



**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024**

**B.A. TOURISM AND TRAVEL MANAGEMENT**

**COURSE STRUCTURE UNDER CBCS**

(Applicable to the candidates admitted from the academic year 2016-17 onwards)

Sem	Part	Course	Ins. Hours	Credit	Exam Hours	Marks		Total	
						Int.	Ext.		
<b>I</b>	I	Language Course – I (LC) Tamil*/Other Language+#	6	3	3	25	75	100	
	II	English Language Course – I (ELC)	6	3	3	25	75	100	
	III	<b>Core Course – I (CC)</b> Principles of Tourism		6	5	3	25	75	100
		<b>Core Course – II (CC)</b> Geography of Tourism		6	5	3	25	75	100
		<b>Allied Course – I (AC)</b> Cultural History of India upto 1206 A.D.		4	3	3	25	75	100
	IV	Value Education	2	2	3	25	75	100	
	<b>Total</b>			<b>30</b>	<b>21</b>				<b>600</b>
<b>II</b>	I	Language Course – II (LC) Tamil*/Other Language+#	6	3	3	25	75	100	
	II	English Language Course – II (ELC)	6	3	3	25	75	100	
	III	<b>Core Course – III (CC)</b> Indian Tourist Panorama		6	5	3	25	75	100
		<b>Core Course – IV (CC)</b> <b>Tourism Management</b>		6	5	3	25	75	100
		<b>Allied Course – II (AC)</b> Cultural History of India from 1206 to 1857 A.D.		4	3	3	25	75	100
	IV	Environmental Studies	2	2	3	25	75	100	
	<b>Total</b>			<b>30</b>	<b>21</b>				<b>600</b>

<b>III</b>	I	Language Course – III (LC) Tamil*/Other Language+#	6	3	3	25	75	100
	II	English Language Course – III (ELC)	6	3	3	25	75	100
	III	<b>Core Course – V (CC)</b> Tourism and Transport	6	5	3	25	75	100
		<b>Core Course – VI (CC)</b> Tourism Potentials in Tamilnadu	6	5	3	25	75	100
		<b>Allied Course – III (AC)</b> Political and Cultural History of India from 1857 to 1947 A.D.	4	3	3	25	75	100
	IV	Non Major Elective I – For those who studies Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 <sup>th</sup> , +2 but opt for other languages in degree programme c) <b>Basics of Tourism</b>	2	2	3	25	75	100
<b>Total</b>			<b>30</b>	<b>21</b>				<b>600</b>
<b>IV</b>	I	Language Course – IV (LC) Tamil*/Other Language+#	6	3	3	25	75	100
	II	English Language Course – IV (ELC)	6	3	3	25	75	100
	III	<b>Core Course – VII (CC)</b> Emerging Concepts for Effective Tourism	5	5	3	25	75	100
		<b>Core Course – VIII (CC)</b> Ticketing Management	5	5	3	25	75	100
		<b>Allied Course – IV (AC)</b> Cultural History of Tamilnadu upto 1947	4	3	3	25	75	100
	IV	Non Major Elective II – For those who studies Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 <sup>th</sup> , +2 but opt for other languages in degree programme c) <b>Cultural Tourism</b>	2	2	3	25	75	100
	V	Skill Based Elective - I	2	2	3	25	75	100
<b>Total</b>			<b>30</b>	<b>23</b>				<b>700</b>

