia Ak ; Tourism in India ; New Delhi 1978
2. Pram Nath Seth, An Introduction to Travel and Tourism , New Delhi 1997
3. Jagmohan Nei , Travel Agency and Toru Operators Business, New Delhi 1997
4. Peter Michael , International Tourism , London 1969
5. Morrison Mill, Tourism System , Prentice Hall 1990

CORE COURSE VIII - HOSPITALITY MANAGEMENT

Unit I :

- *Classification of Hotels according to location, size ,length of stay, facilities they offer
- *Other types of operation –owner operated, partnership. Company owned, referral Hotels. Franchise, Management contract, chain hotels

*Other types of Accommodation -Apart Hotels, Atriums, Hospo hotels, All suite hotel, heritage hotel , Condominium hotels.

Unit II :

- * Organization of a Hotel – {Small, Medium, Large}
- * Duties and responsibilities of various personnel
- * Qualities and attitudes of various Hotel Staff
- * Duties and Responsibilities of various Hotel Staff
- * Types of Rooms , Types of Plans ,Types of Rates
- * Sources of Reservation Modes of Reservation

Central reservation System - Types of reservation

- 1 . Guaranteed reservation
2. Take of Place Booking
3. Group reservation
- 4.Reservation -Records

- Reservation – Confirmation, Amendment, Cancellation
- Forecasting, Room availability, overbooking
- Registration –{F.I.T. Group, Crew, VIP, VVIPs}
- Rooming a guest
- Different options for check in

Unit III.

Food and Beverage Management

- Restaurant –types, Layout, service
- Service Equipment- Furniture ,Furnishings, Tableware, Glassware, Cutlery and Crockery
- Food Service – Types of Service, taking an order and billing
- Liquor Service – Basic Service of alcoholic and non alcoholic beverages
- Menu –Knowledge , accompaniments, garnishes.

Unit IV . House Keeping

- * Role of House keeping in hospitality industry
- * Layout –Organization structure of House Keeping Dept , Staff duties
- Classification / types of equipment
- Cleaning Agents
- Operational areas of house keeping department{Guest Room, Corridor, Public Area etc}

- Cleaning Procedure & Frequency :
 - Daily Cleaning of Various areas
 - Weekly Cleaning- Schedule and Records
 - Periodic Cleaning –Schedule and Records
 - Special Cleaning- Schedule and Records
- Keys and Key control /Lost and found

*Cleaning of Various Surface

Rules on a Guest Floor, Bed making, Rooms, Supplies, Special Services

*Hygiene, Sanitation and Safety Practices.

Unit V – Restaurants – Food Specialty – North India, South India – Different States – Gujarat, Hyderabad, Chennai, Mumbai, Magalia, Chinese, Vegetarian – Non Vegetarian, Fast Food joins.

Reference :

Andrews Sudhir, Front Office Training, Manual {New Delhi 1999 }

Andrews Sudhir, House Keeping Training Manual {New Delhi 1999}

Andrews Sudhir, Food and Beverage Service Training Manual, {New Delhi 1999}

Anand M.N: Tourism and Hotel Industry in India {New Delhi }

Bhatia AK: Tourism Development : Principles and Practices, {New Delhi 1995}

R.N. kaul, Dynamics of Tourism : A Triology Vol II –Accommodation,{New Delhi 1985}

Sushil Kumar Bhatnagar , Front Office Management

Bransson and lennox, Hotel and Hospital House keeping

Jane Fellos, House keeping Supervision

CORE COURSE IX – TICKETING MANAGEMENT

Unit I

Air Travel Process and Practices Air Travel, International Carriers, Domestic Carriers, Air Transport Regulations , Five Freedom of Air, Airport Handling Procedure. Reservation Practices, Children and infants ,Restricted and disable Passengers, Changes

Alterations in Schedules, Stand by Travel Passenger Check in, Cancellation and Delays, Checked Baggage. The weight /Piece system, Excess Baggage Charge, Special Charge, Pet Transport Policy, Special Meals, Excess Mileage Percentage.

