

**UNIVERSITY OF MADRAS**  
**B.A. DEGREE COURSE TOURISM AND TRAVEL MANAGEMENT**  
**(With effect from the academic year 2008-2009 onwards)**

17

FIRST SEMESTER

S.NO.	COURSE COMPONENT	NAME OF COURSE	INST. HOURS	CREDITS	Exam Duration HRS	Max. Marks	
						CIA	External
1	PART I	Languages Courses Tamil	-	3	3	25	75
2	PART I	English	-	3	3	25	75
3	PART II	CORE – PAPER I Tourism Business – I	5	4	3	25	75
4	PART II	CORE – PAPER II Tourism Product – I	5	4	3	25	75
5	PART III	ALLIED – I Paper -1 Bio-Diversity of the Indian Sub-Continent	6	5	3	25	75
6	<b>Part – IV</b> 1. (a) Not studied Tamil upto xii std. – shall take Tamil Comprising of two courses (level VI std.) (b) Studied Tamil upto xii std. – taken Non- Tamil under Part – I shall take advance Tamil comprising of two courses. (c) Others who do not comes under a & b can choose non- major elective comprising of two courses.						
7.	Skill Based			2			

**SECOND SEMESTER**

S.NO.	COURSE COMPONENT	NAME OF COURSE	SEMESTER	INST. HOURS	CREDITS	Exam Duration HRS	Max. Marks	
							CIA	External
1	PART I	Languages Courses Tamil	1	-	3	3	25	75
2	PART I	English	1	-	3	3	25	75
3	PART II	CORE – PAPER III Tourism Business II	2	5	4	3	25	75
4	PART II	CORE – PAPER IV Tourism Product II	2	5	4	3	25	75
5	PART III	ALLIED - I : Paper 2 Basics of Archaeology	2	6	5	3	25	75
6	PART IV	1. (a) Not studied Tamil upto xii std. – shall take Tamil Comprising of two courses (level VI std.) (b) Studied Tamil upto xii std. – taken Non-Tamil under Part – I shall take advance Tamil comprising of two courses. (c) Others who do not comes under a & b can choose non-major elective comprising of two courses.						
7	Skill Bases		2		2			

**THIRD SEMESTER**

Course Component	Name of course	Inst. Hours	Credits	Exam HRS	Max. Marks	
					CIA	External
PART I	Language Paper III	6	3	3	25	75
PART II	English Paper III	6	3	3	25	75
PART III	CORE – PAPER V Travel Agencies and Tour operators – I	5	4	3	25	75
PART III	CORE – PAPER VI Marketing Management	5	4	3	25	75
PART III	ALLIED – III Art and Architecture in Ancient India	6	5	3	25	75
Soft Skill			3		40	60
PART IV	Environmental studies				(Examination will be held in IV Semester)	

**FOURTH SEMESTER**

Course component	Name of course	Inst. Hours	Credits	Exam HRS	Max. Marks	
					CIA	Ext.
PART I	Language Paper – IV	6	3	3	25	75
PART II	English Paper - IV	6	3	3	25	75
PART III	CORE – PAPER VII Travel Agencies and Tour Operators – II	5	4	3	25	75
PART III	CORE – PAPER VIII Tourism Marketing	5	4	3	25	75
PART III	ALLIED – IV Art and Architecture in Medieval India	6	5	3	25	75
Soft Skill			3		40	60
PART IV	Environmental studies		2	3	25	75

**FIFTH SEMESTER**

Course component	Name of course	Inst. Hours	Credits	Exam Duration HRS	Max. Marks	
					CIA	External
PART III	CORE – PAPER IX Global Tourism	6	5	3	25	75
PART III	CORE – PAPER X Social and Cultural History of India	6	5	3	25	75
PART III	CORE – PAPER XI Hotel Management and Catering	6	5	3	25	75
PART III	Elective Paper I Human Rights and Tourism	6	3	3	25	75
PART III	Elective Paper II Basics of Tourism	6	3	3	25	75
PART IV	Value Education		2			

**SIXTH SEMESTER**

Course component	Name of course	Inst. Hours	Credits	Exam Duration HRS	Max. Marks	
					CIA	External
PART III	CORE – PAPER XII Personnel Management	6	4	3	25	75
PART III	CORE – PAPER XIII Front Office Management	6	4	3	25	75
PART III	CORE – PAPER XIV Eco Tourism	6	5	3	25	75
PART III	Elective Paper III Air Ticketing and Fare Construction	6	4	3	25	75
PART III	Elective Paper IV - CIVIL AVIATION (or) Project (Dissertation)	6	5	3	25	75
Part V	Extension Activity		2			

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## **B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT**