<b>V</b>	<b>III</b>	<b>Core Course – IX (CC)</b> Tourism and Travel Agencies	5	5	3	25	75	100
		<b>Core Course – X (CC)</b> Hospitality Management	5	5	3	25	75	100
		<b>Core Course – XI (CC)</b> Tourism and Advertising	5	5	3	25	75	100
		<b>Core Course – XII (CC)</b> Sports and Health Tourism	5	5	3	25	75	100
		Major Based Elective – I History of Indian Arts - I	4	3	3	25	75	100
	<b>IV</b>	Skill Based Elective – II	2	2	3	25	75	100
	<b>VI</b>	Skill Based Elective – III	2	2	3	25	75	100
		Soft Skills Development	2	2	3	25	75	100
		<b>Total</b>	<b>30</b>	<b>29</b>				<b>800</b>
<b>VI</b>	<b>III</b>	<b>Core Course – XIII (CC)</b> Information Technology and Tourism	6	5	3	25	75	100
		<b>Core Course – XIV (CC)</b> Tourism Marketing	6	5	3	25	75	100
		<b>Core Course – XV(CC)</b> Economics of Tourism	6	5	3	25	75	100
		Major Based Elective – II History of Indian Arts - II	5	4	3	25	75	100
		Major Based Elective – III Eco Tourism	6	4	3	25	75	100
	<b>V</b>	Extension Activities	-	1	-	-	-	-
		Gender Studies	1	1	3	25	75	100
		<b>Total</b>	<b>30</b>	<b>25</b>				<b>600</b>
	<b>Grand Total</b>	<b>180</b>	<b>140</b>				<b>3900</b>	

<b>Language Part – I</b>	-	<b>4</b>
<b>English Part –II</b>	-	<b>4</b>
<b>Core Paper</b>	-	<b>15</b>
<b>Allied Paper</b>	-	<b>4</b>
<b>Non-Major Elective</b>	-	<b>2</b>
<b>Skill Based Elective</b>	-	<b>3</b>
<b>Major Based Elective</b>	-	<b>3</b>
<b>Environmental Studies-1</b>		
<b>Value Education</b>	-	<b>1</b>
<b>Soft Skill Development-1</b>		
<b>Gender Studies</b>	-	<b>1</b>
<b>Extension Activities</b>	-	<b>1 (Credit only)</b>

\* for those who studied Tamil upto 10<sup>th</sup> +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

# those who studied Tamil upto 10<sup>th</sup> +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV

\*\* Extension Activities shall be out side instruction hours

Non Major Elective I & II – for those who studied Tamil under Part I

- Basic Tamil I & II for other language students
- Special Tamil I & II for those who studied Tamil upto 10<sup>th</sup> or +2 but opt for other languages in degree programme

**Note:**

1. Theory                      Internal              25 marks                      External              75 marks

2. Separate passing minimum is prescribed for Internal and External

- The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
- The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)

## CORE COURSE – I

### PRINCIPLES OF TOURISM

#### Objectives:

1. To understand the basic concepts of tourism
2. To know the types of tourism
3. To identify the components of tourism

**UNIT-I :** **Definition and concept of Tourism:** Definition, Nature, Characteristics, Tourism factors, frame work of tourism.

**UNIT-II :** **Types of Tourism:** Cultural, Business, spiritual, health, sports, adventure, educational tourisms etc.,

**UNIT-III :** **Travel Through the Ages :** A Historical perspective of travels and journeys, Renaissance and the spirit 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 :** **Components of Tourism:** 5A's – attractions, accommodation, accessibility, amenities and activities.

**UNIT-V :** **World, National and Regional Tourist organizations:** UNWTO, PATA, IATA, IATO, TAAI, ICAO, NTO, ITDC, TTDC, KTDC, PTDC, ATDC

#### Reference Books :

1. Burkart and Melik, **Tourism -Past, Present and Future**, London, 1995.
2. R.M. Kaul, **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

### Objectives:

1. To know the geographical divisions of India
2. To understand the importance of the beaches and ports of the country rearing ou the tourism of the country
3. To realize that agriculture contributing to the growth 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 .

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

**UNIT-III :**    **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-IV :**    **Beaches** – Puri, Konark, Gopalpur-on-sea, Juhu, Manori, Goa, Colva and Benaulim, Visakhapatnam, Chennai, Kovalam, Mahabalipuram, Pondicherry, Thiruvananthapuram, Remeshwaram, Trichendur & Kanyakumari, - **Ports** – Mumbai, Kolkata, Kochi, Kandia, Chennai, Marmagoa, Paradeep, Visakhapatnam, Tuticorin, Tranquebar – **Islands:** Andaman and Nicobar and Lakshadweep Islands

**UNIT-V :**     Agri Tourism  
Plantations – Tea, Coffee, Cardamom, Pepper and Rubber – Horticulture and 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.

