

SCHEME OF EXAMINATION

<u>Semester</u>	<u>Subject</u>	<u>Hours per Week</u>	<u>University Examination Marks</u>
FIRST (I Year)	1. Political & Cultural History of India from Ancient times to AD 1526	12	100
	2. Ancillary I Paper I - Tourism Business	6	100 70 (Ext) 30 (Int)
SECOND (I Year)	1. Political & Cultural History of India from AD 1526 to AD 1967	12	100
	2. Ancillary-I Paper II - Tourism Product	6	100 70 (Ext) 30 (Int)
THIRD (II Year)	1. History of Europe from AD 1453 to AD 1815	12	100
	2. Ancillary-II Paper-I- Tourism Marketing	6	100 70 (Ext) 30 (Int)
FOURTH (II Year)	1. History of Europe from AD 1815 to AD 1970	12	100
	2. Ancillary-II Paper II - Travel Agency, Tour Business & Accomodation	6	100 70 (Ext) 30 (Int)
FIFTH (III Year)	1. History of Science and Technology from AD 1453 to AD 1970	12	100
	2. Elements of Historiography	6	100
	3. Optional Paper-I Emerging concepts for effective Tourism Development	6	100
	4. Optional Paper - II Information, Communication and Automation	6	100 70 (Ext) 30 (Int)
SIXTH (III Year)	1. History of Tamilnadu from A.D. 1565 to AD 1990	12	100
	2. History of World civilisations	6	100
	3. Entrepreneurship Developments	6	100
	4. Project Report & Report on the Job Training	6	100 70 (Ext) 30 (Int)

TOURISM SYLLABUS.

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Group-D -IV

FIELD TRIP REPORT, PROJECT REPORT & REPORT ON THE JOB TRAINING

Field Trip Report

The students of Tourism and Travel Management shall be required to undertake Field Trip (Four weeks) to important tourist destination covering atleast 3 Main centres related to Monuments, wild Life Parks and Sanctuaries and Sport Centres etc. at the end of First year/Second Semester examination. Students shall submit the Field Trip Report (Consisting of about fifty type pages) atleast two months before the commencement of Third year/Sixth Semester examination as the case may be.

Project Report & Report on the Job Training

The students shall be further required to undergo six weeks practical training after second years/fourth semester examination is over, in a tourism enterprise (Travel agency, Hotel, Airlines and Tourism Corporations) duly approved by the Head of the Institution. They shall be required to submit a comprehensive training report atleast two months before the commencement of third year/Sixth semester examination. The report shall be consisting to 100 Marks and shall be evaluated by both internal and External Examiner through Viva-voce Examination.

Regulation - Ancillaries

The following two Ancillary subjects are introduced.

I - Year

- I Semester - Tourism Business
- II Semester - Tourism Product

II-Year

- III Semester - Tourism Marketing
- IV Semester - Travel Agency, Tour Business & Accomodation.

FIRST YEAR - I Semester ; Ancillary I- Paper (1)

TOURISM BUSINESS

INTRODUCTION:

This paper cover the history of Tourism both International and Domestic, It's development with organizational and regulatory methodology. The concept dimensions trends world over and its futuristic study.

Definition nature, Importance and components of tourism are also included in the study. This paper is designed to cover in prospects of Tourism. Insulational organisation both national and international in world in in promotion & development - WTO, IATA, UFTAA, AI, IATO, etc.

1. Defination, Nature, Importance, Components and typology of Tourism.
2. Concepts of Domestic and International Tourism recent trends.
3. Tourism as an industry, visitor, tourist, excursionist.
4. Growth and development of Tourism in India.
5. Impacts of Tourism-Economics, Social,-Physical and Environmental

World Tourism Organisation
International Air Transport Association
SUGGESTED READINGS:

A - Universal Federation of Travel Agents Association

Air Encher

1. Christopher J. Holloway : The Business of Tourism : Macdonald and Evans, 1983.
2. A.K. Bhatia : Tourism Development: principles and practices; Sterling publishers (P) Ltd; New Delhi.
3. Anand, M.M. : Tourism and Hotel Industry in India; Sterling Publishers (P) Ltd. N.Delhi.
4. Kaul, R.H. : Dyanmics of Tourism; ... sterling publisher s (P) Ltd N. Delhi.
5. IITTM : Growth of Modern Tourism Monograph ; IITTM, New Delhi-1789.
6. IITTM : Tourism as an Industry-monograph; IITTM, New Delhi, 1989.
7. Burhat & Mallik : Tourism-past present and future ... London.