Unit II

Basic Elements of Air Fares and Constructions: Class of Service , Fare basis customs user Fees, Airport Taxes, Miscellaneous Charges, Fare Rules, Calculation, Special Air Fares, Ticket Issuance, Travel Related Terminology, Mileage Percentage

Unit III:

Air Ticketing Techniques -Domestic & International : - Airline Tickets, Tickets coupons, Air ticket information , Air Ticket related traffic documents PTA, REN , Chartered and Group travel. . Ticket revalidation, Booking a tour, How to Procure traffic documents Tour order, Ticket exchange notice ,Cash refund notice, Credit card refund notice Reservation sheets /cards, Airline Reservation.

Unit IV

Foreign Exchange Management - Fore Management for Enterprise, Familiarization Travel related Foreign exchange regulations ,currency conversions FEMA Act 2000, Tariff Terminology, FDI in Tourism Industry

Unit V:

Fare Construction with extra mileage allowance and extra mileage Principle, highest Intermediates Point {HIP}, circle trip minimum {CTM}, Back Haul Check, Add on , Fare Construction Terminology, Fare calculation on a hand ticket , Sector mileages, Basic Principles of international air fares and ticketing . How to use neutral unit constructions to calculate fares.

References :

Negi, Jagmohan, Air Travel / Ticketing e Fare Construction “ {Kanishka Publishers 2004, New Delhi
Sethi, Praveen. ,Strategies For Future of Travel e Tourism, {Rajat Publication, 1999, New Delhi
ABC World wide Airways Guide {Red /Blue}
FEMA Act 2000

CORE COURSE X - PUPLIC RELATIONS AND SALES PROMOTION

Unit I :

Relevance of Communication - Role of Communication in Travel and Tourism-
Communication in Hospitality Industry - Nature of Hospitality Communication -Need
for Communication - Channels of Communication.

Unit II :

Communication -Definition - Process - types -Channels of Communication-theories
-models- barriers - Communication Tools – Advertising , Direct mailing, Sales Promotion
Relations & Publicity and Personal selling - Principles of effective Communication.

Unit III :

Communication and Promotional Policy: Identifying target Audience -Determining
the target sought -selecting the media -Selecting the message - getting feed back

Unit IV : Public Relations & Product Promotion

Press relations -Product Publicity -Corporate Communication -Lobbying -Counselling

Unit V : Training of Guides / Sales Personnel

Motivation -Product Knowledge -Presentation Techniques -Public Speaking Skills-
Interview method -Telemarketing -Telephone handling Skills – customer relation
Skills.

Reference Books :

- 1 Chris Cooper John Flether, David Gilbert and Stephen Wanhill, Tourism Principles and Practices.
- 2 Clark, Studying Interpersonal Communication, Sage Pub.
- 3 John & Lisa Burton, International Skills in Tourism and Travel Industry, Longman Group Ltd.
- 4 Robert T. Reilly, Effective Communication in Tourism and Travel Industry, Delmar Pub.
- 5 Murphy, Hildebrandt & Thomas Effective Business Communication, McGraw Hill.

MAJOR BASED ELECTIVE I - ECOLOGY ENVIRONMENT AND CONSERVATION

Objectives :

To understand the relationship of Tourism With Ecology

To analyze the Conflicts and interdependence and evolving and implementing

Long term Sustainable Tourism Management and integrated approach for Planning and Strategies.

Unit I: Basic Principles of Tourism Ecology

Ecology and its relevance for the Tourism Sector -5 basic laws and 20 great ideas in Ecology -Basic Properties of Ecosystems and their relevance in the Context of Tourism-Diversity {Habitat, Species, Community, Ecosystems and Cultural} – absorbing Capacity Carrying. Capacity-resilience-Stability- dynamics-multi- functionality integrity and Sustainability -Ecosystem Processes- goods and Services with Special reference to Tourism activities –An overview of Tourism -Environment linkages