## ALLIED COURSE – I

### CULTURAL HISTORY OF INDIA UPTO 1206 A.D.

#### Objectives:

1. To study the culture of ancient India
2. To understand the legacy of Buddhism and Jainism contributing to the development of tourism in India
3. To analyse the various schools of art

**UNIT-I :**     **Culture in ancient India :** Sources of Ancient History - The Indus Valley Civilization – Origin – Sites, town planning, architecture, trade and industry, and science.

**UNIT-II :**     **Vedic Civilization** – Geography, social life, economic conditions, religion and philosophy, literature and science.

**UNIT-III :**    **Jainism and Buddhism :** Origin and doctrines of Jainism and Buddhism – decline of Buddhism and Jainism – Legacy of Buddhism and Jainism to Indian culture.

**UNIT-IV :**    **The age of the Mauryas** – Socio-Economic conditions and Ashoka’s Policy of Dharma – The Kushans: Gandhara and Mathura Schools of art and architecture – Science and Technology.

**UNIT-V :**     **The age of the Guptas** – Socio-economic conditions, religion, literature, art and architecture: Harshavardhana of Pushyabhuti dynasty – Religion, art, architecture and literature - **The Rajputs** - Socio-economic conditions, religion, literature, art and architecture.

#### References

1. A.L. Basham, The wonder that was India, Grow Press, New York, 1954.
2. “-----“, Aspects of Ancient Indian Culture. Asia Publishing House, Delhi, 1970.
3. “-----“, Studies in Indian History and Culture , Sambodi , Culcutta, 1914.
4. D.D. Koasambi, The Culture and Civilization of Ancient India: In Historical Outline Vikas, New Delhi, 1971.
5. R.S. Sharma, Material Culture and Social Formation in Ancient India, MacMillan, New Delhi, 1983.
6. “-----“, Indian Feudalism, Orient Longman, New Delhi, 1978.
7. R.C. Majumdar (ed.), History and Culture of Indian People, Bharatiya Vidya Bhavan Bombay, 1960.
8. R.C. Majumdar and Srivastva, History of India (From 320 to 1206 A.D.), Surjeet Book Depot, New Delhi, 1996.

9. A. Thapar Romila, History of India, Vol.I, Orient Longman, New Delhi, 1978.
10. V. Shinde, Early Settlements in the Central Tapi Basin, Munshiram Manoharlal, New Delhi, 1998.
11. J.SE. Swain, A History of World Civilization, Eurasia Publishing House Pvt. Ltd, New Delhi, 1994.
12. Kalpana, Rajaram and R. Vidhya, Facet of Indian Culture, spectrum Books, New Delhi, 2013.
13. K.K. Pillay, Tamilaga Varalaru: Makkalum Panpadum (Tamil), International Institute of Tamil Studies, 2002.
14. Mailai Seeni Venkatasamy, Tamilnadu History series 1-9 (Tamil), Amiltham Pathipakam, Chennai, 2008.
15. Jawaharlal Nehru, The Discovery of India, Oxford University Press, 21st Impression, New Delhi, 2001.

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## CORE COURSE – III

### INDIAN TOURIST PANORAMA

#### Objectives:

1. To know the various fairs and festivals of India
2. To understand the importance of wild life sanctuaries and national parks
3. To obtain the knowledge of tourism products

- UNIT-I :** Fairs and festivals of India - Performing arts :dance, drama and music
- UNIT-II :** Museums, Galleries and other Institutions - Indian customs, manners and etiquettes.
- UNIT-III :** Wild Life sanctuaries, National parks, Safaris, Mountaineering, Trekking, Skiing, Surfing, Ballooning and Boating
- UNIT-IV :** Duty free shops - Tourism Promotional Fairs – Entertainment: Amusements and theme parks - Night life: gambling, casinos
- UNIT-V :** Handicrafts - Metalwork, Stoneware, Wood carving, Furniture, Jewellery, Dolls, Musical instrument, Terracotta.