### **SYLLABUS**

#### **FIRST SEMESTER**

#### **TOURISM BUSINESS - I**

- UNIT-I:** Definition - History of Travel - Nature, Importance and Scope of Tourism.
- UNIT-II:** Motivation, Planning and Tourism Administration.
- UNIT-III:** Transport- Road-Rail-Sea-Air – Civil Aviation – Traditional & Supplementary Accommodation.
- UNIT-IV:** Social, Physical and Economic Impact of Tourism - Tourism and Government Policies.
- UNIT-V:** Tourism as an Industry – Future of Tourism with special reference to India

#### **BOOKS FOR REFERENCE:**

1. Bhatia, A.K., 2003, **International Tourism**, Sterling Publishers Pvt Ltd., New Delhi.
2. Pushpinder S. Gill, 1999, **Dynamics of Tourism**, Anmol Publications Pvt Ltd., NewDelhi.
3. Pran Nath Seth, 1997, **Successful Tourism Management**, Sterling Publishers Pvt Ltd., Delhi.
4. Sinha, R.K., **Growth and Development of Modern Tourism**, Dominant Publishers, NewDelhi.

#### *TOURISM PRODUCT – I*

- UNIT-I:** Tourist products of India-Natural and Man- made- Historical, and Geographical Background of the country.
- UNIT-II:** International Tourist – Domestic Tourist - Various Kinds of Tourism.
- UNIT-III:** Desert Tourism-Desert Safaris-Desert Festivals-Adventure Tourism, Types of Adventure Tourism -Rural tourism-Village Tourism-Landscape-Fairs and Festivals in villages-Coastal and Wildlife tourism-Medical tourism.
- UNIT-IV:** Cultural Tourism-Cuisines and Special Dishes of India-Customs of India-Ancient, Medieval and Modern- Costumes of India – Fairs and Festivals of India.

**UNIT-V:** Newly created Tourist Destinations- Hill-Stations, Theme Parks, Tourism Development Strategies.

**BOOKS FOR REFERENCE:**

1. Dr.Thandavan and Dr.Revathy Girish, 2005, **Tourism Product**, Dominant Publishers, Delhi.
2. Sati, V.P., 2001, **Tourism Development in India**, Pointer Publishers, Jaipur.
3. Rabindra Seth Om Gupta, 2005, **Tourism in India**, Kalpaz Publishers, Delhi.
4. Ram Acharya, 1980, **Tourism and Cultural Heritage of India**, RBSA Publication, Jaipur.

**ALLIED PAPER I - BIO-DIVERSITY OF THE INDIAN SUB-CONTINENT**

**UNIT-I:** Indian Sub-continent as a Geographical Unit - Location, Position and Neighbourhood.

**UNIT-II:** Weather Conditions of India-Seasons-Temperature-Rainfall-Peculiar Features and Significance of Indian monsoon.

**UNIT-III:** Rivers – Lakes - Coastal areas – Backwaters – Beaches -Islands

**UNIT-IV:** Forest- Wild-life Sanctuaries- National Parks- Botanical Gardens and Zoological Park

**UNIT- V:** *Flora- fauna- Ecology - Area Development - Role of Government in Promoting the Physical Wealth of India.*

**BOOKS FOR REFERENCE:**

1. Saduhan, S.K., **Economic Geography**, S Chand and Company Ltd, New Delhi.
2. Rabindra Seth Om Gupta, 2003, **Tourism In India**, Kalpaz Publication, NewDelhi.
3. Sati, V.P., 2001, **Tourism Development in India**, Pointer Publishers, Jaipur.

## **SECOND SEMESTER**

### **II SEMESTER - TOURISM BUSINESS - II**

**UNIT 1** – Organisation – Formal and informal Organisation – Organisation Chart – Forms of Organisation – Authority and Responsibility – Accountability

**UNIT 2** – Measurement of Tourism – Categories of Tourism Statistics – Method of Measurement – Sample Surveys – General problems of Measurement – Role of WTO

**UNIT 3** – Role of State in Tourism – National Tourism Organisation – Functions of NTO – Tourism Administration in India

**UNIT 4** – Defining Business Travel – Geographical factor for Distribution – Structure of the Markets – Conference Building Process – Incentive Travel – Marketing Objectives

**UNIT 5** – Information Technology in Tourism: Modern Media Techniques – Networking – Internet and Tourism Industry – Computer Technology – Computers in Air Cargo, Airlines, Hotels and Railways – Computers Reservation Systems (CRS)

