

**ETHIRAJCOLLEGE FOR WOMEN (AUTONOMOUS)
CHENNAI-08**

**DEPARTMENT OF HISTORY, TOURISM AND TRAVEL
MANAGEMENT**

B.A. TOURISM AND TRAVEL MANAGEMENT

CBCS SYLLABUS
(Applicable from the academic year 2015-16)

**B.A TOURISM AND TRAVEL MANAGEMENT
DEPARTMENT - COURSE CODES AND CREDITS**

TOTAL CREDITS: 140

TOTAL TEACHING HOURS: 180

S.N	COURSE	TITLE OF THE PAPER	CODE	L	T	H	C
I SEMESTER							
1	Core 1	Tourism – Concepts and Principles	TM15/1C/TCP	4	1	5	4
2	Core 2	Tourism Resources in India	TM15/1C/TRI	4	1	5	4
3	Allied	Tourism Geography	TM15/1A/TMG	4	2	6	5
4	NME (1a 1b 1c)	Heritage Management	TM15/1N/HMT	2	0	2	2
II SEMESTER							
5	Core 3	Event Management	TM15/2C/EVM	4	1	5	4
6	Core 4	Indian Architecture	TM15/2C/IAR	4	1	5	4
7	Allied	Socio Cultural Tourism in India	TM15/2A/SCT	4	2	6	5
8	NME (1 abc)	Emerging Trends in Tourism	TM15/2N/ETT	2	0	2	2
III SEMESTER							
9	Core 5	Travel Agency Management	TM15/3C/TAM	4	1	5	4
10	Core 6	Tourism Marketing	TM15/3C/TMG	4	1	5	4
11	Allied	Human Resource Management	TM15/3A/HRM	4	2	6	5
12	EVS	Environmental Studies		2	0	2	2
IV SEMESTER							
13	Core 7	Tour Operation Management	TM15/4C/TOM	4	1	5	4
14	Core 8	Airport Management	TM15/4C/APM	4	1	5	4
15	Allied	Introduction to Archaeology	TM15/4A/IAR	4	2	6	5
16	Val. Ed	Value Education		2	0	2	2
V SEMESTER							
17	Core 9	Principles of Management	TM15/5C/POM	4	2	6	4
18	Core 10	Hotel Management and Catering	TM15/5C/HMC	4	2	6	4
19	Core 11	Air Ticketing and Fare Construction	TM15/5C/ATF	4	2	6	4
20	Elective I	Information Technology in Tourism	TM15/5E/ITT	4	2	6	5
21	Elective II	Medical Tourism	TM15/5E/MTM	4	2	6	5
VI SEMESTER							
22	Core 12	Global Tourism	TM15/6C/GTM	4	2	6	4
23	Core 13	Front Office Management	TM15/6C/FOM	4	2	6	4
24	Core 14	Tourism and Human Rights	TM15/6C/THR	4	2	6	4
25	Core 15	Eco Tourism	TM15/6C/ETM	4	2	6	4
26	Elective III	Organizational Behaviour	TM15/6E/ORB	4	2	6	5

L = Lecture Hours
T = Tutorial Hours
H = Hours per week
C = Credits

SEMESTER I

TOURISM - CONCEPTS AND PRINCIPLES

Teaching hours: 75

Course Code: TMI5/1C/TCP

Credits: 4

L T P: 4 1 0

Objectives:

To enable the students to

- understand the underlying theory and principles of Tourism
- understand the importance of tourism in the society and economy

Unit- 1	Introduction to Tourism	15 Hrs
1.1	Definition of tourism- Growth of tourism - A brief history	
1.2	Factors influencing the growth of Tourism	
1.3	Types of tourism-Cultural-Religious-Adventure-Health-Sports-Rural	
Unit - 2	Significance of Tourism	15 Hrs
2.1	Economic significance of tourism	
2.2	Social impacts of tourism (Positive and Negative)	
2.3	Tourism Ancillary Services-Food and Beverage, Shopping, Entertainment, Insurance, Foreign Exchange, Tourism Publication and Information	
Unit- 3	Travel Motivations	15 Hrs
3.1	Basic Components of Tourism	
3.2	Basic Travel Motivators – Physical Motivators and Interpersonal Motivators	
3.3	Barriers to Travel	
Unit - 4	Tourism Administrations in India	15 Hrs
4.1	Sergeant Committee - Recommendations	
4.2	Ministry of Tourism and Department of Tourism	
4.3	Tourist Information Offices in India and Overseas, India Tourism Development Corporation -ITDC Tamilnadu Tourism Development Corporation- TTDC	
Unit-5	Tourism Planning	15 Hrs
5.1	Need for planning and planning process in Tourism	
5.2	Levels of Planning – National Plans and State Plans	
5.3	National Tourist Office (NTO)-Role of NTO in Tourism Planning	

Text Books:

1. Bala. U, **Tourism in India – Policy and Perspectives** (Delhi)
2. Bhatia A.K., **The Business of Tourism- Concepts and Strategies**, (New Delhi, 2006)
3. Seth,Pran Nath, **Successful Tourism Management**, (New Delhi, 1997).

Books for Reference:

1. Burkart and Medlik, , **Tourism: Past, Present and Future**, (Portsmouth,1981)
2. Christopher.J. Holloway, **The Business of Tourism**, (England, 1998)
3. Cooper, Fletcher *et al*, **Tourism Principles and Practices**, London,(1993)
4. Kaul, R.N and S.K. Agrawal, **The Essence of Tourism Development: Dynamics, Philosophy and Strategies**,(New Delhi, 1985)
5. Mill and Morrison, **The Tourism System: An Introductory Text**, (New Jersey,1992).
6. Mill, R.C., **Tourism: The International Business**, (New Jersey, 1990).
7. Nafees.A. Khan, **Development of Tourism in India**, (New Delhi, 2001)
8. Roy. A. Cook, Laura. J. Yale, Joseph J. Marqua, **Tourism – The Business of Travel, Third Edition**, (New Jersey, 2001)
9. Singh T.V and Singh S. **Tourism in India: Development Performance and Prospects**, (Chennai, 2000)
10. Seth,Pran Nath **Successful Tourism- Fundamentals of Tourism**, (New Delhi, 1997)

Online Sources:

1. www.incredibleindia.org/
2. india.gov.in/topics/travel-tourism
3. www.shine.com
4. www.academia.edu
5. tourism.iisuniv.ac.in/courses/subjects/tourism-concepts-and-principles

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

SEMESTER I
TOURISM RESOURCES IN INDIA

Teaching Hours: 75
Course Code: TM15/1C/TRI

Credits: 4
L T P: 4 1 0

Objectives:

To enable the students to

- familiarize with the Tourism resources of India
- get to know the Fairs, Festivals, Music and Dances of India

Unit - 1	Introduction to Tourism Resources in India	15 Hrs
1.1	Definition of Tourism Resources	
1.2	Types of Tourism Resources – Natural Tourism Resources and Man-made - Tourism Resources	
1.3	Salient Features of Tourism Resources in India	
Unit - 2	Adventure Tourism Resources in India	15 Hrs
2.1	Land based Adventure -Trekking, Mountaineering, Rock Climbing	
2.2	Water based adventure -Water surfing, white water rafting, Para-sailing	
2.3	Air -based adventure –Para-jumping, Gliding, Para-gliding	
Unit -3	Fairs and Festivals in India	15 Hrs
3.1	National Festivals – Deepavali, Christmas, Eid-ul-Fitr, Mahavir Jayanathi, Buddha Purnima – Guru Nanak Jayanathi	
3.2	Regional Festivals- Pongal/Makar-Sankranti - Onam Dusseera/Navarathri – Ganesh Chaturthi - Bihu – Baisakhi – Konark Dance Festival – Puri Rath Yatra – Holi	
3.3	Tourism Fairs- National and Regional Tourism Fairs-Kite Festival - Kumbha Mela - Pushkar Fair – Sonepur-Chennai Book Fair	
Unit - 4	Cultural Tourism Resources	15 Hrs
4.1	Indian Culture and Society-Customs and Traditions, Cuisine	
4.2	Music-Hindustani, Carnatic and Folk	
4.3	Handicrafts-Pottery, Terracotta, Wood work, Ivory work, Stone work, Metal work, Dolls and Toys	
Unit - 5	Contemporary Arts and Handicrafts of India	15 Hrs
5.1	Textile Industry of India	
5.2	Craft Melas-Handicrafts and Bottlenecks	
5.3	Jewellery Designing- Techniques and Designs	

Text Books:

1. Acharya, Ram, **Tourism and Cultural Heritage of India**, (New Delhi, 1998).
2. Luniya .B, **Indian Culture**, (New Delhi, 2000).
3. Mukerjee, R.K., **The culture and Art of India**, (London, 1999).

Books for Reference:

1. Dixit, M and Sheela, C. **Tourism Products**, (Uttar Pradesh, 2001).
2. Ganguly .A.B. **Fine Arts in Ancient India**, (New Delhi, 1979).
3. Gupta, SP, Lal, K, Bhattacharya, M. **Cultural Tourism in India**, (New Delhi 2002).
4. Hawkins. R.E., **Encyclopedia of Indian Natural History**, (Chennai, 1986).
5. Jagadeesa Ayyar P.V., **South Indian Customs**, (New Delhi, 1982).
6. Jagadeesa Ayyar P.V., **South Indian Festivities**, (New Delhi, 2005).
7. Krishnamurthy. K. – **Social and Cultural Life in Ancient India**, (1982)
8. Manoj Dhas, **India and Tourist paradise**, New Delhi, (1985).
9. Seth, Pran Nath **Successful Tourism- Fundamentals of Tourism**, (New Delhi, 1997)
10. Vidyarthi, M.L. **Cultural History of India**, (New Delhi, 1977).