#### References

1. Manoj Das, India :A Tourist Paradise
2. Guide Book of South India, Swami publications, Tirunelveli
3. Tourism Department publication
4. Fodors Guide to India, London.
5. Ratandeep, Tourist India.
6. B.S. Badam, Impact of Tourism in South India.
6. “-----“, Impact of Tourism in South India.
7. “-----“, Tourism in India.

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**CORE COURSE – IV**  
**TOURISM MANAGEMENT**

**Objectives:**

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

**UNIT- I :**     **Introduction** – Concept of Management in Tourism Industry – Meaning and Measurements of Tourism defined by various organizations – Socio-economic importance of Tourism.

**UNIT-II :**     **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 – Departmentation – 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.

**References**

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

## ALLIED COURSE – II

### CULTURAL HISTORY OF INDIA FROM 1206 TO 1857 A.D.

#### Objectives:

1. To study the social life of the people of India in various periods
2. To study the religious movements
3. To know art and architecture of medieval India

**UNIT-I :** **Concise History:** Delhi Sultanate –Vijayanagar and Bahmini Kingdoms, Mughals –Marathas – Sikhs – Advent of the Europeans : Portuguese – Dutch – French – Danish – English.

**UNIT-II :** Social Life under the Delhi Sultanate – Vijayanagar and Bahmini 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.

#### References

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

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## CORE COURSE – V

### TOURISM AND TRANSPORT

#### Objectives:

1. To gain the knowledge of various mode of transports
2. To realize the economic importance of tourism to the growth of Indian economy

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

**UNIT-V :** **Travel Formalities:** Passport, Visa, Health Records, Customs and Taxes, Insurances - Preparation of Itineraries - Quotations and Tariffs, FITs and GITs, Rates and Comparisons, Costing, Routing.

#### References

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

### TOURISM POTENTIALS IN TAMILNADU

#### Objectives:

1. To study the tourism potentials of Tamilnadu
2. To understand the significance of tourist centres of Tamilnadu
3. To learn the functions of TTDC

**UNIT-I :**     **Tourism Potentials** : Natural, geographical conditions of Tamilnadu - Historical and Cultural festivals – Bird sanctuaries – Wild life sanctuaries – Beaches.

**UNIT-II :**     **Important Tourist spots and their significances** : Chennai, Madurai, Trichy, Kumbakonam, Tanjore, Chidambaram, Kanyakumari, Kodaikanal, Ooty etc.

**UNIT-III :**    **TTDC** : Organisation and its functions – transports divisions – Hotel industries – Tour arrangements – Collaboration with Travel agencies

**UNIT-IV :**    **Tourism and State economy** – Foreign exchange – balance of payment – planning and development.

**UNIT-V :**     UNESCO Heritage centres in Tamilnadu.

#### References

1. S. Rajasekaranthangamani, **Tourism (Tamil)**
2. A. Devanesan, Tourism Products.
3. Manorama Year Book, 2015.

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## **ALLIED COURSE – III**

### **POLITICAL AND CULTURAL HISTORY OF INDIA FROM 1857 TO 1947 A.D.**

**Objectives:**

1. To study the political and cultural history of modern India
2. To analyse the works of religious reform movements
3. To realize the sacrifices of freedom fighters