#### **BOOKS FOR REFERENCE**

- 1. A.K. Bhatia – International Tourism, Sterling Publishers Pvt Ltd, New Delhi, 2003**
- 2. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998**
- 3. Pran Nath Seth – Successful Tourism Management, Sterling Publishers Pvt Ltd, Delhi, 1997**
- 4. A.K. Raina – Fundamentals of Tourism System, Kanishka Publishers, New Delhi, 2004**
- 5. Mario D'Souza – Tourism Development and Management, Mangal Deep Publications, Jaipur, 2003**
- 6. A.K. Bhatia – Tourism Development – Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003**
- 7. Dr. Lathika Goswami - Perspectives of Tourism Development, S.S. Publishers, Delhi, 2007**
- 8. Dr. Lathika Goswami – Managing Tourism Growth – Issues and Application, S.S. Publishers, Delhi, 2007**

## **TOURISM PRODUCT - II**

- UNIT - I:** The People of India - Their Heritage - Arts and Crafts.
- UNIT - II:** Art and Architecture – Style adopted over the Ages – Archaeological Sites – Religious Sites – Hindu, Jain, Buddhist, Muslim, Sikh and Christian.
- UNIT - III:** Famous Museums – Monument – Libraries, Galleries – Their location and assets.
- UNIT - IV:** Performing Arts of India – Classical Dance and Music – Different styles – Different schools – Musical Instrument – New Centres of Learning.
- UNIT - V:** Handicrafts of India – Indian Folk culture.

### **BOOKS FOR REFERENCE:**

1. Dr.Thandavan and Dr.Revathy Girish, 2005, **Tourism Product**, Dominant Publishers, Delhi.
2. Sati, V.P., 2001, **Tourism Development in India**, Pointer Publishers, Jaipur.
4. Rabindra Seth Om Gupta, 2005, **Tourism in India**, Kalpaz Publishers, Delhi.
5. Ram Acharya, 1980, **Tourism and Cultural Heritage of India**, RBSA Publication, Jaipur.



## **ALLIED PAPER II – BASICS OF ARCHAEOLOGY**

- UNIT I:** Archaeology – Definition – scope, Nature and Importance.
- UNIT II:** Exploration – Procedure, Trends, Significance and Importance
- UNIT III:** Excavation – Aims – Methods and Types
- UNIT IV:** Epigraphy – Its Importance – Types of Inscriptions – Brahmi Script
- UNIT V:** Numismatics – Its Illustrations – Types of Coins – Study of the Coins of Guptas, Cholas, Pandyas and Vijayanagar.

### **BOOKS FOR REFERENCE**

1. A.L. Basham - A Cultural History of India.
2. Percy Brown - Indian Art and Architecture.

## **THIRD SEMESTER**

### **CORE PAPER V - TRAVEL AGENCIES AND TOUR OPERATORS – I**

UNIT 1 – Meaning and Definition of a Travel Agency and Tour Operators – Travel Agency Growth – Structure – Functions – Types of Travel Agency – Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator

UNIT 2 – Growth and Development of Tourist Organization with special reference to India – Sargeant Committee – Jha – ITDC – TTDC

UNIT 3 - International Tourist Organisation – WTO – IATA – UFTAA – PATA – ICAO – ASTA – TAAI

UNIT 4 – Future of Travel Agencies – Travel and Trade Publications – Travel Agents – Training Programmes – Travel Agency’s Sponsored Programmes

UNIT 5 – Travel Agency fairs and Benefits – ITB (International Tourism Board) – WTM (World Travel Mart) – Travel Trade Workshop – EIBTM (Business Travel Meetings)

### **BOOK FOR REFERENCE**

1. Mohinder Chand – Travel Agency Management, Anmol Publications Pvt Ltd, New Delhi, 2000
2. Mohinder Chand – Travel Agency Management – An Introductory Text, 2<sup>nd</sup> Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
3. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
4. Pran Nath Seth – Successful Tourism Management, Sterling Publishers Pvt Ltd, Delhi, 1997
5. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003
6. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
7. R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003

## **CORE PAPER VI MARKETING MANAGEMENT**

UNIT 1- Definition – Features – Evolution – Functions – Importance of Marketing – Selling and Transportation – Marketing Environment – Marketing Plan.

UNIT 2 - Storage, Warehousing, Risk Bearing – Market Information – Grading – Standardization and Market Finance.

UNIT 3 - Product Policies – Product Mix – Alteration of Product Mix – Product Life Style – Branding – Packaging – New Product Development – Classification of Consumer Goods in Marketing.

UNIT 4 - Understanding the Market and Consumer Behavior Factors Influencing Buyer Behavior – Buyer Decision Process – Need and Criteria for Market Segmentation.

UNIT 5 - Pricing for Products – Objectives – Channels of Distribution – Factors Influencing Channel Decision – Sales Promotion – Elements of Sales Promotion – Consumer Sales and Dealer Sales.