Unit II: Human Populations, Tourism and Environment

Introduction to human ecology- Tourism geography- Pollution ecology- Energy- Environment nexus - Non equilibrium Ecology -Ecological foot –Prints – Ecological and Socio Economic indicators -ecological economics -Eco cultural tourism and Eco cultural Tourism - Adaptive / Sustainable management of Ecosystems with Special reference to Tourism

Unit III: Conservation / Restoration Ecology Ethics and Codes of Conduct with Special reference to Tourism

Paradigm Shifts in Tourism Ecology - Tourism and habitats fragmentation -management of Ecosystems - Basic Principles – Goals and Strategies with special emphasis on Tourism –Environment ethics- a Comparison of Western and traditional non –Western Conservation ethics – a and their relevance for Tourism - codes of conduct for different stake holders –Tourism Certification Programmes and Tourism Ecology.

Unit IV Tourism and Development

Development – Definitions and broad Principles -Eco development / Sustainable development -Definitions and their relevance for Tourism, Common Property resources and their management of tourism . Human wildlife tourism interactions, Alternative /Appropriate tourism typology- Eco tourism, Eco culture Tourism, Health Tourism, Heritage Tourism, Adventure Tourism. Farm Tourism, Urban Ecotourism, Eco development Tourism, Fishing Tourism Strategies and Constraints

Unit V: Tourism and Environment –A Futuristic Perspective

Environmental education and Legislation –needs and strategies with special emphasis on Tourism –Suggestion for Long term sustainable tourism activities - institutional and Policy framework based on integrated and gender balanced approaches and poverty reduction by stakeholders participation: a critical review of tourism Policy and Ecotourism Policy of India –Tourism Planning and implementation in India -Policy alternatives for sustainable development . Sustainable tourism Planning for Ecologically sensitive areas - case studies from mountain, coastal/ island eco system.

Reference Books:

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

CORE COURSE XI {CC} - EMERGING CONCEPT FOR EFFECTIVE TOURISM

1. Mass Tourism
2. Health Tourism
3. Eco Tourism
4. Cultural Tourism
5. Adventure Tourism, Trekking Wildlife Mountain

Unit I: Mass Tourism

Emergence of Mass Tourism in Global Level and Indian condition –Causes-Spending-Caparison, in crease of real income- Hi-tech easy travel for formalities-Globalization in Travel. Government of India Promotional activities.

Unit II: Health Tourism

Concept of Health Tourism- Causes for the growth of globalize Hi- tech Industry, I. T., banking Research organization. Health – Cost – cheaper in India and TamilNadu-availability - attracts the Foreigners and NRI arrival to India - Yoga Natural medicines, Herbs, Natural therapy .

Unit III: Eco Tourism - Meaning Nature and Characteristics of Eco Tourism The problem and study of Eco Tourism and economic aspects of Eco Tourism – economic factors and Community Development Preservation and Conservation of the Nature.

Unit IV: Cultural Tourism: Existence of various Culture of India – The manifestation of Indian Cultures like dance, drama and performing of Arts and fair and Festival Melas - folk lore - Classical music- Artifacts and crafts.

Unit V: Adventure Tourism- Concept of Adventure Tourism- Taking new Shapes because of growing Popularity for Trekking Mountering Skying Local adventure- Jellikattu in TamilNadu Onam- Boat race.

Reference Books :

A.K. Battia - International Tourism Management

Seth Pram Nath –Fundamental of Tourism {New Delhi Sterling}

Seth, Praveen- Tourism for the Next Millennium {New Delhi 1999}

Basham Al- A cultural history of India.

Sharma- Tourism Policy and Planning.

CORE COURSE XII - TOURISM MARKETING

Objectives :

- To Know the concepts and components of marketing
- To understand the various P”s of marketing and their relevance to tourism
- To develop the right marketing mix for tourism , and
- To inculcate the skills for tourism marketing.

Unit I :

Definition of Marketing Concepts .Need and importance - Marketing for Tourism- the Tourism Product - Special features of Tourism Marketing - Marketing Functions- Market Research - Market Segmentation - Tourism Marketing Mix.