**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 – Aligarh 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.

## References

1. R.C. Agarwal and Mahesh Bhatnagar, Constitutional Development and National Movement of India, S. Chand & Company Ltd., New Delhi, 2006.
2. Dharam Chand Gupta, Indian National Movement and Constitutional Development, Vikas Publishing House Pvt. Ltd., Noida, 1983.
3. Mahendra Kumar Talware, History of National Movement and Constitutional Development of India.
4. Bipin Chandra et.al., India's Struggle for Independence, Penguin India, Delhi, 2000.
5. Sekhar Bandyopadhyay, From Plassey to Partition: A History of Modern India, Orient Blackswan, Hyderabad, 2004.
6. Larry Collins and Dominique Lapierre, Freedom at Midnight, 7th Edition, S. Chand & Company Ltd, New Delhi, 2011.
7. Maulana Abul Kalam Azad, India Wins Freedom, I Edition, Orient Blackswan, Hyderabad, 2009.
8. Rajendra Prasad, India Divided, Hind Kitabs Limited, Bombay, 1947.
9. V.D. Mahajan, Modern Indian History, **S. Chand Publisher, New Delhi, 2010.**
10. L. Prasad, Indian National Movement, Lakshmi Narain Agarwak, New Delhi, 2001.
11. N. Jayapalan, History of the Freedom Movement: 1857 to 1947, Atlantic Publishers & Distributors (P) Limited, 2000.
12. L.P. Sharma, LP Sharma, Indian national Movement and Constitutional Development, Sterling Book House, Mumbai, 2010.

**NON MAJOR ELECTIVE – I**  
**BASICS OF TOURISM**

**Objectives:**

1. To know the definition and concepts of tourism
2. To understand the types of tourism
3. To analyse the components of tourism

**UNIT-I :** **Definition and concept of Tourism:** Definition, Nature, Characteristics, Tourism factors, frame work of tourism.

**UNIT-II :** **Types of Tourism:** Cultural, Business, spiritual, health, sports, adventure, educational tourisms etc.,

**UNIT-III :** **Travel Formalities:** Passport, Visa, Health Records, Customs and Taxes, Insurances - Preparation of Itineraries - Quotations and Tariffs, FITs and GITs, Rates and Comparisons, Costing, Routing.

**UNIT-IV :** **Components of Tourism:** 5A's – attractions, accommodation, accessibility, amenities and activities.

**UNIT-V :** **World, National and Regional Tourist organizations:** UNWTO, PATA, IATA, IATO, TAAI, ICAO, NTO, ITDC, TTDC, KTDC, PTDC, ATDC

**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.



## CORE COURSE – VII

### EMERGING CONCEPTS FOR EFFECTIVE TOURISM

#### Objectives:

1. To study what is mass tourism?
2. To understand the various facets of Health tourism
3. To gain the knowledge of green, heritage and adventure tourism

**UNIT-I :** **Mass Tourism :** Emergence of Mass Tourism in Global Level and Indian condition –Causes-Spending- Comparison, increase 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 :** **Green Tourism:** Farm tourism and Nature based tourism – Responsible tourism - Rio Declaration of Environment and Development – Sustainable development of tourism – Concept of carrying capacity.

**UNIT-IV :** **Heritage Tourism:** Rural tourism – Village tourism – Cuisine tourism - Existence of various Culture of India – The manifestation of Indian Cultures like dance, drama and Performing Arts and fair and Festival Melas - folk lore.

**UNIT-V :** **Adventure Tourism:** Concept of Adventure Tourism – Air, Water and land: Trekking, River rafting, yachting, canoeing, Bungee Jumping, Hang gliding, rock climbing, Skiing - Local adventure: Jellikattu in TamilNadu, Onam Boat race.

#### References

1. A.K. Battia - International Tourism Management
2. Seth Pram Nath –Fundamental of Tourism, Sterling Publisher, New Delhi.
3. Praveen Seth, Tourism for the Next Millennium ,New Delhi, 1999.
4. Basham A.L, A cultural history of India.
5. Sharma- Tourism Policy and Planning.

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## CORE COURSE – VIII

### TICKETING MANAGEMENT

#### Objectives:

1. To know the ticketing process of different mode of transports
2. To study the foreign exchange management
3. To understand the fare construction

**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

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

## ALLIED COURSE – IV

### CULTURAL HISTORY OF TAMILNADU UPTO 1947

#### Objectives:

1. To study the sources of Tamilnadu
2. To know the contributions of rulers to the cultural development of Tamilnadu

- UNIT-I :** **Sources:** Archaeology – Antiquities – Epigraphs – Numismatics Literature: Tamil Classics – Eight Anthologies – Ten Idylls – Didactic Works - 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-II :** Kalabrahms's Role in Tamil Country – Bhakti-movement: Alvar-s and Nayanmar-s – Development of Tamil music – Bhakti Literature Devaram – Nalayira- divya-brabhandam - Pallava-s Architecture: Cave temples – Monolithic cave temples – Structural Temples – Mamallapuram – Stucco figures in caves.
- UNIT-III :** 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.
- UNIT-IV :** 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 - 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-V :** Rise and fall of the Palayakarar - Poligar system – Local Chieftains – Padikaval system: Perum-Padikaval and Siru-Padikaval – South Indian Rebellion. 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.