### ***BOOKS FOR REFERENCE***

Philip Kotler – Marketing Management, Prentice Hall of India Pvt Ltd, 1993

Philip Kotler – Marketing Principles, Prentice Hall of India Pvt Ltd, 1993

Romila Chawla – Tourism Marketing and Development, Sonali Publications, New Delhi, 2004

Rajan Nair – Marketing, Sultan Chand & Sons, New Delhi, 1983

P.C. Sinha – Tourism Marketing, Anmol Publications, Delhi, 2003

Amarchand and Varadharajan – Text Book of Marketing

William Stanton – Fundamentals of Marketing

R.K. Malhotra - Tourism Marketing, Anmol Publications Pvt Ltd, 2005

S.S. Vernekar, Sandeep Goel – Marketing of Services – Strategies for Growth, Deep & Deep Publications, New Delhi, 2005

## **ALLIED III - ART AND ARCHITECTURE IN ANCIENT INDIA**

UNIT 1 - Background – Meaning of Art – Architecture – Sculpture – Painting and Indian Iconography.

UNIT 2 - Indus Valley Civilization – Town Plan – Great Bath – Terracotta – Vedic Art and Architecture.

UNIT 3 - Mauryan Art – Buddhist Architecture – Pataliputra Palace – Stupas – Pillars – Chaityas – Monasteries Art and Architecture under Sungas and Kushanas – Gandhara and Madura School of Architecture.

UNIT 4 - Golden Age of Indian Art under the Guptas - Evolution of the Buddhist and Brahminical Art – Ajanta and Ellora Caves – Temple at Bhitargaon.

UNIT 5 - Art and Architecture of the South – Hindu Style of Architecture – Pallavas – Kailasanath Temple – Vaikunda Perumal Temple – Chalukyas.

### **BOOKS FOR REFERENCE**

1. Dr. Revathy Girish – Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi, 2007
2. Nilakanta Sastri. K.A. – A Comprehensive History of India, Kolkata, 1957
3. Nilakanta Sastri. K.A – A History of India, Oxford University Press, 1966
4. Anand Singh – Tourism in Ancient India, Serials Publications, New Delhi, 2005
5. Percy Brown – Indian Architecture, D.B. Taraporevala Son & Company Ltd, 2003
6. S.A. Raj Kumar – Essays on Indian Architecture, Discovery Publishing House, New Delhi, 2003
7. L.P.Sharma – Ancient History of India, Konark Publishers, Delhi, 1997
8. B.N. Luniya - Evolution of Indian Culture, Lakshmi Narain Agarwal, Educational Publishers, Agra
9. Satish Grover – The Architecture of India – Islamic, Vikas Publishing House Pvt Ltd, 1981

## **FOURTH SEMESTER**

### **CORE PAPER VII - TRAVEL AGENCIES AND TOUR OPERATORS – II**

UNIT 1 – Nature and Scope of Tour Operation – Itinerary Development – Meaning, Definition, Types of Itinerary

UNIT 2 – Technological Advances in Communication – Mass Media Technologies – Computers – Videotex Systems

UNIT 3 – Travel Documents – Travel Formalities – World Travel laws – Itinerary Preparation – Pricing, Cost and Selling a Tour – Policies, Practices and Problems in Tour Management

UNIT 4 – Future Trends in Travel Management – Information Technology in Tourism – Global Distribution System – Computerized Reservation System (CRS) – Amadeus – Sabre – Apollo – Galileo

UNIT 5 – Travel Agency Accounting - The Basic Accounting System used in Travel Industry – Procedure – Financial Analysis – Control Techniques – Cash Flow Analysis – Cost Volume Profit Analysis – Budgetary Control

#### *BOOKS FOR REFERENCE*

1. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003
2. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
3. R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
4. Mohinder Chand – Travel Agency Management, Anmol Publications Pvt Ltd, New Delhi, 2000
5. Mohinder Chand – Travel Agency Management – An Introductory Text, 2<sup>nd</sup> Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
6. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
7. Pran Nath Seth – Successful Tourism Management, Sterling Publishers Pvt Ltd, Delhi, 1997

## **CORE PAPER VIII TOURISM MARKETING**

UNIT 1 - Concept of Marketing in Tourism – Definition of Tourism Marketing – Tourism Marketing Mix – Tourism Product – Special Features of Tourism Marketing.

UNIT 2 - Difference between Travel Market – Commodity Market – Analysis of Tourism Service System – Introduction – Model of Tourism Industry – Basic Tourism Model – Tourism System – Service Marketing – Consequences – Elements.

UNIT 3 - Demand for Tourism – Types of Tourism Demand – Determinants of Tourism Demand – Effective Demand – Tourism Supply- Laws of Supply – Elasticity of Supply – Allocating Time for Tourist, Financial Factors.