Online Sources:

1. www.nios.ac.in/media/documents/316coursee/e-jha-30-10b.pdf
2. www.kkhsou.in/main/management/tourist_india.html
3. shodhganga.inflibnet.ac.in/bitstream/10603/9790/.../10_chapter%203.pd...
4. www.yourarticlelibrary.com/tourism/4-major...tourism-in-india/14106/
5. alhea.com/Natural+Tourism+Resources

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

SEMESTER I
TOURISM GEOGRAPHY

Teaching hours: 90

Course Code: TM15/1A/TGE

Credits: 5

L T P: 4 2 0

Objectives:

To enable the students to

- interrelate Tourism with Geography and understand the Physical and Political features of India.
- help in realizing that man must use his environment and natural resources in a sustainable manner.

Unit- 1	Fundamentals of Geography	20 Hrs
1.1	Definition and Importance of Geography in Tourism	
1.2	Airline Geography: IATA Traffic Conference Areas, Greenwich Meridian	
1.3	Longitude and Latitude, International Date line Time variations and Time difference.	
Unit- 2	Physical Features of India	20 Hrs
2.1	Mountains- The Great Himalayan Range- Eastern Ghats- Western Ghats	
2.2	Rivers of India – Ganga, Brahmaputra, Narmada, Tapti, Godavari, Krishna, Cauvery	
2.3	Thar Desert – Deccan Plateau- Plains of India	
Unit –3	Political Features of India	20 Hrs
3.1:	Location of India - Boundaries of India	
3.2:	States of India and their Capitals	
3.3:	Important Tourist Centers in India	
Unit-4	Climate of India	15 Hrs
4.1	Weather and climate- Elements of weather- Factors influencing climate	
4.2	Rainfall – Types- Areas of Heavy, Medium and Scanty Rainfall	
4.2	Monsoon- North East monsoon- South West monsoon -Peculiar features and Significance of the Indian Monsoon.	
Unit- 5	Resources and their Conservation	15 Hrs
5.1	Forests and its conservation	
5.2	Conservation of water soil and wildlife	
5.3	Legislation for the protection and conservation	

Text Books:

1. Robinson H. **Geography of Tourism**, (New York, 1996)
2. Shinde, S.B., Phadke Prakashan, **Geography of Tourism**, (Kolhapur, 2002)
3. Sinha.P. C., **Geography And Structure of Tourism And Travel**, (New Delhi, 2003)

Books for Reference:

1. Babu.P.George, **International Tourism -World Geography and Development perspectives**, (New Delhi, 2007)
2. Dixit, M. **Tourism Geography and Trends**, (New Delhi, 2002)
3. Douglas Pearce, **Tourism Today: A Geographical Analysis**, (New York, 1987)
4. Hall, CM and Page. SJ. **The Geography of Tourism and Recreation**, (London, 2009).
5. Hudman L.E., **Geography of Travel and Tourism**, (USA, 2002).
6. **International Atlas**, (New York, 2004)
7. Ramesh Chawla, **Ecology and Tourism Development**, (New Delhi, 2007)
8. Ratan Deep Singh, **Dynamics of Modern Tourism**, (New Delhi, 2007).
9. Singh S.N, **Geography of Tourism and Recreation**, (New Delhi, 1985)

Online Sources:

1. www.geolounge.com/tourism-geography/
2. www.eolss.net/sample-chapters/c01/e6-14-03-09.pdf
3. www.bbc.co.uk > Home > Geography
4. tourismgeography.com/
5. www.brightknowledge.org/.../geography...geography/tourism-geography.

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

SEMESTER I
NON MAJOR ELECTIVE - 1
HERITAGE MANAGEMENT

Teaching hours: 30
Course Code: TM15/IN/HMT

Credits: 2
L T P: 2 0 0

Objectives:

To enable the students to:

- inculcate the spirit of protection and preservation of Heritage Sites.
- learn to appreciate the heritage of India

Unit - 1	Heritage Management	10 Hrs
1.1	Definition and Significance of Heritage Management	
1.2	Criteria for selection as Heritage Sites, Monuments and Zones by UNESCO, World Heritage Council (WHC)	
1.3	Types of Heritage Property – World Famous Heritage sites	
Unit - 2	Destination Development	10 Hrs
2.2	Protection – Conservation - Preservation	
2.2	Case Study – Angkor Wat Cambodia-Taj Mahal -Mamallapuram	
2.3	Heritage Hotels of India -Maurya Heritage Hotel, New Delhi Palais De Mahe - Pondicherry - Oberoi Rajvilas- Jaipur	
Unit - 3	National and International Heritage Organizations	10 Hrs
3.1	UNESCO - International Council on Monuments and Sites (ICOMOS)	
3.2	Archaeological Survey of India (ASI) and Indian National Trust for Art and Cultural Heritage (INTACH)	
3.3	Recent trends in Heritage Management	

Text Books:

1. Allachin, B., Allacin F.R. **Conservation of Indian Heritage**, (New Delhi, 1998).
2. Dixit, M and Sheela, C. **Tourism Products**, , (Uttar Pradesh, 2001)
3. Pran Nath Seth, **Successful Tourism Management**, (New Delhi, 1987).

Books For Reference:

1. Dixit, M. **Tourism Products**, (Uttar Pradesh, 2001).
2. Gupta, SP, Lal, K, Bhattacharya, M. **Cultural Tourism in India** (United Kingdom, 2002)
3. Hall, CM and Page, SJ. **The Geography of Tourism and Recreation**, (New Delhi, 1998).
4. Pearce, D.G. and Butler, R.W, **Contemporary issues in Tourism development**, (New Delhi, 1987).
5. Roy, A. Cook, Laura. J. Yale, Joseph J. Marqua, **Tourism – The Business of Travel**, (New Delhi, 1994).

Online Sources:

1. whc.unesco.org > Culture > WHC > Activities
2. www.emeraldinsight.com/journal/jchmsd
3. www.oxfordbibliographies.com/view/.../obo-9780195389661-0119.xml

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	4 Questions from each Unit	Answer ANY 10 Questions out of 12 in not more than 500 words each	10 X 5=50 marks

SEMESTER I
SEMSETER II

Text Books:

EVENT MANAGEMENT

Teaching Hours: 75 hours

Credits: 4

Course Code: TM15/2C/EVM

L T P: 4 1 0

Objective:

To enable the students to

- understand the basics of event management
- have an insight into the functions and relevance of event management to tourism

Unit - 1	Basics of Event Management	15 hrs
1.1	Definition and Scope of Event Management	
1.2	Introduction to Conventions, Exhibitions, Meetings - Nature of the Conference market.	
1.3	Growth and development of event industry- Role of the Event Manager	
Unit – 2	Types of Events and Importance	15 Hrs
2.1	Types of events- Conferences-Meetings-Launch Events -Social Events -Religious Events - Photo calls- Exhibitions - Fashion Shows-Fundraisers Sport Events-Concerts	
2.2	Key steps to successful events-Characteristics and complexities of events	
2.3	Checklist for different events, planning schedule and actions agenda	
Unit - 3	Events Planning	15 Hrs
3.1	Planning the event: date and time-target audience -Conference program designing- supervision, presentation	
3.2	Budget -Venue -Food and Beverage- Speakers -Timeframes Sponsorship, organizers, customers and guests- Invitations and replies - Pre-event responsibilities	
3.3	Hospitality, Transportation, teleconferencing, recording and publishing	
Unit – 4	Event Management and Tourism	15 Hrs
4.1	Business Tourism- Cultural Tourism, Incentive Tours	
4.2	Risk Management-Safety and Global Issues	
4.3	MICE Tourism - National and International Tourism Events International Trade Fairs & Marts ---Germany, China, Singapore, Hong Kong, U.K	
Unit - 5	Event Executions and Follow Up	15 Hrs
5.1	During the event -Greetings etiquette and handshake protocol - Dress code - Table-seating arrangements-Table settings and Table manners- Business cards	
	After the event: Keeping up with clients, partners, and guests Evaluating the event-Way forward	

Text Book:

1. Allison Saget, **The Event Marketing Handbook: Beyond Logistics and Planning**, (New Delhi, 2006).
2. Diwakar Sharma, **Event Planning and Management**, (New Delhi, 2009).
3. Sita Ram Singh, **Event Management**, (New Delhi, 2013).

Books For Reference:

1. Diwakar Sharma, **Event Planning & Management**, (Bombay, 004).
2. Ratandeep Singh, **Meeting, Conference, Association, Event and Destination Management**, (New Delhi, 2006).
3. Sanjaya Singh Gaur & Sanjay V.Saggere, **Event Marketing and Management Reprint**, (New Delhi, 2013).
4. Van Der Wagen & Brenda R.Carlos, **Event Management : For Tourism, Cultural, Business and Sporting Events Lynn**, (New Delhi, 2012).
5. Ramsborg, G.C, **Professional meeting management: Comprehensive strategies for meetings, conventions and events**, (USA, 2008).
6. Bowdin, Glenn; Johnny Allen, William O'Toole, Rob Harris, Ian McDonnell. **Events Management**, (New York ,2008).
7. Goldblatt, Joe. **Twenty-First Century Global Event Management**, (New Jersey, 2010).
8. Gerard Blokdijk, **Event Management - Simple Steps to Win, Insights and Opportunities for Maxing out Success**, (USA, 2004).
9. Milena M. Parent, Jean-Loup Chappelet, **Handbook of Sports Event Management**, (Abingdon-on-Thames,2015).
10. David Allen, **Getting Things Done: The Art of Stress-Free Productivity** (New York, 2015).