9. Brymer, Robert A : Introduction to Hotel and Restaurant Management; Hub publication, Co., Iowa, 1984
10. Riccline J.R. Brent : Travel and Tourism Hospitality Research, London, 1983
11. Surinder Aggarwal : Travel Agency Management communication, India, 1983.

FIRST YEAR, II Semester, Ancillary I - Paper II

TOURISM PRODUCT

INTRODUCTION:

This paper is for the study of the product-India covering the resources both nature and man-made. Historical and Geographical background. The people, the heritage, Ancillary activities like arts, crafts, flora fauna environmental ecology. A study of the suitable development of Tourism connected with planning and area development.

TOURIST RESOURCES-DEFINITION AND DIFFERENTIATION

Tourist Resources of India-types and typologies, cultural resource-art and Architecture, Historical monument: Religious and spiritual centres, fairs and festivals, crafts, museums, folk customs, costumes, and lenses, museum monument and art galleries etc. Natural tourist Resources- Rich diversity in Landform and Landscape, outstanding geographic features, climate waterbodies and flora and fauna.

Socio-Cultural Resource-I

Architectural Heritage of India: Glimpses of India's architectural styles adopted over the ages, Historical monuments of artistic significance-ancient, medieval and modern-their spatial and regional dimensions. Important historical/archaeological sites. Important historical/archaeological sites. Museums, art galleries and libraries-their locations and characteristics.

Socio-Cultural Resources; II

Reforming arts of India, Classical Dances and Dance Styles;
Centre of learning and performances. Indian folk culture

Music and musical instruments; different schools of Indian
music; status of vocal and instrumental music; new experiments.

Handicrafts of India as a potential tourist resources.

Fairs and Festival-Social, religious and commercial fairs;
festivals; promotional (Tourism) fairs, viz; kite flying, white
water festival, snake boat race etc.

Indian folk culture-folk customs and costumes, settlement
patterns, religious observations, folk-lore and legends.

Created tourist destinations; Academic, Scientific and
Industrial institutions.

Natural Tourist Resource-I

- Tourist resource potential in mountain with special reference
to Himalays; Resources and resource use-patterns in the past,
present and future perspective.
- India's main desert areas, their geological structure,
development as desert tourism - existing trends and facilities
available; desert safaris and desert festival.

Coastal areas, beaches and islands; Resources and resource
use-pattern

Resources in Islands with special reference to Andaman and
Nicobar Islands. Overview on Tourism Development Strategies.

SUGGESTED READINGS

1. Percy Brown : Indian Architecture-Hindu and Buddhist
period
2. Harle, J.C. : The Art and Architecture of India-Sub
continent.
3. Bhartiya Vidya
Bhawan : Imperial Unity
4. -do- : Classical age
5. Acharya Ram : Tourism & Cultural Heritage of India;

7. Basham A.L. : The Gazettees of India; History and culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India.1988
8. Hussian, A.A. : The national culture of India, national Book Trust, New Delhi-1987
9. Mukerjee, R.K. : The culture and Art of India; George Allen Unwin Ltd; London, 1974
10. The treasure of Indian Museums : Marg publication, Bombay

SECOND YEAR-III Semester-Ancillary-II Paper (1)

TOURISM MARKETING

INTRODUCTION:

This course covers analysis of the Markets and their possible developments, packing of the product, pricing policies and their publicity and advertising in the media - print and electronic. A study of the marketing and publicity aids like Books, periodicals, brochures, posters, audio visual, press release Audio visuals. The paper would also include promotional and public relations methods employed in Tourism Marketing

1. The concept marketing, Nature, classification and characteristics of services and their marketing implications developing marketing strategies for services (Travel, Agency, Food, Nutrition, Catering).
2. Tour packaging: Concept, Characteristics methodology considerations and pricing of Tour packing, Designing and printing of Tour Brochure.

SUGGESTED READINGS

1. Kotler, Philip : Marketing Management, Underhill publications New Delhi
2. Maccarthy, D.K.J. : Basic Marketing - A management approach.
3. Douglas Porter : Travel and Tourism Management
4. Negi, M.S. : Tourism and Hoteliering

3. Agarwal, Surinder : Travel Agency Management
(Communication India 1983)
4. Geo, Chack : Professional Travel Agency Management
prontice Hall London, 1990
5. Bhatia, A.K. : Tourism Development - Issues and
policies sterling publishers, 1991,
New Delhi.
6. William Cordve : Travel in India
7. National publishers : The world of Travel
publishers Delhi, 1977