UNIT 4 - Strategic Tourism Marketing – Contribution of Marketing Tour Organizations – Strategic Decisions and Gaps – Distribution of Tourist Activity, Communication, Advertisement, Sales Promotion – Public Relations – Merchandising.

UNIT 5 - Developing Marketing Skills for Tourism – Creativity – Motivation – Team Building – Personality Development.

### ***BOOKS FOR REFERENCE***

1. Philip Kotler – Marketing Management, Prentice Hall of India Pvt Ltd, 1993
2. Philip Kotler – Marketing Principles, Prentice Hall of India Pvt Ltd, 1993
3. Romila Chawla – Tourism Marketing and Development, Sonali Publications, New Delhi, 2004
4. Rajan Nair – Marketing, Sultan Chand & Sons, New Delhi, 1983
5. P.C. Sinha – Tourism Marketing, Anmol Publications, Delhi, 2003
6. Amarchand and Varadharajan – Text Book of Marketing
7. William Stanton – Fundamentals of Marketing
8. R.K. Malhotra - Tourism Marketing, Anmol Publications Pvt Ltd, 2005
9. S.S. Vernekar, Sandeep Goel – Marketing of Services – Strategies for Growth, Deep & Deep Publications, New Delhi, 2005

## **ALLIED IV - ART AND ARCHITECTURE IN MEDIEVAL INDIA**

UNIT 1 – Islamic Period – Delhi Sultanate – Qutb Minar – Alaidarwaza –Provincial Architecture – Saracenic Architecture.

UNIT 2 - Temples in Medieval Period – Khajuraho – Puri Jagannath Temple – Konark – Mount Abu.

UNIT 3 - Art and Architecture of the South – Rashtrakutas – Cholas – Brahadeswara Temple – Gangai Konda Cholapuram – Hoysala Architecture – Vijayanagar – Hazara Ramaswamy Temple.

UNIT 4 - Mughal Art and Architecture – Humayun Tomb – Taj Mahal, Fatehpur Sikri – Jama Masjid – Buland Darwaza – Persian Influence – Paintings – Rajput Style.

UNIT 5 - Portuguese Influence – Art and Architecture under the British – Neo Gothic Style, Forts, India Gate, Rashtrapathi Bhawan – Church – Public Buildings.

#### BOOKS FOR REFERENCE

1. Dr. Revathy Girish – Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi, 2007
2. Nilakanta Sastri. K.A. – A Comprehensive History of India, Kolkata, 1957
3. Nilakanta Sastri. K.A – A History of India, Oxford University Press, 1966
4. Anand Singh – Tourism in Ancient India, Serials Publications, New Delhi, 2005
5. Percy Brown – Indian Architecture, D.B. Taraporevala son & Company Ltd, 2003
6. S.A. Raj Kumar – Essays on Indian Architecture, Discovery Publishing House, New Delhi, 2003
7. L.P.Sharma – Ancient History of India, Konark Publishers, Delhi, 1997
8. B.N. Luniya - Evolution of Indian Culture, Lakshmi Narain Agarwal, Educational Publishers, Agra
9. Satish Grover – The Architecture of India – Islamic, Vikas Publishing House Pvt Ltd, 1981

## **FIFTH SEMESTER**

### **CORE PAPER IX - GLOBAL TOURISM**

UNIT 1 - Tourism in Europe –Attractions – Monuments – Theme Parks – Public Buildings.

UNIT 2 - Tourism in North America, Latin America, New Zealand, Newyork – Attractions – Monuments – Theme Parks – Public Buildings.

UNIT 3 – Tourism in South Africa – Middle East.

UNIT 4 – Tourism in South Asia – Nepal and Srilanka – South East Asia – Singapore – Malaysia – Thailand – Hong Kong, China and Japan.

UNIT 5 – Contemporary Issues in Global Tourism – Future of Global Tourism.

### **BOOKS FOR REFERENCE**

1. Lonely Planet – China, Japan
2. Ruth Blackmore – Rough Guide to South East Asia
3. Foder’s Explorer
4. Badra G.S. – Globalization and Marketing Management, Deep and Deep Publication Ltd, New Delhi
5. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
6. K.K Sharma – World Tourism Today, Sarup & Sons, New Delhi, 2004

## **CORE PAPER - X - SOCIAL AND CULTURAL HISTORY OF INDIA**



UNIT 1 – Characteristics of Indian Society – Unity in Diversity – Heterogeneous Population – Social Life – Spirit of Toleration.

UNIT 2 – Caste System – Varnashrama Dharma – Doctrine of Karma and its Significance.

UNIT 3 – Marriages – Types of Marriage – Problems and Changes – Rituals and Ceremonies – Joint and Nuclear Family.