Online Sources:

1. www.eventbusinessacademy.com/why-events/what-is-event-management
2. www.eventeducation.com > Introductioneventmanagement.com/
3. www.eventtrix.com/eventmanagement-course
4. www.livewiremedia.in/
5. www.imi-luzern.com/events_management

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

II SEMESTER

INDIAN ARCHITECTURE

Teaching Hours: 75

Course Code: TM15/2C/IAR

Credits: 4

L T P: 4 1 0

Objectives:

To enable the students to

- identify the different styles of Indian Architecture
- understand the intricacies of Indian Architecture

Unit - 1	Architecture of the Historic Periods	15 hrs
1.1	Buddhist and Jaina Structural and Rock- cut Architecture-	
1.2	Stambhas- Stupas-Chaityas- Viharas	
1.3	Maurya and Gupta Architecture	
Unit - 2	Temple Architecture	15 hrs
2.1	Temple Architecture-Types –Dravida-Nagara-Vesara Temples in Orissa –Konark-Temples in Rajasthan-Mount Abu Temples in Gujarat-Somnath	
2.2	Temples of the Western Chalukyas – Aihole-Temples of Hoysalas Belur- Temples of the Vijayanagar empire-Virupaksha	
2.3	Temples of the Pallavas- Shore Temple-Temples of the Cholas Brihadeshwara-Temples of the Pandyas –Madurai Meenakshi	
Unit - 3	Cave Architecture	15 hrs
3.1	Bhimbetaka Caves and Elephanta Caves	
3.2	Ajanta and Ellora Caves	
3.3	Karle and Bagh caves – Mamallapuram Caves – Destination Learning	
Unit - 4	Indo-Islamic Architecture	15 hrs
4.1	Delhi or Imperial Style-Qutub Complex-Alai Darwaza Tughlaqabad Fort-Lodi Tombs	
4.2	Provincial Style-Gol Gumbaz-Golconda Fort- Charminar	
4.3	Mughal Style-Humayun’s Tomb-Fathepur Sikri-Red Fort- Taj Mahal -Jama Masjid	
Unit - 5	Colonial Architecture	15 hrs
5.1	Portuguese - Churches of Goa and Forts of Goa	
5.2	Danish – Nagapattinam and Tranquebar	
5.3	British - Churches and other public buildings in Calcutta, Delhi and Chennai.	

1. Brown, Percy. **Indian Architecture, Buddhist and Hindu periods**, 5th ed., (New Delhi, 1910).
2. Fergusson, James. **History of Indian and Eastern Architecture**, (New Delhi. 1876)
3. Luniya .B – **Indian Culture** (New Delhi, 1999).

Books for Reference:

1. Acharya,P.K., **An Encyclopaedia of Hindu Architecture** , (New Delhi. 1993).
2. Bakshi,S.R., **Architecture in Indian Sub-Continent**, (New Delhi, 2008).
3. Basham,A.L. **The Wonder That Was India**, (New Delhi,1967).
4. Coomaraswamy, Ananda K. **History of Indian and Indonesian Art.**, (1927).
5. Lang, Jon, **A Concise History of Modern Architecture in India**,Permanent Black, (New Delhi, 2010).
6. Mahajan, Malati, **A Gate to Ancient Indian Architecture**, (New Delhi, 2004).
7. Mathur, Ramprakash., **Architecture of India : Ancient to Modern**, (Uttar Pradesh, 2003).
8. Michell, George ., **Architecture and Art of Southern India: Vijayanagara and the Successor States 1350-1750**,(Cambridge University Press, 1997).
9. Pramari, V.S., **A Social History of Indian Architecture**, (Oxford University Press, 2005).
10. Tillotson,Giles **Henry Rupert.**,**Paradigms of Indian architecture: space and time in representation**, (London, 1998).

Online Sources:

1. www.culturalindia.net/indian-architecture
2. www.nios.ac.in/media/documents/secichcour/english/ch.13.pdf
3. www.kaladarshana.com › Essays
4. www.indianmonumentsportal.com/indian-architecture/
5. www.templenet.com/temparc.html

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

Text Books:

SEMESTER II
SOCIO CULTURAL TOURISM IN INDIA

Teaching Hours: 90

Course Code: TM15/2A/SCT

Credits: 5

L T P: 4 2 0

Objectives:

To enable the students to

- understand the Indian culture and its general features
- learn in depth about the customs, fairs and festivals of India

Unit- 1	India Culture General Features - Indian traditions, Food, Customs and Costumes Caste System: Varnashrama Dharma, Doctrine of Karma Kinship - Family patterns- Joint, Nuclear - Merits and Demerits.	20 Hrs
Unit - 2	Customs of India Types of Marriages- Hindu, Christian, Muslim Legal aspects and values of Marriage Indian Ceremonies- Birth, Marriage, Death.	20 Hrs
Unit – 3	Fairs and Cultural Sports of India Pushkar Fair, Camel Fair, Elephant Fair, Surajkund Mela, Sonapur Cattle Fair Kite - Festival, Boat Race of Kerala, Jallikattu of Tamil Nadu Uniqueness of Indian fairs and festivals	20 Hrs
Unit – 4	Uniqueness of Indian Festivals Religious festivals of India – Diwali – Eid – ul - Fitr– Christmas – Buddha Poornima – Guru Purab – Mahavir Jayanthi National festivals of India – Republic Day – Independence Day – Gandhi Jayanthi Harvest festivals – Onam – Pongal – Makar Sankarathi - Bihu	15 Hrs
Unit – 5	Cultural Festivals of India Goa Carnival, Chennai Sangamam, Desert Festival- Rajasthan Konark, Chennai, Chidambaram and Mammallapuram - Dance festivals Arubathimuvar of Mylapore, Kumbha Mela – Varansi	15 Hrs

1. Shankar Rao C.N. **Sociology of Indian Society**, (New Delhi, 2004).
2. Luvkush Mishra, **Cultural Tourism in India**, (New Delhi, 1990).
3. Basham A.L. **Cultural History of India**, (New Delhi, 1980).

Books for Reference:

1. Robinet Jacob, Sindhu Joseph, Anoop Singh, **Indian Tourism Products**, (New Delhi, 2007).
2. Thandavan. R and Revathy Girish, **Tourism Product**, (New Delhi, 2006).
3. Om Prakash, **Cultural History of India**, (New Delhi, 2005).
4. Kumar. Dr, **Indian Society of Social Institutions**, (Agra, 1931).
5. Ram Acharya, **Tourism and Cultural Heritage of India**, (Jaipur, 1980).
6. Bose, N.K. **The Structure of Hindu Society** (New Delhi 1975).
7. Jagadeesa Ayyar P.V., **South Indian Customs**, (AES, 1982).
8. Jagadeesa Ayyar P.V., **South Indian Festivities**, (AES, 2005).
9. Krishnamurthy. K. – **Social and Cultural Life in Ancient India**, (New Delhi, 1982).
10. Ramacharya, **Tourism and Cultural heritage of India**, (Jaipur, 1980).

Online Sources:

1. www.unep.org/Tourism/FactsandFiguresaboutTourism/ImpactsOfTourism
2. hotelmule.com › Hotelier Forum › Tourism
3. www.tandfonline.com › List of Issues › Table Of Contents
4. www.biodiversity.ru/coastlearn/tourism-eng/why_socioimpacts.html
5. www.socialvalueint.org/resources/

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

SEMESTER II

Text Books:

NON MAJOR ELECTIVE - 2

EMERGING TRENDS IN TOURISM

Teaching hours: 30

Course Code: TM15/2N/ETT

Credits: 2

L T P: 2 0 0

Objectives:

To enable the students to

- understand the underlying principles of Tourism
- familiarize with the latest trends in the tourism industry

Unit - 1 Introduction to Tourism 10 Hrs

1.1 Definition of tourism- Basic components of tourism

1.2 Types of Tourism

1.3 Tourism as an Industry

Unit - 2 Significance of Tourism 10 Hrs

2.2 Factors influencing the growth of tourism

2.2 Economic significance of tourism

2.3 Social significance of tourism

Unit - 3 Emerging Trends in Tourism 10 Hrs

3.1 Rural Tourism- Features of an Indian village- Rural Hospitality

3.2 Eco Tourism- Space Tourism – Fashion Tourism – Wine Tourism

3.3 Medical Tourism - Wellness Tourism, Spa, Ayurveda, Yoga

Text Books:

1. Bhatia A.K., **The Business of Tourism- Concepts and Strategies**, (New Delhi 2000).
2. Dixit, M and Sheela, C. **Tourism Products**, (Lucknow, 2001).
3. Pran Nath Seth, **Successful Tourism Management**, (New Delhi, 1998).

Books for Reference:

1. Dixit, M. **Tourism Products**, (Lucknow 2008).
2. Gupta, SP, Lal, K, Bhattacharya, M. **Cultural Tourism in India**, (New Delhi, 2002).
3. Hall, CM and Page, SJ. **The Geography of Tourism and Recreation**, (New York, 2006).
4. Pearce, D.G. and Butler, R.W, **Contemporary issues in tourism development**, (New Delhi, 1999).
5. Roy. A. Cook, Laura. J. Yale, Joseph J. Marqua, **Tourism – The Business of Travel**, (Chennai, 2011).