## References

1. N. Subrahmanian, Cultural History of Tamilnadu, Vols. Udumalpet, 2005.
2. K. Rajjyan, Early Tamil Nadu: History Society and Culture, Ratna Publications. Madurai, 1993 ..... Modern Tamil Nadu: History Society and Culture, Ratna Publications, Madurai, 1993.
3. V. Kanakasabhai, Tamil Eighteen Hundred Years Ago (reprint), Asian Educational Service, New Delhi, 1982.
4. R. Sathiyathatha Aiyar, History of the Nayka of Madura (reprint), University of Madras, 1984. K.A. Nilakanta Sastri, The Pandyan Kingdom, Luzac & Co. London, 1929.
5. ...., The Colas (reprint), University of Madras, Madras, 1984.
6. ...., Foreign Notices of South India: From Megasthenes to Ma Haun, University of Madras, Madras, 1939.
7. ...., A History of South India from Prehistoric times to the fall of Vijayanagar, OUP, 1955.
8. R. Gopalan, History of the Pallavas of Kanchi, University of Madras, Madras, 1928.
9. C. Minakshi, Administration and Social Life Under the Pallavas, University of Madras, Madras, 1938.
10. N. Subramanian, Sangam Polity, Asia Publishing House, Bombay, 1966.
11. S. Singaravelu, A Social Life of the Tamils, University of Malaya, 1966.
12. K. Kailasapathy, Tamil Heroic Poetry, OUP, London, 1968.
13. 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.
14. ...., History of South India, Vols. (in Tamil (reprint), Palaniyappa Brothers, Tiruchirappalli, 1996.
15. A.Krishnasami Pillai, Tamil Country under Vijayanagar, Annamalai University, Annamalainagar, 1964.
16. S.Kadirvelu, A History of the Maravas, Madurai, 1977.
17. 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

### CULTURAL TOURISM

#### Objectives:

1. To know the various types of tourism
2. To study the significance of fairs and festivals performed by the people to the growth of tourism
3. To study the role and functions of tourism organisations

**UNIT-I :** Geography of Tourism – Cultural, historical, Sports and Adventure, Health and Relaxation – Scope for Business Tourism, Ethnic Tourism, Heritage tourism and Anthropological tourism and Eco Tourism

**UNIT-II :** Fairs, Festivals, Culinary Tradition, Craft melas, Emporia, Folklores and Traditions of the states of South, Eastern and central India – Classical Traditions of Music and Dance of India – Performing arts and yoga

**UNIT-III :** Emergence of Mass Tourism in India, Causes, History of Travel, Motivations for Travel – Role of Indian Government in promoting Tourism, Five Year Plans and Growth of tourist infrastructure

**UNIT-IV :** Tourism Organisations in India, role and significance of various agencies in promoting tourism education in India – Tourism centers for promoting culture – Sales promotion – Advertisement – Public relations – Tourism office

**UNIT-V :** Major tourist centres – Infrastructural facilities and attraction – Factors promoting and affecting Tourism – Future of Tourism

#### References

1. V.s. Agarwal, the Heritage of Indian Art, Publications Divisions, Govt. of India, New Delhi.
2. A.L. Basham, The Wonder That was India, 3<sup>rd</sup> edition, London.
3. “-----“, A Cultural History of India, Oxford University Press, New Delhi.
4. Davision Rob, Tourism Pitman, London.
5. Seth Rran Nath, Fundamentals in Tourism, Sterling Publications, New Delhi.