Unit II:

Understanding the Market and the consumer Marketing Environment-Consumer Behaviour –Buyer Decision Process - Demand forecasting -Market Segmentation- Targeting -market Positioning.

Unit III::

The P’ s of Marketing Product - Designing –Branding and Packing - New Product Development –Product Life Cycle - Price Strategies and Approaches – Places : Channels of Distribution –Promotion: Advertising- Sales Promotion –Publicity Personal Selling: Other P’s.

Unit IV:

Marketing of Tourism and Related Activities: Trends in Tourism Marketing - Marketing of Airlines, Hotels, Resorts Travel Agencies and Other Tourism Sub – Sectors and Product.

Unit V:

Developing Marketing Skills for Tourism : Creativity -Self Self Motivation-Team Building -Personality Development Marketing Communication : Advertising Planning the Advertising Process, Advertising Agency. Selection Sales Support -Sales Support Techniques. Tourist Publicity.

Reference Books :

1. International Tourism Management by A.K. Bhatia, Sterling Publishers Pvt, Ltd. . 2001
2. Marketing Management -Kotler, P{Delhi Prentice Hall, India.
3. Tourism Marketing - JHA, S.M.{Bombay Himalaya}
4. Cravens: Marketing management {Delhi AITBS }
5. Cundiff & Still : Sales Management {New York Mc .Grew Hill}
6. John Swarbrooke and Susan Horner

CORE COURSE XIII - TOURIST GUIDES

Unit I

Tourism -Definition - Historical growth of Tourism and its Determinants –Emerging Trends in Tourism -Tourists Guides-Role of Guides in Tourism Industry.

Unit II

Understanding Tourism Resources -Types of Tourism Resources -Natural , Cultural Event, Activities and Services.

Unit III

Tourism Industry in India , Important Tourist Places, Cultural and Social aspects of Tourism Growth of Tourism in India.

Unit IV

Training of Guides -Effective Communication Skills - Understanding duties and Responsibilities of guides -Professional handling of tourists.

Unit V

Explosive visit to important Tourist Centres of Tamil Nadu

Reference Books :

1. Godfrey Kerny and Jackie Clarke -The Tourism Development Handbook- A Practical approach to Planning and marketing {Casell, London 2000}
2. Lajipathi Rai, H; Development of Tourism in India {Printwell, Jaipur 1993}

Major Based Elective II

SPORTS AND HEALTH TOURISM

Unit I: Introduction – History of Sports – Olympic movement – Origin of Olympic and up to date history – Hunting and Fishing.

Unit II: Common Wealth Games – History and Growth of Commonwealth games till date – Trekking and mountaining - Wildlife Tourism – Safari – Hunting and Fishing.

Unit III: Asian Games – Origin and Growth – History of Asian games up to date – How the World people are integrated and Humanism concept evolved as a result of sports tourism.

Unit IV: Health Tourism – Development of Naturopathy clinics in India – Yoga and its treatment in India – Application of meditation in everyday's life – climate and Recreation.

Unit V: Important Hill Resorts – Important Sea Resorts in India and the World – Scenic Beauty, Snowfalls, Glaciers and Lakes in India

Suggested Readings:

1. Harish Chandra Rai, Hill Tourism – Kanishka Publishers, New Delhi.
2. Jitendra K. Sharma Types of Tourism and Ways of Recreation - Kanishka Publishers, New Delhi.
3. E.K. Murthy, Tourism Planning Concepts, approaches and Techniques – ABD Publishers, Jaipur.
4. Nikunj Tarun – Tourism Administration – Alfa Publication, New Delhi
5. Rajesh Shah – Dynamics of World Tourism Development - Raj Publishing House, Jaipur
6. Sanjeev Gupta, World Tourism in the Millennium - ABD Publishers, Jaipur.
7. G.K. Puri, Tourism and Travel Management
8. Sura's books of G.K.
9. G.K. and Current affairs from various Publications including Manorama Year Book
10. The Hindu – Daily
11. Indian Express - Daily

Major Based Elective III :

Project Work.

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