Online Sources:

1. granthaalayah.com/Articles/Vol1Iss1/01_IJRG14_A08_09.pdf
2. economictimes.indiatimes.com ›Emerging trends in travel & tourism
3. www.gifre.org/admin/papers/gjcmp/1222-19-25.pdf

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAX.MARKS
Section A	4 Questions from each Unit	Answer ANY 10 Questions out of 12 in not more than 500 words each	10 X 5=50 marks

Text Books:

TRAVEL AGENCY MANAGEMENT

Teaching Hours: 75

Course Code: TM15/3C/TAM

Credits: 4

L T P: 4 1 0

Objectives:

To enable the students

- to have a glimpse on the origin and growth of Travel Agencies.
- to understand the functions, organization and working of a Travel Agency and Travel Agency Associations

Unit-1	Introduction	15 Hrs
1.1	Origin and growth of Travel Agencies- Thomas Cook - American Express Company – Cox and Kings	
1.2	Classification of Travel Agents-Proprietorship, Partnership and Corporate	
1.3	Functions of a Travel Agency	
Unit- 2	Structure of a Travel Agency	15 Hrs
2.1	Organizational structure and Departments	
2.2	Sources of Income –Commissions, Incentives and Remuneration	
2.3	Guidelines to set up a Travel Agency - IATA Accreditation for Travel Agency	
Unit- 3	Travel Related Services	15 Hrs
	Ancillary Services of Travel Agencies – Car Rentals- Insurance - Foreign Exchange- Travel documents Travel Agency Linkages- Airlines, Hotels, Cruise Companies, Insurance Companies, Banks, Educational Institutions, Travel Trade Associations Travel Agents Training Programmes – IATA - UFTAA Courses	
Unit- 4	Organisations associated with Travel Agencies	15 Hrs
	UFTAA- Universal Federation of Travel Agents Association ASTA- American Society of Travel Agents Association TAAI- Travel Agents Association of India	
Unit-5	Recent Trends in Travel Agency	15 Hrs
	Mobile Apps - Rail, Air, Cruise OTA - Online Travel Agencies - makemytrip.com, yatra.com, goibibo.com Challenges and Prospects	

SEMESTER III

1. Negi Jagmohan; **Travel Agency : Operations, Concepts and Principles**, (New Delhi, 2004).
2. Seth Pran Nath : **Successful Tourism Management, Vol II**, (New Delhi 2008).
3. Jagmohan Negi, **Travel Agency and Tour Operations**, (New Delhi, 2004).

Books for Reference:

1. Bhatia A.K. **Tourism Development and Principles** (New Delhi, 2002).
2. Seth Pran Nath, **An introduction to Travel and Tourism** (New Delhi, 2003).
3. Bhatia A.K., **Tourism Management and Marketing – The Business of Travel Agency Operation** (New Delhi, 2012).
4. Holloway, J.C., **The Business of Tourism**, (Plymouth, 1983).
5. Syrratt Gwenda, **Manual of Travel Agency Practice**, (London, 1995).
6. Stevens Laurence, **Guide to Starting and Operating Successful Travel Agency**, (New York, 1990).
7. Chand, Mohinder, **Travel Agency Management**, (New Delhi, 2009).
8. Foster, Douglas, **Travel and Tourism Management**, (London, 1983)
9. Manohar Puri and Gyan Chand, **Travel Agency and Tourism**, (New Delhi, 2006).
10. Mohinder Chand, **Travel Agency Management – A Historical Perspective**, (New Delhi, 2012).

Online Sources:

1. <https://www.prospects.ac.uk/job-profiles/travel-agency-manager>
2. www.iata.org > Home > Training
3. www.tavisca.com/travel.../agency-management-system-bizconnect/
4. www.world-point.net/tourism3.html
5. www.bplans.com/travel_tour_agency.../management_summary_fc.php

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

Text Books:

TOURISM MARKETING

Teaching Hours: 75

Course Code: TM15/3C/TMG

Credits: 4

L T P : 4 1 0

Objectives:

To enable the students

- To understand the underlying principles, theory of Marketing and concepts in developing Tourism Business
- To familiarize with the current trends and issues in Tourism Marketing.

Unit- 1	Introduction to Tourism Marketing	15 Hrs
1.1	Definition and Need for Marketing in Tourism	
1.2	Special Features of a Tourism Product	
1.3	Importance of Tourism Marketing	
Unit- 2	Techniques of Tourism Marketing	15 Hrs
2.1	Marketing Research- Objectives- Techniques	
2.2	Tourism Market Segmentation - Tourism Marketing Mix	
2.3	Role of Technology in Tourism Marketing- e - Marketing	
Unit-3	Tourism sales Promotion Activities	15 Hrs
3.1	Public Relations -Advertising – Planning for Advertisement	
3.2	Media- Classification- Indoor Media and Outdoor Media	
3.3	Sales support Techniques in Tourism- Printed Material and Display Material	
Unit-4	Travel and Tourism Fairs	15 Hrs
4.1	Benefits of Tourism Fairs	
4.2	International Tourism Fairs-International Tourism Borse (ITB) - World Travel Mart(WTM)- International Brussels Fair (BTF)	
4.3	Travel and Tourism Fair (TTF) (India)	
Unit-5	MICE and Tourism Marketing	15 Hrs
5.1	MICE (Meetings, Incentives, Conventions, and Events)	
5.2	MICE Tourism in India	
	Chennai Trade Centre, Nandambakkam, Trade Fair at Island Grounds	

SEMESTER III

1. Jha S.M. **Tourism Marketing**, (New Delhi, 2004).
2. Bhatia, A.K. **Tourism Management and Marketing**, (New Delhi, 2008).
3. Philip Kotler, John. T. Bowen, James. C. Makens, **Marketing for Hospitality and Tourism**, (Chennai, 2002).

Books FOR Reference:

1. Fyall and Garrod, **Tourism Marketing**, (London, 2000).
2. Pillai .R.S.N and Bagwati, **Modern Marketing**, (New Delhi, 2001).
3. Ratandeep Singh, **Tourism Marketing- Principles, Policies and Strategies**, (Delhi, 2001).
4. Philip Kotler and Gary Armstrong, **Marketing- An Introduction**, (Mumbai, 2009).
5. Kotler Philip, Kevin Lane Keller, **Marketing Management**, (Kolkatta, 2006).
6. Drucker, Peter. F, **Management: Tasks, Responsibilities. Practices**, (New York, 1993).
7. Neela Megam, **Marketing in India**, (New Delhi, 1998).
8. Bhatia, A.K **Tourism Management and Principles**, (New Delhi, 2000).
9. Sinha, P.C. **Tourism Marketing**, (New Delhi, 1998).
10. Patel, S.G., **Modern Market Research**, (Uttar Pradesh, 2010).

Online Sources:

1. solimarinternational.com/what-we-do/tourism-marketing
2. smallbusiness.chron.com › Advertising & Marketing › Marketing
3. www.tourismmarketingconcepts.com/
4. mkt.unwto.org/content/about-tourism-trends-and-marketing-strategies
5. edukalife.blogspot.com/2013/01/definition-of-tourism-market.html

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

Text Books:

HUMAN RESOURCE MANAGEMENT

Teaching Hours: 90

Code: TM15/3A/HRM

Credit: 5

L T P : 4 2 0

Unit – 1	Scope and Values	20 Hrs
1.1	Meaning –Objectives- Importance	
1.2	Functions – Challenges - Opportunities	
1.3	Need for Human Resource Management in Tourism Industry	
Unit - 2	HR Planning	20 Hrs
2.1	Man Power Planning - Meaning- Characteristics - Factors	
2.2	Steps in Human Resource planning	
2.3	Forms of Man Power Planning.	
Unit - 3	Recruitment and Selection	20 Hrs
3.1	Recruitment meaning – source method	
3.2	Selection method- Process - barriers	
3.3	Placement- induction- Training – Performance appraisal.	
Unit - 4	Job Evaluation	15 Hrs
4.1	Job Evaluation – Concept - scope - limitations	
4.2	Job analysis - Job descriptions - Job Linkages	
4.3	Job Specification - Job design.	
Unit - 5	Labour Welfare	15 Hrs
5.1	Labour Problems-Welfare- Grievance Handling, Procedure and Discipline	
5.2	Trade Unionism - Collective bargaining	
5.3	Social security and Social Insurance- India and ILO.	

SEMESTER III

Text Books:

1. Dessler, G., **Human Resource Management**, (New Delhi, 2011).
2. Ivancevich, J.M., **Human Resource Management**, (London, 2010).
3. Mamoria, C.B. and Gaonkar, S.V., **Personnel Management**, (New Delhi, 2011).

Books for Reference:

1. Ashwathappa, K., **Human Resource Management**, New Delhi, 2010.
2. DeCenzo, D.A. and Robbins, S.P., **Human Resource Management**, London, 2011.
3. David D. Balkin and Robert L. Cardy, **Managing Human Resources**, New Delhi, 2010
4. D'Souza Mario, **Tourism Development And Management**, New Delhi
5. Fullmer Robert.M, **The New Management**, New York, 1987.
6. Bhatia A.K., **Tourism Development, Principles And Practices**, New Delhi, 2010.
7. Mathis, R.L., Jackson, J. and Johnson, R., **Human Resource Management**, USA, 2010.
8. Noe, R.A., Hollenbeck, Gerhart and Wright, **Fundamentals of Human Resource Management**, New York, 2012.
9. Rao, V.S.P., **Human Resource Management**, New Delhi, 2010.
10. Garry Dessler, **A Framework for Human Resource Management**, Noida, 2011

Online Source:

1. www.wallacefoundation.org/
2. www.whatishumanresource.com/human-resource-management
3. www.managementstudyguide.com/human-resource-management.htm
4. study.com/.../human-resource-management-definition-objectives-respons.
5. www.inc.com/encyclopedia/human-resource-management.html

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

Text Books:

TOUR OPERATION MANAGEMENT

Teaching Hours: 75

CREDITS: 4

CODE: TM15/4C/TOM

L T P: 4 1 0

Objectives:

To enable the students

- To learn the intricacies of tour operation
- To understand and reflect on tour operations management

Unit – 1	Tour Operators	15 hrs
1.1	Nature and Scope of Tour operators	
1.2	Functions - Significance tour operators	
1.3	Planning - Costing and pricing	
Unit – 2	Guiding Concept	15 hrs
2.1	Definition and scope of a tourist guide	
2.2	Types of Guides	
2.3	Personal Hygiene and grooming checklist for tour guides	
Unit – 3	Travel Legislations and Regulations	15 hrs
3.1	Travel Legislations and regulations	
3.2	Chicago convention - Bilateral agreement – Warsaw Convention-Indian Association of Tour Operators (IATO)	
3.3	Inbound – Outbound – Package and individual tours	
Unit – 4	Responsibilities of a Tourist Guide	15 hrs
4.1	Review of itinerary and Participant list	
4.2	Accuracy, timings and practicality	
4.3	Identifying the group or individual traveler's special needs	
Unit – 5	Field Trip	15 hrs
	<ul style="list-style-type: none">• Places visited by the students to be mentioned while sending the syllabus for External examiners for question paper setting• Field trip report to be valued and assessed and the marks to be posted for the component of Participation	

SEMESTER IV

1. Seth Prannath and Sushma Seth Bhatt, **An Introduction to Travel and Tourism**, (New Delhi, 2000).
2. Negi Jagmohan, **Tour Guide and Tour Operation Planning**, (New Delhi, 2004).
3. Jagmohan Negi, **Travel Agency and Tour Operations**, (New Delhi, 2004).