UNIT 4 – Fairs and Festivals of India – Social, Religious Communal and Tourism Promotional Fairs – Kite Festival, Boat Race Festival, White Water Festival.

UNIT 5 – Impact of the West – Christianity – Urbanization – Western Education – Social Reforms – Development of Press, Science and Technology.

#### BOOKS FOR REFERENCE

1. A.L Basham – Cultural History of India, Oxford University Press
2. C.N. Shankar Rao – Sociology – Principles of Sociology with an Introduction to Social Thought, S. Chand & Company, New Delhi, 2007
3. Om Prakash – Cultural history of India, New Age International (p) Ltd, New Delhi, 2005
4. Majumdar A. R.C, The History and Culture of Indian People – The Classical Age – Bharatiya Vidya Bhavan Series - 1997
5. Nehru Jawaharlal – Discovery of India, Oxford University Press, 1967
6. Nilakanta Sastri. K.A. – A Comprehensive History of India, Kolkata, 1957
7. Nilakanta Sastri. K.A – A History of India, Oxford University Press, 1966
8. Percy Brown – Indian Art and Architecture, D.B. Taraporevala son & Company Ltd, 2003
9. Dr. Kumar – Indian Society of Social Institutions, Lakshmi Narain Agarwal Educational Publishers, Agra, 1931
10. Ram Acharya – Tourism and Cultural Heritage of India – RBSA Publications – Jaipur, 1980

UNIT 1 – Definition of Hotels – Evolution of Hotel Industry – Classification of Hotel Chains in India – Star Rating System – Types of Catering Establishments

UNIT 2 – Hotel Terminology – Dress Code – Hotel Division & Department – Food & Beverage Management, Resort Management – Kitchen – well equipped Bakery, Kitchen, Confectionary, House Keeping

UNIT 3 – Organisation of Luxury Hotel – Duties and Responsibilities of various Personnel – study of working of Selected Hotels – Five, Four and Three Stars – Plan of Rooms – European, Continental, American – Types of Rooms

UNIT 4 – Sales Promotion and Public Relations – Special Events – Tools of Public Relations – Crisis Management – Planning the Sales Call – Handling Competitions – Handling Complaints & Objections

UNIT 5 – Future Trends in Hospitality Industry – Regulatory Conditions & Guidelines for the Approval of Hotel Project – Role of Association in Hotel Management – FHRAI & IHRAI

#### BOOKS FOR REFERENCE

1. Romila Chawla – Accommodation Management and Tourism, Sonali Publications, New Delhi, 2006
2. J. Mathews – Hotel Management and Hospitality, Aavishkar Publishers, Jaipur, 2006
3. Y.P. Singh, Effective Hotel Management, Anmol Publications, New Delhi, 2001
4. Yogendra Sharma – Hotel Management, Kanishka Publishers, New Delhi
5. S. Kannan – Hotel Industry in India, Deep & Deep Publications Pvt Ltd, New Delhi
6. Praveen Sethi – Handbook of Hospitality and Tourism, Anmol Publications, Delhi, 2004
7. Bernard Davis & Sally Stone – Food and Beverage Management, Heinemann Professional Publishing, 1989.

#### **ELECTIVE PAPER - I - HUMAN RIGHTS AND TOURISM**

UNIT 1 – Nature – Scope – Evolution of the Concept of Human Rights in the West – Magna Carta, bill of Rights, Rights of Man.

UNIT 2 – Mexico Declaration – Europe Convention on Human Rights – Helsinki Charter – World Conference 1992.

UNIT 3 – Human Rights and Fundamental Rights – Duties of Citizens – Amnesty International.

UNIT 4 – Human Rights and Tourism Related Issues – Trafficking in Women and Children – Drug Trafficking – Dispossession and Displacement of People – Tourism Public Safety and Health.

UNIT 5 – Tourism and Environment – Marine Coastal Regulation Zone, Rules and Laws – Tourism and Fragile Econ Systems – Beach, Coastal and Mountains Community Rights Violation – First Worlds Vs Third World.

### **BOOKS FOR REFERENCE:**

1. K.S.Murthy - The Quest for Peace.
2. V.R.Krishna Iyer - Human Rights and Inhuman Wrongs.
3. J.C. Johari - Human Rights and New World Order.
4. Arun Ray Mahapatra - Public Interest Litigations and Human Rights.

### **ELECTIVE PAPER II – BASICS OF TOURISM**

UNIT 1 – Introduction: The Structure of Computers – Computers and Functions – Overview of Computer Organisations – Computer Representation of information – The Arithmetic Logic Unit – The Control Unit – Memory – Input and Output Devices – Storage Devices

UNIT 2 – Word Processing: Creating Word Documents – Editing Document Text, Applying Text Enhancements – Aligning and Formatting, Adding Lists – Numbers – Symbols and the date and time replacing and checking text getting into print. Formatting pages – Working with

columns – Constituting high quality tables – Managing data in Word – Creating customized merge documents – Publishing online Forms

UNIT 3 – Data Planning and Creating Tables – Creating and Using Forms – Modifying Tables – Working with External Data – Creating the Relational Data Base – Enhancing Form Design – Producing reports Creating Queries

UNIT 4 – Internet: Introduction to Internet – Resources of Internet – Hardware and Software requirements of Internet – Internet Service Providers – Internet Addressing – Mail using Mail from a Shell Account – Introduction to Web – Using the Web

UNIT 5 – Tourism: Introduction to Tournet, Features of Tour Manager: Costing, Reservation and Cancellation, Requests, Preparation of Exchange orders, Invoicing and Accounts

### **BOOKS FOR REFERENCE**

1. V. Rajaraman – Introduction to Computer Science
2. Gini Courter, Annette Marquis – Microsoft Office 2000
3. Harely Han – Internet Complete Reference

### **SIXTH SEMESTER**

#### **CORE PAPER - XII PERSONNEL MANAGEMENT**

UNIT 1 – Definition and Function of Personnel Management

UNIT 2 – Man Power Management – Planning – Recruitment – Selection – Placement – Criteria for Assessment

UNIT 3 – Communication – Important Channels – Suggestions of Schemes

UNIT 4 – Transfers, Promotions and Termination of Services – Wages and Salary – Principles and Techniques of Wage Fixation – Morale – Its Importance – Employee Attitude and Behaviour

UNIT 5 – Job Enrichment – Executive Development – Work Environment – Fatigue safety and Accident Prevention

### **BOOKS FOR REFERENCE**

1. David A. DeCenzo & Stephen P. Robbins – Personnel/ Human Resource Management, Prentice Hall of India Pvt Ltd, New Delhi, 2007
2. Arun Monappa & Mirza s Saiyadain – Personnel Management, Tata McGraw Hill Publishing Company, New Delhi
3. C.B. Mamoria & S.V. Gankar – Personnel Management, Himalayan Publishing House, Mumbai, 2005
4. P.C. Tripathi – Personnel Management and Industrial Relations, Sultan Chand & Sons, New Delhi
5. G.R. Krishna & P.G. Aquinas – Personnel Human Resource Management, Author Press, Delhi, 2004
6. Arya P.P. & Tandon B.B – Human Resource Development, Deep & Deep Publications Pvt Ltd, New Delhi

### **CORE PAPER XIII - FRONT OFFICE MANAGEMENT**

UNIT 1 – Front Office Operations and Responsibilities – Guest Cycle – Front Office System – Front Desk Equipment – Computer Applications – Front Office Forms – Front Office Communications – Guest Relations – Front Office Security – Inter Departmental Communications

UNIT 2 – Front Office Management – Management Functions – Establishing Room Rate – Room Availability – Budgeting Evaluating

UNIT 3 – Registration – Receiving – Greeting Guests – Types of Registration – Documents Generated – Registration – Operating Modes – Room Procedures – Group Arrival

UNIT 4 – Front Office Accounting – Cash and Credit – Cashiers papers – handling Credit Cards – Cheques and Accounts – Banking and Deposits – Foreign Exchange Regulations

UNIT 5 – Information System – Mail Service – Message – Keys – Local Information – Bell and Service – Layout Staff – Luggage Procedure – Door Care – Parking – Telephone Procedures – Telex

### **BOOKS FOR REFERENCE**

1. Michael L Kesavana and Richard M. Brooks – Front Office Procedures, Educational Institutional, American Hotel and Motel Association
2. M A Khan - Front Office, Anmol Publications Pvt Ltd, New Delhi, 2005
3. Sudhir Andrews – Hotel Front Office Training Manual, TATA McGraw-Hill Publishing Company Ltd, New Delhi, 2004
4. Paul B White and Helen Beckley – Hotel Reception, Edward Arnold Ltd, London
5. S.K. Bhatnagar – Front Office Management
6. Suchi Garg – Front Office Management, Alfa Publications, New Delhi, 2006
7. Romila Chawla – Accommodation Management and Tourism, Sonali Publications, New Delhi, 2006
8. J. Mathews – Hotel Management and Hospitality, Aavishkar Publishers, Jaipur, 2006
9. Y.P. Singh, Effective Hotel Management, Anmol Publications, New Delhi, 2001
10. Yogendra Sharma – Hotel Management, Kanishka Publishers, New Delhi

### **CORE PAPER XIV - ECO TOURISM**

UNIT 1 – Definition of Ecology – Environment – Eco System – Eco System Diversity –

Habitat – Community – Cultural Eco System

UNIT 2 – Introduction to Eco Tourism – Principles of Eco Tourism – Public protected areas – Eco Tourism Venues – Privately owned protected areas – types of EcoTourism with sports related eco tourism activities

UNIT 3 – Relationship between Ecology and Tourism – Sustainability – Carrying Capacity – Absorbing Capacity – An overview of Tourism Activities and their linkage to Ecology and Environment

UNIT 4 – Environmental Education and Legislation – needs and strategies with special emphasis on tourism – suggestions for long term sustainable tourist activities.

UNIT 5 – Ecological Planning – UN Initiatives on Ecology & Environment – National Policy on Ecology & Environment – Methodology for developing New Tourism Activities without affecting existing Ecology & Environment

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1. David B. Weaver – The Encyclopedia of Eco Tourism, Oxford University Press
2. P.C. Sinha - The Encyclopedia of Eco Tourism, Anmol Publications, New Delhi
3. Prabhas Chandra – International Eco Tourism, Environment Rules and regulations, Kanishka Publications, Delhi, 2003
4. Prabhas Chandra – Global Eco tourism, Codes, protocols and Charter, Kanishka Publications, Delhi, 2003
5. Ravee Chauhan – Eco Tourism – Trends and Challenges, Vista International Publishing House, New Delhi, 2006
6. Shashi Prabha Sharma – Tourism and Environment, Kanishka Publishers, New Delhi, 2006
7. Ramesh Chawla – Ecotourism and Development, Sumit Enterprises, New Delhi, 2006
8. Satish Chandra Nigam – Ecotourism and Sustainable Development, Rajat Publications, New Delhi, 2006

### **ELECTIVE PAPER - III AIR TICKETING AND FARE CONSTRUCTION**

UNIT 1 – Air Transport: Airlines Abbreviations, Codes and Definitions – Aircraft and in-flight services – Airport facilities and special passengers – Automation – Baggage – International Regulations

UNIT 2 – Airfares and Ticketing – 1: Arrangement of the Tariff Manuals – Terms and Definitions – Published Fares – Currency Regulations – Round and Circle Trip fares – Journeys

in different classes – Special fares – Discounted fares – Taxes – Ticketing instructions – BSP Procedures – Stock Control and Security of accountable documents

UNIT 3 – Airfares and Ticketing – 2: Review of basic Fare Construction Principles – The mileage system – Lowest combination principle – Around the World Fares – “Open Jaw” Journeys – Re-routings – Collection of Fares

UNIT 4 – Tour Programmes: Terms and abbreviations – Types of Tours – How and why tours are produced – Items included in a tour brochure – Booking Conditions – Reservation Procedures

UNIT 5 – Travel Formalities: The Passport – Health Certificates – Taxes, Customs and Currency – Travel Insurance – General preventive measures – The Travel Information Manual (TIM) – Consequence of Negligence

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1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
3. Jagmohan Negi – International Tourism and Travel, S.Chand & Company Ltd, New Delhi, 2004
4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2<sup>nd</sup> Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000.

### **PART III - ELECTIVE PAPER - IV CIVIL AVIATION**

#### **UNIT- I**

History of International Aviation - Major Airlines - USA-UK- Germany-Chinese-Central Asia-West Asia-South East Asia.

#### **UNIT-II**



History of Indian Aviation-Pre – Nationalisation – Nationalisation – Privatisation – Public and Private Airlines- Airlines Administration.

### **UNIT-III**

Airport Management-Airport structure-Cargo and Freight Service-Airport Control - Air Traffic Control-Airport Administration

### **UNIT-IV**

Federal Aviation Administration (FAA)- Aviation Laws- Airport Safety and Security - Aviation Training and Advancement- Careers in Aviation-Airport ground Crew-Flight Attendant, Air Hostess, Pilot and Meteorologist.

### **UNIT-V**

Ministry of Civil Aviation- Directorate General of Civil Aviation (DGCA)- Bureau of Civil Aviation Security (BCAS)-Autonomous Bodies- Joint Ventures, Air India (AI), Airport Authorities of India (AAI) - Pawan Hans Helicopters Ltd(PHHL).

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1. Jitendra K Sharma – Flight Reservation and Air Line Ticketing, Kanishka Publishers, New Delhi, 2009
2. Baba P George, Alexandru Nedelea – International Tourism, World Geography and Development Perspectives,
3. Shailendra Sengar – Aviation and Hospitality, Anmol Publications Pvt Ltd, New Delhi, 2008
4. Ratandeep Singh – Handbook of Global Aviation Industry and Hospitality Services, Kanishka Publishers, New Delhi 2009
5. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
6. Jagmohan Negi – International Tourism and Travel, S.Chand & Company Ltd, New Delhi, 2004

### **DISSERTATION**

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