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## CORE COURSE – IX

### TOURISM AND TRAVEL AGENCIES

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

**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 Taxes 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.

#### References

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

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## CORE COURSE – X

### HOSPITALITY MANAGEMENT

#### 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 :** **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.

## References :

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

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## **CORE COURSE – XI**

### **TOURISM AND ADVERTISING**

#### **Objectives:**

1. To analyse the impacts of advertisement for tourism promotion
2. To study the constituent of tourism publicity

**UNIT-I :** Definition and concepts in Advertising — History of Advertising — Distinction between advertising and publicity - Advertising and Propaganda — Advertising and personal selling.

**UNIT-II :** Nature and scope of Advertising - Role and effects of Advertising in a society - structure and functions of an Advertising agency - kinds of advertising - consumer - business - industrial.

**UNIT-III :** Constituents of tourism publicity - Advertising and publicity (Newspapers, Magazines, Radio, T.V. and films) Poster Display (designs and display) - Display and handicrafts.

**UNIT-IV :** Organizing conventions and exhibition series — Receptions of visitors - dissemination of information etc., - Distribution channels for tourist supply - characteristics of tourist product distribution, distributive functions.

**UNIT-V :** Forecasting techniques applied to tourist demand recasting methods and targets - Uses and abuses of advertising - Ethics of Advertising - Effective copy writing.

#### **References :**

1. Advertising - William H. Bolen, John Wileysans, 1984
2. Advertising — William M. Weilbacher, Macmillan, 1979
3. Advertising - as communication, Gillian Dyes & Methusen London
4. Advertising Management - B.S. Rathor, Himalayan Publishing House, 1984.
5. M. Natarajan, History of Journalism
6. Nathik Krishnamoorthy, History of Indian Journalism
7. Dr. Varma Agarwal, Advertising Management, Delhi, 1988
8. Practical public relations — Sam Blact. ELBS, London
9. Publications of Iuotok. Geneva.

## **CORE COURSE – XII**

### **SPORTS AND HEALTH TOURISM**

#### **Objectives:**

1. To study the history of sports
2. To know the health aspects of 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 Mountaineering - 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

#### **References**

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 – I**

### **HISTORY OF INDIAN ARTS - I**

#### **Objectives:**

1. To study the Indian arts
2. To know the value of Indian arts in tourism industry

**UNIT-I :** Indian Art : Proto historic period – Historic period – Buddhist architecture – Jain architecture

**UNIT-II :** Hindu architecture – North Indian temples – Gupta’s architecture – Temples in Deccan

**UNIT-III :** Southern Temples : Pallavas, Chola, Pandya, the Nayaks periods

**UNIT-IV :** Hoysala architecture - Belur and Halibed and the Vijayanagar architecture

**UNIT-V :** Indo-Islamic architecture – Imperial style – Provincial style and Mughal style

#### **References**

1. Vengatasamy, Temples of South India (Tamil)
2. Edith Tomary, History of Fine Arts and India and the West, New Delhi, 1989.

## CORE COURSE – XIII

### INFORMATION TECHNOLOGY AND TOURISM

#### Objectives:

1. To understand the significance of information technology in tourism industry
2. To realize the importance of communication technology in his day to day life

**UNIT-I : Communication:** Selection of Communication system – Communication process – Types – Internal – Oral – Written – Mechanical – External Linkage with tourist Communication operation system.

**UNIT-II : Information:** Collection of Data of Tourist Arrivals – Sources of information – Computer based information on tourism Travel Guide – Dissemination and information – Retrieval system – Ready Reference and long range – Reference services.

**UNIT-III : Introduction to Computer:** History – need – Advantages – Travel and information services through computer – user profile and the information profile should be maintained. Basic practical knowledge of Computer – Both In Theory and operation.

**UNIT-IV : Automation and information system:** need – multimedia – Electronics mail system – Fax – Computer Communication network District information network system , State, National and International Network system.

**UNIT-V : Customer services and computer:** Qualities of Good – Receptionist – Customer services – Computer information – Printing output to computer – computer reservation network – skills development in photography, videography and preparation of slides and film strips.