Books for Reference:

1. Negi Jagmohan, **Travel Agency Operations: Concepts and Principles**, (New Delhi, 2003).
2. Bhatia A. K. **Tourism Development: Principles And Practises**, (New Delhi, 1988).
3. D' Souza Mario, **Tourism Development and Management**, (Jaipur, 2003).
4. Negi Jaganmohan, **International Tourism Travel** (New Delhi, 2001).
5. Seth, Prannath, **Successful Tourism Management**, (New Delhi, 1985).
6. Negi Jagmohan, **Travel Agency Operations: Concepts and Principles**, (New Delhi, 2003)
7. Negi Jagmohan, **Travel Agency and Tour Operators, Concepts And Principles (Vol.I, II & III)**, (New Delhi, 2003).
8. Negi Jagmohan, **Tour Guide And Tour Operation Planning** (New Delhi, 2004).
9. Negi Jagmohan, **Travel Agency And Tour Operation** (New Delhi, 2004).
10. Babu Sutheesana.S. **Tourism Development Revisited-Concepts, Issues And Paradigms**, (New Delhi, 2008).

Online Sources:

1. www.academia.edu/6522120/Tour_Operation_Management
2. <https://balm.bournemouth.ac.uk/Tourism/TO1.ppt>
3. www.amazon.in/Business-Travel...Operations-Management/.../81207692
4. elearning.nokomis.in/.../Tour%20operations%20management/
5. sk.sagepub.com/books/the-management-of-tourism/n4.xml

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

Text Books:

AIRPORT MANAGEMENT

Teaching hours: 75

Course Code: TM15/4C/APM

Credits: 4

L T P: 4 1 0

Objectives:

To Enable Students:

- To understand the Airline Rules and Regulations.
- To familiarize with the structure and dynamics of the Airline industry

Unit- 1	Aviation Management	15 Hrs
	History of International Aviation - History of Indian Aviation Major Airlines - USA - UK Major Airlines - Germany - Central Asia - West Asia - SEA	
Unit-2	Aviation Administration	15 Hrs
	Federal Aviation Administration (FAA), Aviation Laws Aviation Safety and Security - Aviation Training and advancement Career opportunities in Aviation - Airport ground crew – Flight attendant - air hostess - Pilot - Meteorologist	
Unit- 3	Civil Aviation Organizations	15 Hrs
	Ministry of Civil Aviation - Director General of Civil Aviation Bureau of Civil Aviation Security (BCAS) Airport Authority of India - Air India, Indian Airlines - Pawan Hans Helicopters Ltd., (PHHL)	
Unit-4	Categories of Passengers	15 Hrs
	VIP's, Commercially important Passengers, frequent flier, Passenger Irregularities - Handling delay, Transit, cancellation No show passengers - Go show Passengers	
Unit-5	Airport Structure	15 Hrs
	Airport Management structure - Cargo and Freight service Airport Control- Air traffic control - Airport Security Visit to Airport - Destination Learning	

SEMESTER IV

1. Jagmohan Negi, **Air Travel, Ticketing and Fare Construction**, (New Delhi, 2004).
2. K.P. Jha, **International tourism Management**, (New Delhi, 2011).
3. **IATA Manual**, (2008).

Books for Reference:

1. **IATA Foundation Course Modules**
2. **Travel Information Manual and Official Airlines Guide**
3. Jitendra K. Sharma, **Flight Reservation and Airline Ticketing**, (New Delhi, 2009).
4. Baba P. George, Alexander Nedelae, **International Tourism, World Geography and Development Perspectives**, (New Delhi, 2004).
5. Shilendra Sengar, **Aviation and Hospitality**, (New Delhi, 2008).
6. Ratandeep Singh, **Handbook of global aviation industry and Hospitality Services**, (New Delhi, 2009).
7. Jagmohan Negi, **International Tourism and Travel**, (New Delhi, 2004).
8. Jagmohan Negi, **Travel Agency and Tour Operations**, (New Delhi, 2004).
9. A.K. Bhatia, **The Business of Travel Agency Operations and administration**, (New Delhi, 2012).
10. Dennis L. Foster, **The Business of Travel Agency, Operations and Administrations**, (California, 1991).

Online sources:

1. www.sita.aero/airport-management
2. www.iata.org > Home > Training > Subject Areas
3. www.aptechaviationacademy.com/courses/airport-management-retail
4. www.aptechaviationacademy.com/.../airport-management-customer-care
5. www.igaiindia.in/airport-ground-services.html

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

INTRODUCTION TO ARCHAEOLOGY

Text Books:
Teaching Hours: 90

Paper Code: TM15/4A/IAR

Credits: 5

LTP: 4 2 0

Objectives:

To enable the students

- To understand the nature and scope of Archaeology
- To develop an interest in the specialising the study of Archaeology at the research level.

Unit – 1 Archaeology - Meaning and Definition 20 hrs

- 1.1 Definition, Nature and Aim of Archaeology.
- 1.2 Scope of Archaeology.
- 1.3 Brief History of World Archaeology

Unit – 2 Antiquaries in Archaeology 20 hrs

Different kinds of Archaeology- Marine – Aerial – Salvage - Ethno.
Pre - Historic Archaeology - Historical Archaeology - Environmental/
Economic Archaeology.
New Archaeology – Feminist Archaeology and Experimental
Archaeology.

Unit – 3 Science and Archaeology 20 hrs

- 3.1 Archaeology and Botany, Physics, Zoology, Chemistry.
- 3.2 Archaeology and Geology, Statistics
- 3.3 Archaeology and Metallurgy and Computer Science.

Unit – 4 Principles and methods of exploration and excavation 15 hrs

- 4.1 Exploration – significance and importance – manual and scientific.
- 4.2 Excavation – aim – kinds – techniques
- 4.3 Epigraphy and Numismatics – definition, importance and types

Unit – 5 Growth and History of Archaeology in India 15 hrs

- 5.1 Role of Archaeological Survey of India and State Department of
Archaeology – ASI Southern Circle – Destination Learning
- 5.2 Archaeologist in India – Alexander Cunningham – Lord Curzon
– Sir John Marshal – Sir Mortimer Wheeler – H. D. Sankalia.
- 5.3 Archaeological Studies in Universities – Madras University – Deccan
College, Pune, Delhi School of Archaeology, New Delhi.

Text books:**SEMESTER IV**

1. Raman, K.V., **Principles And Methods of Archaeology**, (Chennai,1998).
2. Roy, Surendranath, **The Story of Indian Archaeology**, (New Delhi, 1961).
3. Hunter, Michael, John, **Aubrey and the Realm of Learning**, (London, 1975).

Books for Reference:

1. Chakrabarthy, Dilip .K. **India, An Archaeological History, Palaeolithic Beginnings to Early Historic Foundations**, (New Delhi, 2001).
2. Archaeological Survey of India, **Archaeological Remains, Monuments and Museums, (Part I & II)**, (New Delhi, 1996).
3. Sankalia, H.D. **New Archaeology-Its Scope and Application In India**, (Lucknow 1974).
4. Webster, Graham, **Practical Archaeology-an Introduction To Archaeological Field Work And Exploration**, (London, 1974).
5. Clark D.L. **Analytical Archaeology**, (London, 1968).
6. Prabha Ray , Himanshu And Carla M. **Sinopoli Archaeology as History in Early South Asia**,(New Delhi, 2004).
7. Wheeler, Mortimer, **Archaeology From the Earth**, (New Delhi, 2004).
8. Chakrabarthy, Dilip .K. **The Oxford Companion to Indian Archaeology The Archaeological Foundations of Ancient India**, (New Delhi, 2006).
9. Atkinson, R.J.C., **Field Archaeology**,(London, 1953)
10. Fleming .S. **Dating in Archaeology**,(London, 1977).

Online Sources:

1. www.archaeology.org/
2. www.saa.org/LinkClick.aspx?link=1346&tabid=953
3. www.archaeologica.org/NewsPage.htm
4. asi.nic.in/
5. <https://www.theguardian.com/science/archaeology>

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

PRINCIPLES OF MANAGEMENT

Teaching Hours: 90

Code: TM15/5C/POM

Credit: 4

L T P : 4 2 0

Objectives:

To enable the students

- To provide a novel and fresh approach to the study Of Management and
- To learn the nuances of Managerial Skills

Unit - 1 Nature and Significance of Management 20 Hrs

1.1 Definition - meaning - Characteristics -Functions
- Importance of Management

1.2 Henry Fayol's Principles of Management -F.W. Taylor's
Scientific Management

1.3 Qualities of a Professional Manager

Unit - 2 Need for Planning 20 Hrs

2.1 Meaning – Features - Importance

2.2 Process of planning - Merits and Limitations

2.3 Types of Plans

Unit - 3 Organizing and staffing 15 Hrs

3.1 Importance and types of Organizing

3.2 Delegation of Authority- Decentralization

3.3 Staffing - need and importance

Unit - 4 Communication 20Hrs

4.1 Communication- Importance - Features

4.3 Types of Communication – Organizational
Communication

4.4 Barriers of effective communication

Unit - 5 Control and coordination 15 Hrs

5.1 Control- Process- Importance

5.2 Coordination- Techniques of effective co-ordination

5.3 Directing- Principles - Importance of Supervision

Recommended Text Books:**SEMESTER V**

1. Upendra Kaushik smita Bhatnagar, **Principles and practice of Management** (Jaipur, 2008)
2. Prasad, **Principles and practice of Management** (New Delhi, 2007).
3. Thripathi, **Principles of Management** (New Delhi, 2008).

Reference Books:

1. Flippo, **Principles of personal Management**, (Oxford, 2000).
2. Mefarland, **Management principles and practices**, (New Delhi, 1998).
3. New man, **The process of Management**, (United Kingdom, 1999).
4. Terry and Frank in **Principles of Management**, (New Delhi, 2000).
5. Haimann, **Professional Management**, (London, 2000).
6. Massie Joseph, **Essential of Management**, (New Delhi, 2001).
7. Konntz Harold, **Management**, (Oxford, 1989).
8. Dale, **Management theory and practice**, (London, 1999).
9. Druker, **The practice of Management**, (Oxford, 2010).
10. Stog Dill, **Making of Management**, (London, 2000).

Online Sources:

1. www.managementstudyguide.com/management_principles.htm
2. www.mindtools.com
3. pestleanalysis.com/14-principles-of-management/
4. www.toolshero.com › Management
5. www.flatworldknowledge.com/gkeck/principles-management

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

HOTEL MANAGEMENT AND CATERING

Teaching Hours: 90 hrs

Course Code: TM15/5C/HMC

Credits: 4

L T P: 4 2 0

Objectives:

To enable the students

- to understand the various aspects of Hotel Industry
- To understand the operating systems in the industry

Unit - 1	Introduction to the Hotel Industry	20hrs
1.1	Origin and growth of Hotels-Classification, Grading and Categorization – Destination learning	
1.2	Major International Hotel Chains and Hotel chains of India	
1.3	Federation of Hotel and Restaurant Association of India (FHRAI) International Hotel and Restaurant Association (IH and RA)	
Unit – 2	Classification of Catering Establishments	20 hrs
2.1	Hotels and Restaurants: Bars- Popular Catering Establishments -Fast Food Restaurants	
2.2	Outdoor Catering – Transport Catering - Airline Catering -Railway Catering –Ship Catering –Surface Catering	
2.3	Welfare Catering-Club Catering-Industrial Catering-Institutional Catering - Leisure linked Catering-Departmental Store Catering	
Unit - 3	Menu Patterns	15 hrs
3.1	Basic Considerations and Constraints in Menu Planning -Management's Perspective -Consumer's Perspective	
3.2	Menu Patterns -Types of Menus -Table d' Hotel Menus - A la Carte Menus	
3.3	Menu Design and Pointers	
Unit – 4	Food and beverage Services	15 hrs
4.1	Types of Food Service- English-American-French-Cafeteria -Grill Room-Buffer-Russian – Guerdon	
4.2	Beverage service- Types of Beverages-Non-Alcoholic and Alcoholic	
4.3	Procedures for Serving Beverages - Restaurants and Fast Food Business	
Unit - 5	Future Trends in the Hospitality Industry	15 hrs
5.1	Transformation of Hospitality Industry	
5.2	Hotel Markets and Properties of the Future- Reservations and Check-ins of the Future	
5.3	Hotels of Future-Space Hotels – Airships-Hydropolis -Pod Hotels-Capsule Hotels	

Text books:**SEMESTER V**

1. Jay Kandampully, Connie Moli, Beverly Sparks, **Service Quality Management in Hospitality and Tourism**, (Noida, 2008),
2. Andrews, Sudhir, **Food and Beverage Service**, (New Delhi, 1991).
3. Rathi, Manish, **Hotel Tourism and Hospitality Management**, (Delhi, 2000).

Books For Reference:

1. Andrews, Sudhir : **Hotel Front Office**, (New Delhi, 1985).
2. Andrews, Sudhir, **Hotel House Keeping**, (New Delhi, 1991),
3. Chanda Ashik C, **Hotel Tourism and Catering Management**, (New Delhi, 2009).
4. Graham Bruce, **Hotel and Catering Management**, (New Delhi, 1991).
5. Michael L Kasavana Richards M Brooks, **Managing Front Office**, (New York, 1998).
6. Konntz Harold, **Management**, (Oxford, 1989).
7. Ratan Deep Singh, **Tourist India Hospitality Services, Vol III**, (New Delhi, 2001).
8. Rutherford, **Hotel management operators**, (New Jersey, 2002).
9. Tim Nowley, **Hospitality management An Introduction**, (New York, 1998).
10. Verghese, Brian, **Professional Food and Beverage Service Management**, (Chennai, 2003).

Online Sources:

1. www.nchm.nic.in/
2. www.bhms.ch/Hotel-Management
3. www.sbihm.com/
4. www.htcampus.com > Aviation / Travel / Hospitality
5. www.ihmchennai.org/

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

AIRTICKETING AND FARE CONSTRUCTION

Teaching Hours: 90

Course Code: TM15/5C/ATF

Credits: 4

L T P: 4 2 0

Objectives:

To enable the students to:

- Acquire theoretical knowledge on airticketing procedures
- Understand the various formalities of travel and to know the various norms followed in fare construction

Unit - 1:	Air Transport	20 hrs
1.1	Air Transport - Aviation History- International Airline Codes	
1.2	Flight handling and In-flight services	
1.3	Types of Air Crafts	
Unit – 2:	Airline policies and practices	20 hrs
2.1	Baggage- Baggage allowance- Checked Baggage- Excess Baggage surcharge	
2.2	Baggage Handling	
2.3	International air transport regulations- state regulation- Five freedoms of air	
Unit - 3	Air fares	20 hrs
3.1	Basic elements of air fare- Class of Service- Fare Basis- Fare rules and Regulations	
3.2	Special fares/ Discounted fares- Policy regarding Children, Restricted –Disabled passengers	
3.3	Taxes- Billing and Settlement Plan (BSP)	
Unit – 4	Fare construction	15 hrs
4.1	Guidelines for fare construction- One Way Trip - Circle Trip - Round Trip - Around the World Trip- Open Jaw-Stop-over - Non Stop- Direct	
4.2	Mileage System	
4.3	Lowest Combinations Principles	
Unit – 5	Travel Documents and Travel Formalities	15 hrs
5.1	Passport- Types- Passport Language- National Status- Limitations on Passport issue	
5.2	VISA- Conditions of issue- Types- Entry and Duration of Stay	
5.3	Travel Information Manual (TIM) Health Certificates. General Preventive Measures - Customs and Currency- Travel Insurance- Consequences of Negligence	

SEMESTER VI

Recommended Text Books:

1. Negi Jagmohan, **Air Ticketing And Fair Construction**, (New Delhi, 2008).
2. Negi Jagmohan, **Tour Guide And Tour Operation Planning** (New Delhi, 1998).
3. _____

Reference Books:

1. Bhatia A.K., **Tourism Development**, (New Delhi, 2013).
2. D'Souza Mario, **Tourism Development And Management**, (New Delhi 1990).
3. Negi Jagmohan, **Travel Agency And Tour Operation** (New Delhi, 1998).
4. Negi Jagmohan, **Travel Agency And Tour Operation** (New Delhi, 1992).
5. Bhatia A.K., **Tourism Development**, (New Delhi, 2002).
6. D'Souza Mario, **Tourism Development And Management**, (Jaipur, 2002).
7. Kotler, Philip.; **Kevin Lane Keller Marketing Management**, (Chennai, 2006).
8. Negi Jagmohan, **Principles of Management**
9. Koontz, Harold and Cyril O'Donnel, **Principles of Management: An Analysis of Managerial Functions**, (USA,1959).
10. Fulmer, **Robert.M The New Management**, (Macmillan, 1987).

Online Sources:

1. www.learntravel.co.uk/.../bt308unit24airfaresandticketing1sample.
2. www.iata.org > Home > Training > Subject Areas
3. <https://www.stonebridge.uk.com/uploads/courses/586>.
4. www.amazon.in/Air-Travel-Ticketing-Fare-Construction
5. www.iatachennai.com/travel_hm/airticketing.htm

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

Text Books:

INFORMATION TECHNOLOGY IN TOURISM
ELECTIVE: 1

Teaching hours: 90

Course Code: TM15/5E/ITT

Credits: 5

L T P: 4 2 0

Objectives:

To enable the students to

- understand the intricacies of computer application
- to get familiarized with the structure of the computer and its utility

Unit-1	Computer Application	20 Hrs
1.1	Need for Information Technology in Tourism	
1.2	Types of Computers - Communication Network – Components and features	
1.3	Local Area Network - Wide Area Network	
Unit - 2	Automated System	20 Hrs
2.1	Computer Based Information - Internet - Multimedia - Video Conferencing	
2.2	Mass Media Techniques - Teletex - Telecopy - Videotext - Telebox	
2.3	Telephone - Mobile phone - Mobile online Apps	
Unit - 3	Computer Reservation System	20 Hrs
3.1	Definition and functions	
3.2	Global distribution system - Functions	
3.3	Limitations and solutions	
Unit - 4	Types of Tickets	15 Hrs
4.1	Automated Tickets - e- ticket - I- ticket	
4.2	Tele - ticketing, Satellite Ticket printer	
4.3	Smart Cards and Pre - paid ticket advice	
Unit -5	Information Tools	15 Hrs
5.1	Television, Virtual Media	
5.2	Importance of 2G - 3G – 4 G connectivity	
5.3	e - CRM - Electronic Customer Relationship Management, MIS - Management Information System	

SEMESTER V

1. Ananth Grama, **An Introduction to Parallel Computing**, (New Delhi, 2004).
2. M. Morris Mano, **Computer System Architecture**, (New Delhi, 2007).
3. Michael Miller, **Absolute Beginner's Guide to Computer Basics**, (USA, 2007).