#### References:

1. R.K.Chopra – Office Management
2. P.S.Kawatra – Fundamentals of Documentation
3. L.K.Reavindra Rao – Library Automation
4. N.Subramanian – Computers
5. Sanders – Computers – To-Day.

## **CORE COURSE – XIV**

### **TOURISM MARKETING**

#### **Objectives:**

1. To Know the concepts and components of marketing
2. To understand the various P's of marketing and their relevance to tourism
3. To develop the right marketing mix for tourism, and
4. 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.

#### **References**

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

## **CORE COURSE – XV**

### **ECONOMICS OF TOURISM**

#### **Objectives:**

1. To know the economic impact of tourism
2. To realize the Socio-economic benefits and average effects of tourism.

**UNIT-I :** Meaning and Measurement of Tourism - Tourism and employment generation  
Tourism and revenue generation

**UNIT-II :** Planning and staff, Financial planning. Organizing system, Organisation structure. Authority relationship – Motivation to travel Time factor, regional planning consideration

**UNIT-III :** Tourism demand and supply. Foreign exchange and balance of payment. (BOP) through international trade on Tourism. Inflation and rate of exchange.

**UNIT-IV :** Leadership (Conflict management), team management and decision making. Individual goals and organization goals.

**UNIT-V :** Role of various Organisations: Job design Socio-economic benefits and Average effects of tourism. Tourist arrival statistical analysis. Boosting Indian economy.

#### **References:**

1. A.K. Bhatia, Tourism Development , Sterling Publisher, New Delhi.
2. R.N. KAUL, Dynamics of Tourism, Sterling Publisher, New Delhi.
3. P.N. Seth, Tourism Management Sterling Publisher, New Delhi.
4. Fairservice, Economics of Tourism, Prague, 1968
5. Economic Review of world Tourism, London, 1989
6. International Travel Statistics (Published annually), London
7. Pramnath Seth and Sushma seth Bhat, An Introduction to Travel and Tourism.
8. Gill, Tourism : Economic and Social Development.

## MAJOR BASED ELECTIVE – II

### HISTORY OF INDIAN ARTS - II

#### Objectives:

1. To study the features of Indian arts pertaining to the ancient period
2. To gather knowledge of sculptures and paintings contributed by various dynasties in India

**UNIT-I :** Sculptures : Proto historic Period - Indus – Maurian period

**UNIT-II :** Sculptures : Kushans – Gandhara, Mathura and Amaravathi

**UNIT-III :** Sculptures : Chalukyas, Rashtrakutas, Pallavas, Chola, Pandya, nayaks, Marathas

**UNIT-IV :** Paintings : Cave paintings – Ajanthas, Ellora, Chithanavasal, Paintings of Chola, Nayaks and Marathas

**UNIT-V :** Mughal paintings, Rajput paintings, Pahari paintings – Modern paintings.

#### References

1. N. Subrahmanian, Cultural History of Tamilnadu, Vols. Udumalpet, 2005.
2. K. Rajyyan, Early Tamil Nadu: History Society and Culture, Ratna Publications. Madurai, 1993 ..... , Modern Tamil Nadu: History Society and Culture, Ratna Publications, Madurai, 1993.
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7. .... , A History of South India from Prehistoric times to the fall of Vijayanagar, OUP, 1955.
8. R. Gopalan, History of the Pallavas of Kanchi, University of Madras, Madras, 1928.
9. C. Minakshi, Administration and Social Life Under the Pallavas, University of Madras, Madras, 1938.
10. N. Subramanian, Sangam Polity, Asia Publishing House, Bombay, 1966.
11. S. Singaravelu, A Social Life of the Tamils, University of Malaya, 1966.

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## MAJOR BASED ELECTIVE – III

### ECO TOURISM

#### Objectives:

1. To understand the relationship of Tourism With Ecology
2. To analyze the Conflicts and interdependence and evolving and implementing Long term Sustainable Tourism Management and
3. To 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 Codes of Conduct with Special reference to Tourism :** Paradigm Shifts in Tourism Ecology - Tourism and habits 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.

**References :**

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