Books for Reference:

1. Anita Goel, **Computer Fundamentals**, (Delhi, 2007).
2. June Jamrich Parsons, Dan Oja, **Practical Computer Literacy**, (USA, 2011).
3. V. Rajaraman, Neeharika Adabala, **Fundamentals of Computers**, (Delhi, 2011).
4. Reema Thareja, **Fundamentals of Computers**, (New Delhi, 2014).
5. Peter Norton, **Computing Fundamentals**, (New Jersey, 1998).
6. Peter Shirley, Michael Ashikhmin, Steve Marschner, **Fundamentals of Computer Graphics** (Florida, 2009).
7. Gary B. Shelly, Misty E. Vermaat **Discovering Computers, Complete: Your Interactive Guide to the Digital World**, (USA, 2012).
8. Tomasi Wayne, **A Textbook on Basic Communication and Information Engineering**, New (Delhi, 2010).
9. Pradeep K. Sinha, Priti Sinha, **Computer Fundamentals**, (Mumbai, 2004).
10. Dan Oja, June Jamrich Parsons, **Computer Concepts: Illustrated Introductory**, (USA, 2010).

Online Sources:

1. www.netliteracy.org
2. www.gcflearnfree.org › All Topics › Computer Basics
3. www.tutorialspoint.com/computer_fundamentals/
4. www.comptechdoc.org/basic/basicitut/
5. digitalunite.com/guides/computer-basics

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

Text Books:

MEDICAL TOURISM

ELECTIVE: 2

Teaching Hours: 90Hrs

Credits: 5

CourseCode:TM15/5E/MTM

L T P:4 2 0

Objective:

To enable the students

- To learn about the Medical tourist destinations
- To develop an understanding on the availability of Medical tourist facilities.

Unit 1	Medical Tourism	20 Hrs
1.1:	Meaning, nature and Scope	
1.2:	Evolution of Medical Tourism in India	
1.3:	Sources of Medical Tourism	
Unit 2	Marketing Medical Tourism	20 Hrs
2.1:	Health Care services - Medical Insurance Policy- Mediclaim	
2.2:	Challenges- Prospects	
3.3:	Promotion of Medical Tourism in India.	
Unit 3	Traditional Treatments	20 Hrs
3.1:	Health – importance – Kaivaithyam or Patti vaidhyam	
3.2:	Ayurvedha significance – Homeopathy – Unani – Siddha	
3.3:	Acupuncture – Acupressure – Rekhi – Pranic - Varma	
Unit 4	Healing Centers and Hospitals	15 Hrs
4.1:	Kutralam – Andhra Fish Therapies - Fertility Centres - Plastic Surgery - Kotakkal	
4.2:	Puthur - Centers for Yoga – Isha Yoga – Manavalakkalai -Yogamandhiram	
4.3:	Apollo – Sankara Nethralay – MIOT – MMM – Frontier Lifeline – Destination Learning / Survey	
Unit 5	Healing Therapies	15 Hrs
5.1:	Clay Therapy – SPA- Music Therapy	
5.2:	Hill Resorts – Podhigai - Suruli	
5.3:	Sanjeevanam – Aayush - Shanthagiri	

SEMESTER V

1. Sarngadharan.M, V.S.Sunanda, **Health Tourism in India** –
2. David Hancock, **The Complete Medical Tourist**, 2006
- 3.

Books for Reference:

1. R. Bookman, Milica Zarkovic, **Bookman and karla Medical Tourism in Developing Countries**, 2007
2. David Reisman, **Health Tourism: Social Welfare Through International Trade**
3. Robinet Jacob, **Health Tourism and Ayurveda**
4. Sonali Kulkarni, **Spa and Health Tourism**
5. John Blake, **The Complete Medical Tourist**
6. Palgrave **Medical Tourism in Developing Countries**
7. Horowitz, Michael D.; Rosensweig, Jeffrey A.; Jones, Christopher A. "**Medical Tourism: Globalization of the Healthcare Marketplace**, 2007.
8. Tompkins, Olga, "**Medical Tourism**". (AAOHN Journal, 2010).
9. Jones CA, Keith LG, **Medical Tourism and Reproductive Outsourcing: The Dawning Of A New Paradigm For Healthcare**, (New York, 2006).
10. McGinley, Laurie, "**Health Matters: The next wave of medical tourists might include you**", (Wall Street Journal, 2008).

Online Sources:

1. www.gmedicaltourism.com
2. medicaltourism.com/
3. www.medicaltourismassociation.com/
4. www.indiahealthcaretourism.com/
5. www.medicaltourism.solutions/

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

Text Books:

GLOBAL TOURISM

Teaching Hours: 90 hrs

Course Code: TM15/6C/GTM

Credits: 4

L T P : 4 2 0

Objectives:

To enable the students

- to have a much better understanding of the world around and to have a new perspective of life
- to inspire and motivate towards some breathtaking activities and amazing events of the globe

Unit –1	America and Australia	20hrs
1.1:	North America - USA- Canada- Mexico	
1.2:	South America – Brazil – gerntin - Peru	
1.3:	Australia - New Zealand	
Unit – 2	Europe	20hrs
2.1:	United Kingdom	
2.2:	Italy and Switzerland	
2.3:	France and Germany	
Unit - 3	Africa and Middle East	20 Hrs
3.1:	Keny – Msimrr - Egypt- Morocco- Mauritius-Seychelles	
3.2:	Kuwait- Dubai	
3.3:	Israel - Jordan- Jerusalem	
Unit – 4	South and South East Asia	15hrs
4.1:	Nepal and Thailand	
4.2:	Sri Lanka – Candy - nurdhpur	
4.3:	Singapore – Hong Kong and Malaysia	
Unit - 5	Contemporary Issues in Global Tourism	20hrs
5.1:	Emerging Trends in International Tourism	
5.2:	Cultural Impact of International Tourism	
5.3:	Challenges before the International Tourists	

SEMESTER VI

Recommended Text books:

1. A.K.Bhatia, **International Tourism**, (New Delhi, 2008)
2. **Lonely Planet Travel Guides and Travel information**, (New Delhi, 2000)
3. Bhatia A.K., **Tourism Development**, (New Delhi, 2010).

REFERENCE BOOKS

1. **International Travel and Health 2003**, (World Health Organization (WHO). 2003).
2. Ahana Chakraborty, **Global Tourism**, (New York, 2007)
3. William F. Theobald, **Global Tourism**, (New York, 2013).
4. Sarah M. Lyon, E. Christian Wells, **Global Tourism: Cultural Heritage and Economic Encounters**, (New York, 2012).
5. Martin Hughes, **Slow Guide Melbourne**, (Melbourne, 2007).
6. Earl and Erlet Cater, **Marine Ecotourism: Between the Devil and the Deep Blue Sea**, (CABI, 2007).
7. Sue Beeton, **Community Development for Tourism**, (Landlinks, 2006).
8. Marcus Endicott, **Vagabond Globetrotting 3: The Electronic Traveler in the New Millennium**, (Lulu, 2004).
9. Stephen Benz, **Green Dreams, Lonely Planet**, (USA, 1998).
10. Polly Pattullo- **Last Resorts: The Cost of Tourism in the Caribbean**, (Cassell, 1996).

Online Sources:

1. www2.unwto.org/content/why-tourism
2. <https://www.wttc.org/-/media/files/reports/.../world2015>
3. www.wttc.org/
4. www.wttc.org/research/economic-research/economic-impact-analysis/
5. www.globaltourismindia.com/

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

FRONT OFFICE MANAGEMENT

Teaching Hours: 90 Hrs
Code: TM15/6C/FOM

Credit: 4
L T P: 4 2 0

Objectives:

To enable the students to

- study of front office updates the changing needs of the hotel Industry – Room selling Techniques,
- to learn the details of credit control – cash control, Budgeting etc.,

Unit - 1	Introduction	20 Hrs
1.1:	Definition- Lobby- Reception counter- Help Desk	
1.2:	Functions and importance of Front Office- Etiquette	
1.3:	Art of reception - Planning Guest service	
Unit - 2	Tariff Structure and Communication	20 Hrs
2.1:	Tariff fixation-Tour group rates- wholesale rates	
2.2:	Seasonal rates -Extra Bed rates- Rooms Selling Techniques	
2.3:	Communication – Importance - Effectiveness	
Unit - 3	Guest Handling	20 Hrs
3.1:	Guest Cycle- Reservation-Types - Group Reservation- over booking	
3.2:	Guest arrival – Pre - registration – Receiving Guests	
3.3:	Bell desk functions – Message Handling –Change of Room –Car parking – Room key control – locking system – Departure Procedure – Destination Learning	
Unit - 4	Audit and Accounts	15 Hrs
:	Basics of keeping Accounts – Ledger	
:	Cashiers Report, Cash Report, Bill Section	
4.3:	Night Auditing-Description – Cross Checking	
Unit - 5	Security Management	15 Hrs
:	Types of Security –Fire fighting - Causes	
:	Guide to fire extinguishers – Break-in security – Bomb Threat	
5.3:	Crisis Management	

Recommended Text Books: SEMESTER VI

1. S.K. Bhatnagar, **Front office Management**
2. Bhatnagar – **Front Office Management**, (2005)
- 3.

Books for Reference:

1. Kotler, Philip.; **Kevin Lane Keller Marketing Management**, (Chennai, 2006).
2. Negi Jagmohan, **Principles of Management**
3. Koontz, Harold and Cyril O'Donnel, **Principles of Management: An Analysis of Managerial Functions**, (United Kingdom,1959).
4. Fulmer, Robert.M, **The New Management**, Macmillan, 1987.
5. Prasad, L.N, **Principles and Practice of Management**
6. Prasad, Allen, **Principles of Management**
7. Bhatia A.K., **Tourism Development**, (New Delhi.
8. D'Souza Mario, **Tourism Development And Management**, (Jaipur, 2002)
9. Bhatia A.K. **International Tourism Fundamentals and Practices**, South Asia Books.
10. Bhatia A.K., **Tourism Development, Principles and Practices**, Sterling Publishers New Delhi.

Online Sources:

1. www.itshotels.in/.../front-office-executive-training-programme-foet.html
2. www.wileyindia.com > Hotel Management
3. www.amazon.in/front+office+management
4. www.alhea.com/Front+Office+Management
5. ihmbbs.org/upload/Front%20Office%20Management.pdf

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

TOURISM AND HUMAN RIGHTS

Teaching Hours: 90

Course Code: TM15/6C/THR

Credits: 4

L T P: 4 2 0

Objectives:

To enable the students to

- Understand the relationship between Tourism and Human Rights
- Promote Tourism without damaging the environment, and to be aware of the existing rights and duties

Unit – 1	Definition and classification of Human Rights	20 Hrs
1.1:	Meaning – Characteristics - Historical evolution	
1.2:	Civil and Political Rights-Economic Rights	
1.3:	Social and Cultural Rights	
Unit – 2	International Covenants and conventions	20 Hrs
2.1:	Magna Carta- Bill of Rights- Universal Declaration of Human Rights	
2.2:	International Covenant on Civil and Political rights	
2.3:	International Covenant on Economic, Social and Cultural Rights	
Unit – 3	Human Rights and Fundamental Rights	20 Hrs
3.1:	Fundamental Rights, its functions and Duties	
3.2:	National Human Rights Commission - State Human Rights Commission	
3.3:	Amnesty International Asia Watch - People's Watch.	
Unit - 4	Human Rights and Tourism Related Issues	15 Hrs
4.1:	Women Trafficking - Crimes against Women	
4.2:	Child Trafficking - Child Labour	
4.3:	Drug Trafficking - Smuggling.	
Unit – 5	Tourism and Environment	15 Hrs
5.1:	Marine Coastal Regulation Zone - Rules and Laws	
5.2:	Tourism and Fragile Eco System- Beaches - Coasts - Mountains	
5.3:	Community Rights Violations	

Recommended text books:**SEMESTER VI**

1. Bhatia A.K. International Tourism Fundamentals and Practices, South Asia Books.
2. Bhatia A.K., Tourism Development, Principles and Practices, Sterling Publishers New Delhi.

Reference Books:

1. Naorem Sanajaoba, Human Rights, Principles, Practices And Abuses.
2. Legal Perspectives Documentation Files, Legal Resources for Social Action, Chengalpattu, TN.
3. N. Jayapalan, Human Rights, Atlantic Publishers, New Delhi, 2000
4. Ashwini Rao, Status of Human Rights in India, (Pacific Publication, Delhi, 2010)
5. Hasan, Ashraful, Human Rights Dilemmas in Contemporary Times: Issues and Answers, (Austin and Winfield Publishers, Bethesda, Md, 1998)
6. Jagannath Mohanty, Teaching of Human Rights- New Trends and Innovations, (Deep and Deep Publications, New Delhi, 2005)
7. Nirmal, C.J, Human Rights in India -Historical, Social and Political Perspectives (OUP, New Delhi, 2000)
8. Sharma, G, Human Rights and Legal Remedies, (Deep and Deep Publications, New Delhi, 2003)
9. Sharma, G, Human Rights and Social Justice, (Deep & Deep Publications, New Delhi, 2004)
10. M.J, Antony, **Women's Rights**, (New Delhi, 1995)

Online Sources:

1. www.icrc.org/human-rights-books
2. www.csw.org.uk/
3. www.tourism-watch.de/en/content/human-rights---primary-responsibility
4. www.tourismconcern.org.uk/human-rights/
5. www.tourismtransparency.org/.../why-tourism-industry-needs-take-human.

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

ECO TOURISM

Teaching hours: 90

Course Code: TM15/6C/ETM

Credits: 4

L T P: 4 2 0

Objectives:

To enable the students

- To create awareness about the fragility of the environment
- To spread the message of conserving Bio-Diversity

Unit – 1 Introduction to Eco tourism	20 hrs
Defining Eco tourism-Components of Eco tourism Principles and Types of Eco tourism Global Growth and Magnitude of Eco tourism	
Unit - 2 Ecology And Tourism	20 hrs
Five Basic Laws of Ecology – Sustainability - Carrying Capacity- Absorbing Capacity Eco Tourism Resources - Hill stations – Coastal Areas Eco Tourism Venues- Private Protected Areas- Public Protected Areas- Modified Spaces - Indigenous territories	
Unit – 3 Impacts of Ecotourism	20 hrs
Environmental Impacts of Eco tourism Socio-Cultural Impact of Eco tourism Economic Impact of Eco tourism	
Unit – 4 Planning in Eco Tourism	15hrs
United Nations Environmental Programme (UNEP) National Policy on Ecology Eco Labelling and Eco Certification	
Unit – 5 The Business of Ecotourism	15hrs
Eco-Bridge -Eco Lodges-Eco Resorts. Development Strategies for Eco tourist Accommodations Marketing and promotion of Eco- tourist destinations	

SEMESTER VI

Recommended Text Books

1. Ramesh Chawla, **Ecology and Tourism Development**, (New Delhi, 2006).
2. Chawla, Romila., **Ecotourism and Development**, (New Delhi, 2003).
3. Singh, Ratan Deep, **National Eco Tourism and wildlife Tourism - Policies and Guidelines**, (New Delhi, 2004).

Books for reference:

1. Arora, Shyam Lal, **Adventure tourism and sports, Issues and Prospectives**, (New Delhi, 2007)
2. Prabhas Chandra, **Global Eco Tourism - Codes, Protocols and Charters**, (New Delhi, 2003).
3. Pruthi R.K., **Tourism Industry and Environmental Management**, (New Delhi, 2006).
4. Romila Chawla, **Protected Areas Tourism**, (New Delhi, 2005).
5. Sinha PC, **The Encyclopedia of Ecotourism**, (New Delhi, 2003).
6. Singh, Ratan Deep, **National Eco Tourism and wildlife Tourism - Policies and Guidelines**, (New Delhi, 2004).
7. Ratan Deep Singh, **Dynamics of Modern Tourism**, (New Delhi, 2008).
8. Ravi Shankar and Kumar Singh, **Eco Tourism and Sustainable Development**, (New Delhi, 2003).
9. Weaver, David Bruce, **The Encyclopaedia of Ecotourism**, (New York, 2001)
10. **International Atlas**, (New Delhi, 2008).

Online Sources:

1. <https://www.ecotourism.org/what-is-ecotourism>
2. www.nature.org > Green Living
3. incredibleindia.org/index.php/travel/eco-tourism
4. www.ecoindia.com/eco-tourism-in-india.html
5. www.gdrc.org/uem/eco-tour/etour-define.html

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
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Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

SEMESTER VI
ORGANISATIONAL BEHAVIOUR
ELECTIVE - 3

Teaching hours: 90
Course Code: TM15/6E/OGB

Credits: 5
L T P: 4 2 0

Objectives:

To enable the students

- To understand Organizational Behaviour
- To familiarize with the features of individual and group behaviour

Unit - 1	Organizational Behaviour	20 hrs
1.1	Definition – Nature - Scope	
1.2	Need and importance of Organisational Behaviour	
1.3	Structure of Organisational Behaviour	
Unit - 2	Features of organizational Behavior	20 hrs
2.1	Motivational techniques	
2.2	Control Standards - Effective Control and Co - Ordination System	
2.3	Role of Authority and Leadership	
Unit - 3	Individual Behavior	20 Hrs
3.1	Personality - Impact of Culture and Tradition	
3.2	Perception – Process – Organization - Interpretation	
3.3	Learning, Attitudes and Values	
Unit - 4	Group Behavior	15 Hrs
4.1	Types and Functions of groups	
4.2	Group Tasks and Development	
4.3	Conflict - Causes and Types	
Unit - 5	Organizational Culture and Climate	15 Hrs
5.1	Functions of Organizational Culture - Types of Organizational behavior	
5.2	Job satisfaction and Determinants	
5.3	Factors affecting organizational climate	

Recommended text books:

1. Ashwathappa, **Organizational Behaviour**, K, New Delhi, 2005
2. Buchanan and Huczyns, **Organizational Behaviour**, New York, 2013
3. Fred Luthans, **Organization Behaviour**, New Delhi, 2001

Books for Reference:

1. A.K. Bhatia, **Fundamentals of Organizational Behaviour Key Concepts, Skills, and Best Practices**, New Delhi, 2009
2. Kavitha Singh, **Organization Behaviour**, New Delhi, 2012
3. Prasad.L.M. **Organization Behaviour**, New Delhi, 2005
4. Stephen .P. Robbins, **Organization Behaviour**, New Delhi, 2008
5. Mc Shane and Von Glinov, **Organization Behaviour**, New Delhi, 2001
6. Scher Merhorn, Hunt and Osborn, **Organization Behaviour**, USA, 2008
7. G. A. Cole, **Organisational Behaviour: Theory and Practice**, New York, 1995
8. Ray French, **Organizational Behaviour**, USA, 2011
9. Nirmal Singh, **Organisational Behaviour: Concepts, Theory and Practices**, New Delhi, 2001
10. John Martin, **Organizational Behaviour and Management**, New York, 2005

Online Sources:

1. study.com/.../what-is-organizational-behavior-definition-and-history-
2. www.investopedia.com/terms/o/organizational-behavior.asp
3. www.boundless.com > ... > Why Study Organizational Theory
4. www.unesco.org/education/aladin/paldin/pdf/course02/unit_14.pdf
5. www.hbs.edu/faculty/units/ob/Pages/default.aspx

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the significant units	Answer any FIVE questions out of eight in not more than 300 words each	5X8=40 marks
Section C	4 questions from the significant units	Answer any two questions out of four in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS