

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)

(Re-accredited with B+ by NAAC)

PUDUKKOTTAI – 622 001

DEPARTMENT OF HISTORY

B.A TOURISM AND TRAVEL MANAGEMENT



SCHEME AND SYLLABUS

BOARD OF STUDIES 2019- 2021

(Under Common CBCS Pattern)

**QUESTION PAPER PATTERN**  
**B.A TOURISM AND TRAVEL MANAGEMENT**  
**CREDIT CUM SEMESTER PATTERN**  
**(EFFECTIVE FROM THE ACADEMIC YEAR 2019-2020 ONWARDS)**

External Pattern

Maximum Marks: 100

Internal Marks : 25

External Marks : 75

Passing Minimum Marks: CIA – 10 UE – 30

<b>Part – A</b> Answer all the Questions 10 x 2 = 20 Marks	<b>Part – B</b> Internal Choice Type 5x5 = 25 Marks	<b>Part – C</b> Answer any 3 Questions 3x10 = 30 Marks
<b>Question</b> <b>1.2 – I Unit</b> <b>3.4 – II Unit</b> <b>5.6 – III Unit</b> <b>7.8 – IV Unit</b> <b>9.10 – V Unit</b>	<b>Question</b> <b>11a (or) 11b – I Unit</b> <b>12a (or) 12b – II Unit</b> <b>13a (or) 13b – III Unit</b> <b>14a (or) 14b – IV Unit</b> <b>15a (or) 15b – V Unit</b>	<b>Question</b> <b>16 – I Unit</b> <b>17 – II Unit</b> <b>18 – III Unit</b> <b>19 – IV Unit</b> <b>20- V Unit</b>

NME I Paper Objective type Questions (25 Marks CIA & 75 Marks End Semester)

For NME II Paper, EVS, VE & GS

Answer any 5 Questions out of 8

5x15 = 75 Marks

**CIA Component**

**UG**

Mid Term Test - 50 Marks

Assignment – 1 & 2 (15+10) - 25 Marks

Model Examination - 75 Marks

**Total Marks - 150 Marks**

**Internal Assessment Reduced to 25 Marks for U.G**

## OVERALL TOTAL BASED ON UG COURSES

Sl. No	Part	No. of Courses	Instruction Hours	Maximum Marks	Credits
1	Part – 1 (Language)	4	24	400	12
2	Part – II (Language)	4	24	400	12
3	Part – III (Core, Allied & Elective)				
	Core Courses	14	70	1400	60
	Allied Courses	4	22	400	20
	Elective Courses	3	17	300	14
4	Part – IV				
	Non Major Elective Courses	2	6	200	4
	Skill Based Courses	3	12	300	12
	Environmental Studies Courses	1	2	100	2
	Values Based Courses	1	2	100	2
5	Part – V				
	Gender Studies	1	1	100	1
	Extension Activities				1
	Total	37	180	3700	140

**H.H. THE RAJAH'S COLLEGE (AUTONOMOUS), PUDUKKOTTAI**  
**B.A COURSE STRUCTURE UNDER CBCS**  
**(FOR THE CANDIDATES ADMITTED FROM**  
**THE ACADEMIC YEAR 2019-2020 ONWARDS)**

S.NO	SUBJECT CODE	CODE	TITLE OF THE PAPERS	CREDITS
<b>CORE COURSE (14)</b>				
1	18UTT1	CC1	INTRODUCTION TO TOURISM	4
2	18UTT2	CC2	PRINCIPLES OF TOURISM MANAGEMENT	4
3	18UTT3	CC3	TRAVEL MANAGEMENT	4
4	18UTT3	CC3	TOURISM PRODUCTS IN INDIA	4
5	18UTT5	CC5	TAMILNADU TOURISM PANORAMA	4
6	18UTT6	CC6	TOURISM POLICY AND PLANNING	4
7	18UTT7	CC7	TRAVEL AGENCY AND TOUR OPERATIONS	4
8	18UTT8	CC8	HOTEL MANAGEMENT	4
9	18UTT9	CC9	TOURISM AND ADVERTISING	4
10	18UTT10	CC10	HUMAN RESOURCE MANAGEMENT	4
11	18UTT11	CC11	TOURISM MARKETING	5
12	18UTT12	CC12	TOURISM POTENTIAL IN PUDUKKOTTAI DISTRICT	5
13	18UTT13	CC13	ECOLOGY, ENVIRONMENT AND TOURISM.	5
14	18UTT14	CC14	TRAVEL DOCUMENTATION	5
				60
<b>ALLIED COURSES (4)</b>				
1	18UTTA1	AC 1	INDIAN CULTURAL HERITAGE - I	5
2	18UTTA2	AC 2	INDIAN CULTURAL HERITAGE - II	5
3	18UTTA3	AC 3	HISTORY OF INDIAN ARTS - I	5
4	18UTTA4	AC 4	HISTORY OF INDIAN ARTS - II	5
				20
<b>ELECTIVE COURSES (3)</b>				
1	18UTTE1	EC 1	INFORMATION, COMMUNICATION AND AUTOMATION (or) INDIAN CONSTITUTION	5
2	18UTTE2	EC 2	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION (or) ARCHAEOLOGY AND EPIGRAPHY	5
3	18UTTE3	EC 3	HUMAN RIGHTS (or) PUBLIC ADMINISTRATION	4
				14
<b>SKILL BASED ELECTIVE COURSES (3)</b>				
1	18USBE1	SBEC 1	Soft Skill – I Common Paper	4
2	18USBE1	SBEC 2	Soft Skill – II Common Paper	4
3	18USBE1	SBEC 3	Soft Skill – III Common Paper	4
				12
<b>NON-MAJOR ELECTIVE COURSES (2)</b>				
1	18UTTN1	NME1	Nghl;bj;Njh;TfSf;fhd jkpo; (or) GEOGRAPHY OF INDIA (Objective Type)	2
2	18UTTN1	NME2	FREEDOM MOVEMENT IN INDIA FROM 1857 TO 1947 C.E (or) SOCIOLOGY	2
				4
1	18UES	EVS	Environmental Studies	2
2	18UVE	VE	Value Education	2
3	18UGS	GS	Gender Studies	1
<b>Part – V (NSS/NCC/Others)</b>				
			Total Credits	115
			Extracurricular Activity	1
			Language	24
			Over All Credits	140

## BA TOURISM AND TRAVEL MANAGEMENT

Sl.No	SEM	Sub Code	Title of the Paper	Hours	Credit	Exam Hours	Internal Marks	External Marks	Marks
1	I	18ULT1/ 18ULH1	TAMIL PAPER I HINDI PAPER I	6	3	3	25	75	100
2	I	18ULE1	ENGLISH PAPER I	6	3	3	25	75	100
3	I	18UTT1	INTRODUCTION TO TOURISM	5	4	3	25	75	100
4	I	18UTT2	PRINCIPLES OF TOURISM MANAGEMENT	5	4	3	25	75	100
5	I	18UTTA1	INDIAN CULTURAL HERITAGE - I	4	5	3	25	75	100
	II	18USBE1	SOFT SKILL -I (COMMON PAPER)	2					
6	I	18UES	ENVIRONMENTAL STUDIES	2	2	3	25	75	100
7	II	18ULT1/ 18ULH1	TAMIL PAPER II HINDI PAPER II	6	3	3	25	75	100
8	II	18ULE1	ENGLISH PAPER II	6	3	3	25	75	100
9	II	18UTT3	TRAVEL MANAGEMENT	5	4	3	25	75	100
10	II	18UTTA2	INDIAN CULTURAL HERITAGE - II	4	5	3	25	75	100
11	II	18UTTE1	INFORMATION, COMMUNICATION AND AUTOMATION (or) INDIAN CONSTITUTION	5	5	3	25	75	100
12	II	18USBE1	SOFT SKILL -I (COMMON PAPER)	2	4	3	25	75	100
13	II	18UVE	VALUE EDUCATION	2	2	3	25	75	100
14	III	18ULT1/ 18ULH1	TAMIL PAPER II HINDI PAPER II	6	3	3	25	75	100
15	III	18ULE1	ENGLISH PAPER II	6	3	3	25	75	100
16	III	18UTT4	TOURISM PRODUCTS IN INDIA	5	4	3	25	75	100
17	III	18UTT5	TAMILNADU TOURISM PANORAMA	5	4	3	25	75	100
18	III	18UTTA3	HISTORY OF INDIAN ARTS - I	4	5	3	25	75	100
19	III	18UTTN1	Tamil for Competitive Examinations (or) GEOGRAPHY OF INDIA (Objective Type)	4	2	3	25	75	100
20	IV	18ULT1/ 18ULH1	TAMIL PAPER II HINDI PAPER II	6	3	3	25	75	100
21	IV	18ULE1	ENGLISH PAPER II	6	3	3	25	75	100
22	IV	18UTT6	TOURISM POLICY AND PLANNING	5	4	3	25	75	100
23	IV	18UTT7	TRAVEL AGENCY AND TOUR OPERATIONS	6	4	3	25	75	100
24	IV	18UTTA4	HISTORY OF INDIAN ARTS - II	4	5	3	25	75	100
25	IV	18USBE2	COMMON PAPER	2	4	3	25	75	100
26	V	18UTT8	HOTEL MANAGEMENT	6	4	3	25	75	100
27	V	18UTT9	TOURISM AND ADVERTISING	6	4	3	25	75	100
28	V	18UTT10	HUMAN RESOURCE MANAGEMENT	5	4	3	25	75	100
29	V	18UTTE2	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION (or) ARCHAEOLOGY AND EPIGRAPHY	5	5	3	25	75	100
30	V	18UTTN2	FREEDOM MOVEMENT IN INDIA FROM 1857 TO 1947 C.E (or) SOCIOLOGY	4	2	3	25	75	100
31	V	18USBE3	COMMON PAPER	4	4	3	25	75	100
32	VI	18UTT11	TOURISM MARKETING	6	5	3	25	75	100
33	VI	18UTT12	TOURISM POTENTIAL IN PUDUKKOTTAI DISTRICT	6	5	3	25	75	100
34	VI	18UTT13	ECOLOGY, ENVIRONMENT AND TOURISM.	6	5	3	25	75	100
35	VI	18UTT14	TRAVEL DOCUMENTATION	6	5	3	25	75	100
36	VI	18UTTE3	HUMAN RIGHTS (or) PUBLIC ADMINISTRATION	5	4	3	25	75	100
37	VI	18UGS	GENDER STUDIES	1	1	3	25	75	100

		EXTRA CURRICULAR ACTIVITIES		1				
			180	140				3700

### Program Educational Objectives (PEOs)

The B.A. Tourism and Travel Management program describe accomplishments that graduates are expected to attain within five to seven years after graduation

<b>PEO1</b>	Make the students to be aware of tourism destinations
<b>PEO2</b>	Enables to learn the richness of the country, its geographic, socio-cultural, environmental incredibleness of tourism destinations
<b>PEO3</b>	Able to analyse the destinations on its strength and weakness
<b>PEO4</b>	Facilitates to attain managerial and communication skills to face the industry and competitive world effectively.
<b>PEO5</b>	Provides entrepreneurial skills
<b>PEO6</b>	Enables to pursue higher education and continuous learning
<b>PEO7</b>	Develops a responsible and ethical individual

### Program Specific Outcomes (PSOs)

After the successful completion of B.A. Tourism and Travel Management program, the students are expected

<b>PSO1</b>	Understand, analyze and design new products and services using the basic concepts, theories of tourism and allied subjects
<b>PSO2</b>	Develop the ability to understand the limitations of the sector
<b>PSO3</b>	Possess hands on experience on destination knowledge, marketing skills, and developing destination competitiveness.
<b>PSO4</b>	Develop entrepreneurial skills
<b>PSO5</b>	Able to innovate and develop novel ideas which best suits the tourism destination
<b>PSO6</b>	Understand the significance of team work and group behaviour approach towards history and advance arguments in support of right historical contention.
<b>PSO7</b>	Have interest in higher education

### **Program Outcomes (POs)**

On successful completion of the B.A. Tourism and Travel Management program the learner will

<b>PO1</b>	Ability to develop understanding and analyzing skills
<b>PO2</b>	Develops thought process thinking
<b>PO3</b>	Exposed to the modern technology
<b>PO4</b>	Develops interpersonal communication
<b>PO5</b>	Develops team work and networking culture
<b>PO6</b>	Developing ethical understanding in all learning and deliverables and understand continues learning
<b>PO7</b>	Thrive towards sustainability and understand employment opportunities

# **CORE COURSES**



## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : I Sub Code :18UTT1  
CORE COURSE : CC-I Credits : 4

### **INTRODUCTION TO TOURISM**

#### **Objectives:**

- **To learn the basic concept and historical development of tourism**
- **To know the elements and types of tourism**
- **To understand the domestic and international tourism**

#### **UNIT-I: Definition and Concept of Tourism:**

Definition of Tourism, Leisure, Recreation and their Interrelationships-Concepts of Attraction, Tourism Product and Destination- Historical Evolution and Development- Travel Through Ages-Account of Famous Travelers- Industrial Revolution and Development of Travel- Meaning of Modern Tourism.

#### **UNIT-II Elements, Resources and Infrastructure:**

Elements of Tourism-Components of Tourism-Tourism Motivation (Push and Pull factors)- Technological Advancements in Tourism & Its Impacts- Tourism Resources (Natural, manmade and entertainment centres) - Tourism Infrastructure (Rail, Road, Air, Water) - Accommodations

#### **UNIT-III Types of Tourism:**

Rest and Relaxation Tourism-Pleasure Travel- Religious Tourism- Sports Tourism- Social Tourism- Business Tourism- Ecotourism-Adventure Tourism- Community Based Tourism- Wilderness Tourism- Special Interest Tourism.

#### **UNIT-IV Domestic Tourism:**

Meaning-Nature of Domestic Tourism- Benefits of Domestic Tourism- Barriers of Domestic Tourism- Strategies to Boost Domestic Tourism- India and Domestic Tourism- An Overview of India's Domestic Tourism Statistical Data.

#### **UNIT-V International Tourism:**

Meaning-Types of International Tourism- Nature of International Tourism- Benefits of International Tourism- Barriers of International Tourism- Strategies to Boost International Tourism- India as a favored International Tourism Destination.

#### **SUGGESTED READINGS:**

1. Basics of Tourism-Kamra & Chand, Kaniskha Publishers, New Delhi
2. Modern Dictionary of Tourism-Raj, Ivy Publishing House, New Delhi
3. Tourism Development- A.K.Bhatia, Sterling Publishers, New Delhi

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Reproduce the historical significances of tourism and travel	<b>K1</b>
<b>2</b>	Identify the alluring factors of tourism	<b>K2</b>
<b>3</b>	Classify and distinguish the types of tourism	<b>K3</b>
<b>4</b>	Discover the ways to address barriers of domestic and international tourism	<b>K4</b>
<b>5</b>	Measure and compare the best suited strategies in domestic and international tourism	<b>K5</b>

*K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create*

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	M	S	M	M	S	M	M
<b>CO2</b>	S	S	M	M	S	M	M
<b>CO3</b>	M	S	M	M	S	S	S
<b>CO4</b>	M	M	S	S	S	S	S
<b>CO5</b>	S	M	S	S	S	S	S

*\*S-Strong; M-Medium; L-Low*

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : I Sub Code :18UTT2  
CORE COURSE : CC-II Credits : 4

### **PRINCIPLES OF TOURISM MANAGEMENT**

#### **Objectives:**

- **To learn the nature and elements of management**
- **To know the evolution of management**
- **To understand the functions of management**

#### **UNIT-I Introduction to Management:**

Meaning and Definition of Management- Nature of Management-Elements of Management-Features of Management-Scope of Management-Management and Tourism Development.

#### **UNIT-II Evolution of Management Thoughts:**

Six School of Thoughts- Management Process School- Empirical School- Social System School- Human Relations School- Decision Theory School- Mathematical School.

#### **UNIT-III Management principles and Communication :**

Henry Fayol's Management Principles- Taylor's Management Principles- Communication- Meaning- Types of Communication- Process of Communication- Barriers of Communication- Leadership- Styles of Leadership- Qualities of Leadership.

#### **UNIT-IV Functions of Management :**

POSDCORB- Planning- Organising- Staffing- Directing- Coordinating- Reporting- Budgeting- Controlling.

#### **UNIT-V Motivation of management :**

Meaning- Definition- Nature of Motivation- Types of Motivation- Motivation Need- Theories of Motivation- Management by Objectives (MBO) - Introduction- Process of MBO- Advantages and Disadvantages of MBO.

#### **SUGGESTED READINGS:**

1. Principles of Management- Rathinarayan, Eswar Press.
2. Principles of Management- Kumkum Mukherjee, Tata Mc Graw Hill, New Delhi

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	State the application of management concepts in tourism	<b>K1</b>
<b>2</b>	Understand the motivation factors of management	<b>K2</b>
<b>3</b>	Practice the communication process and leadership styles	<b>K3</b>
<b>4</b>	Observe and discover the effective use of managerial functions in an organisation	<b>K4</b>
<b>5</b>	Compare the inputs of management thoughts to the present scenario	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	M	S	S	M	M
<b>CO2</b>	S	S	S	M	S	M	M
<b>CO3</b>	S	M	S	M	S	S	S
<b>CO4</b>	M	S	S	S	S	S	S
<b>CO5</b>	S	S	M	M	M	S	S

\*S-Strong; M-Medium; L-Low

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : II Sub Code :18UTT3  
CORE COURSE : CC-III Credits : 4

### **TRAVEL MANAGEMENT**

#### **Objectives:**

- **To understand the significance and types of travel management**
- **To study the travel formalities and regulation of travel**
- **To describe the Strategies towards Tourism Development**

#### **UNIT-I Travel Management :**

Meaning-Significance- Travel Business- Meaning- Types of Travel Business-Travel Agency- Meaning and Definition- Role and Types- Functions of Travel Agency-Tour Operator-Meaning- Functions and Types.

#### **UNIT-II Travel Formalities and Regulations:**

Travel Documents- Passport-VISA- Foreign Exchange- Tour Itinerary- Meaning- Steps to prepare Itinerary- Importance of Itinerary- Preparation of Tour Itinerary.

#### **UNIT-III Travellers:**

Meaning- Types of Travellers- Indian Travellers- Traits of Indian Tourists- Non-Resident Indian (NRI) - Person of Indian Origin (PIO)- Foreign National- Traits of Western Tourists- Preferences towards selection of Destination and attraction.

#### **UNIT-IV Travel and Allied Sectors:**

Allied Sectors connected to Tourism and Travel- Hotels-Transport Sector- Air- Rail- Cruises- Motor Coaches- Cab Operators- Formal and Informal Service providers.

#### **UNIT-V Tourism Development Strategies and National policy:**

Strategies towards Tourism Development- Agencies Working towards Tourism Development- National Tourism Policy- Tourism Task Force- Destination Planning Guidelines.

#### **SUGGESTED READINGS:**

1. Travel Agency Mgt- An Introductory Text, Mohinder Chand, Anmol Publications, New Delhi
2. Travel Agency Operations- Concepts and Principles, Jagmohan Negi, Kaniskha Publishers, New Delhi.

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Reproduce the basics of tourism concepts and identify the functions of tourism business providers.	<b>K1</b>
<b>2</b>	Understand the various allied sectors regarding the travel	<b>K2</b>
<b>3</b>	Describe the types of traveler and administer their requisites accordingly.	<b>K3</b>
<b>4</b>	Classify various documents for travel and indicate its significance	<b>K4</b>
<b>5</b>	Adapt the policy and understand its effectiveness. .	<b>K5</b>

*K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create*

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	S	M	M	M	M
<b>CO2</b>	S	S	M	S	S	M	M
<b>CO3</b>	S	S	M	S	S	S	S
<b>CO4</b>	S	M	M	S	S	M	M
<b>CO5</b>	S	S	S	M	M	S	S

*\*S-Strong; M-Medium; L-Low*

# **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : III

Sub Code :18UTT4

CORE COURSE : CC- IV

Credits : 4

## **TOURISM PRODUCTS IN INDIA**

### **Objectives:**

- **To know the definition and types of tourism products**
- **To learn about the natural resources and tourist spots**
- **To understand the manmade tourism resources**

### **UNIT-I Meaning of Tourism products:**

Definition, Types and unique features – Tourism resources of India – Natural, socio cultural, and Diversities in Landforms & Landscapes – Outstanding geographical features – Climate, Flora and Fauna

### **UNIT-II Natural resources:**

Wildlife sanctuaries – national parks – Biosphere reserves – Mountain Tourist Resources and Hill stations – Islands – Beaches – Caves and Deserts of India

### **UNIT-III Indian tourism circuits:**

Major tourism circuits of India: Inter State and Intra-State Circuits – Religious Circuits – Heritage Circuits

### **UNIT-IV Manmade resources:**

Adventure sports – Commercial and Shopping Centres – Amusement Parks – Gamig – Live Entertainments – Supplementary accommodation – House boats – Tree houses – Home stays – Tourism by rail – Place on wheels – Deccan Odyssey – golden chariot – Maharaja Express

### **UNIT-V Recent trends in Tourism:**

Emerging Tourism Destinations of India: Ecotourism – Rural Tourism – Golf Tourism – Wine tourism – Camping tourism – Medical Tourism – MICE Tourism – Dark Tourism

### **SUGGESTED READINGS:**

1. India - A Tourist's Paradise- Manoj Das
2. Internet Sources and State Tourism Websites

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Classify tourism based on the resources.	<b>K1</b>
<b>2</b>	Understand the available tourism resources in India	<b>K2</b>
<b>3</b>	Know about the Natural and manmade tourism products in India .	<b>K3</b>
<b>4</b>	Explain the nature's role in tourism.	<b>K4</b>
<b>5</b>	Discover the intangible assets of people and place of different Indian states.	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	M	M	M	M	S
<b>CO2</b>	S	M	S	S	S	S	S
<b>CO3</b>	S	M	M	M	M	S	S
<b>CO4</b>	S	S	S	S	S	M	M
<b>CO5</b>	S	M	M	M	S	M	M

*\*S-Strong; M-Medium; L-Low*



## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : III Sub Code :18UTT5  
CORE COURSE : CC-V Credits : 4

### **TAMILNADU TOURISM PANORAMA**

#### **Objectives:**

- **To study the history and culture of Tamil nadu**
- **To learn the important religious centres of Tamil Nadu**
- **To understand the structure and functions of Tamil nadu Tourism corporation**

#### **UNIT-I Introduction to Tamil Nadu Tourism:**

Introduction to Tamil Nadu Tourism- History- Legacy- Culture- Tradition- Festivals- Rituals.

#### **UNIT-II Geographical Features:**

Geography of Tamil Nadu- Rivers- Oceans- Hill Stations- Peaks- Waterfalls- Forests- Water Bodies- Sanctuaries- Wildlife Parks.

#### **UNIT-III Important Religious Tourist Centres:**

Temples of Tamil Nadu- Grand Temple of Tanjore- Meenakshi Temple, Madurai- Cave/Shore Temples of Mamallapuram- Other Famous Temples-Role of Temples in Tourism Promotion- Churches-Mosques – UNESCO Heritage centres in Tamil nadu

#### **UNIT-IV Ecotourism in Tamil Nadu**

Ecotourism- Concepts- Ecotourism Places in Tamil Nadu- Fairs and Festivals of Tamil Nadu- Dance and Music Forms.

#### **UNIT-V Tourist policy and Planning of Tamil Nadu**

Department of Tourism in Tamil Nadu – Policy and planning - Tamil Nadu Tourism Development Corporation (TTDC) - Famous Tourism Circuits of Tamil Nadu-Tourism Schemes of Tamil Nadu- Action Plan for Tamil Nadu Tourism.

#### **SUGGESTED READINGS:**

1. Internet Sources

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Remember the geographical attractions of Tamilnadu	<b>K1</b>
<b>2</b>	Learn the unique historical background of Tamilnadu	<b>K2</b>
<b>3</b>	Familiarize the man and natural attractions of Tamilnadu	<b>K3</b>
<b>4</b>	Distinguish deference between man and natural attractions of Tamilnadu	<b>K4</b>
<b>5</b>	Scrutinize the role played by the TTDC on the promotion of Tourism development in Tamilnadu.	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	M	M	S	M	M
<b>CO2</b>	S	M	S	M	S	M	M
<b>CO3</b>	S	S	M	M	M	S	S
<b>CO4</b>	M	S	S	S	S	S	S
<b>CO5</b>	M	S	M	S	M	M	M

\*S-Strong; M-Medium; L-Low

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER	:	IV	Sub Code	:18UTT6
CORE COURSE	:	CC-VI	Credits	: 4

### **TOURISM POLICY AND PLANNING**

#### **Objectives:**

- **To learn the concept and need for tourism policy**
- **To know the nature and limitation of tourism planning**
- **To understand the tourism development bodies of state and central government**

#### **UNIT-I Tourism Policy:**

Concept- Nature- Importance- Tourism Policy and its need- An Overview of India's Tourism Policy- Organization drafting Tourism Policy- Challenges/Risk Associated with Plan Formulation and Implementation.

#### **UNIT-II Tourism Planning:**

Meaning- Nature- Importance and Scope of Tourism Planning- Limitations of Tourism Planning- approaches of Tourism Planning (Societal, Community, Environmental and Regulated Tourism Plan)- APPA Approach- Stages and Steps in Tourism Planning- Impacts of Unplanned tourism development.

#### **UNIT-III Techniques and Restrictions :**

Destination Life Cycle- Controlling Approaches and Techniques- Design Considerations and Restrictions- Sustainable Design- Regulations of buildings near natural resources.

#### **UNIT-IV Tourism Circuit Development:**

Tourism Circuit Development- Infrastructure Development- Development of Basic Amenities and Facilities- Preparing Action Plans

#### **UNIT-V Tourism Development Bodies:**

Tourism Development Bodies of State and Central Government- Single Window Clearance- Incentives and Benefits of State and Central Governments- Government Initiatives towards Tourism Promotion and Development.

#### **SUGGESTED READINGS**

1. Destination Development- A.K.Bhatia, Himalaya Publishing House, New Delhi
2. Available Records and Manuals of Dept. of Tourism.

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Understand about tourism policy	<b>K1</b>
<b>2</b>	Visualize the impact of tourism policy	<b>K2</b>
<b>3</b>	Distinguish the various types of planning	<b>K3</b>
<b>4</b>	Familiarize the structure of destination life cycle	<b>K4</b>
<b>5</b>	Examine the government role in the promotion of tourism	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	M	M	S	M	M
<b>CO2</b>	S	M	M	M	S	M	M
<b>CO3</b>	S	S	S	S	S	S	S
<b>CO4</b>	M	M	S	M	S	S	S
<b>CO5</b>	M	M	S	M	S	M	M

*\*S-Strong; M-Medium; L-Low*

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : IV Sub Code :18UTT7  
CORE COURSE : CC-VII Credits : 4

### **TRAVEL AGENCY AND TOUR OPERATIONS**

#### **Objectives:**

- **To learn the significance of travel business and intermediaries**
- **To know the functions and responsibilities of travel agencies**
- **To identify the national and international travel organizations**

#### **UNIT-I Travel Business and Intermediaries:**

Introduction to Travel Business- Significance of Travel Business- Role of Business providers in tourism development- Meaning of an Intermediary- Significance of Intermediaries- Role and Responsibilities.

#### **UNIT-II Travel Agencies:**

Meaning- Role- Functions and Responsibilities of Travel Agents- Skills and Qualities of a Travel Personnel- Functioning and Departments of a Travel Agency.

#### **UNIT-III Tour Operation:**

Meaning- Role and Responsibilities of a Tour Operator- Function of a Tour Operator- Tour Package- Meaning- Components of a Tour Package- Brochure- Meaning and Making of Brochure.

#### **UNIT-IV Establishment of travel agency:**

Setting up of Travel Agency - Necessary approvals and Recognitions- Organization Structure - Setting of Tour Operating firm - Necessary Approvals and Recognition - Structure of Tour Operating Firm.

#### **UNIT-V Travel Trade Organizations:**

Travel Trade Organizations and Associations (National and International)- IATA- PATA- ASTA- IATO - TAAI.

#### **SUGGESTED READINGS:**

1. Travel Agency Management- An Introductory Text- Mohinder Chand, Anmol Publications, New Delhi
2. The Business of Tour Operations- Yale, P., Pitman, London.

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Define the role of travel intermediaries involved in tourism sector.	<b>K1</b>
<b>2</b>	Develop interpersonal skills as sales personnel in travel and tour firms.	<b>K2</b>
<b>3</b>	Know about setting up of travel agency.	<b>K3</b>
<b>4</b>	Facilitate the travel and tour firms.	<b>K4</b>
<b>5</b>	Develop interpersonal skills as sales personnel in travel and tour firms.	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	S	M	M	S	S
<b>CO2</b>	S	S	S	S	M	M	M
<b>CO3</b>	S	S	M	S	S	M	S
<b>CO4</b>	M	M	S	S	S	S	M
<b>CO5</b>	M	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : V  
CORE COURSE : CC-VIII

Sub Code :18UTT8  
Credits : 4

### **HOTEL MANAGEMENT**

#### **Objectives:**

- **To gain knowledge about growth and development of hotels**
- **To know the organization and functions of house keeping**
- **To identify the functions of duties of front office**

#### **UNIT-I Introduction to Hotels :**

Growth and Development of Hotels- Types of Hotels- Departments of a Hotel-Classification and its Facilities.

#### **UNIT-II House Keeping Operation:**

Organization Structure- Duties and Responsibilities- Different Sections- Liasoning with other Departments- Functions of a House Keeping Department.

#### **UNIT-III Front Office Management :**

Introduction- Functions of Front Office Department- Organization Structure- Duties and Responsibilities- Check-in Procedures- Check-out Procedures- Software used in Reservation- Types of Rooms- Types of Plans.

#### **UNIT-IV Food & Beverage Service :**

Introduction- Organization Structure- Functions- Food & Beverage Outlets- Room Service- Functions of Room Service- Banquets- Duties and Responsibilities of F&B staffs- Types of Services- Types of Restaurants.

#### **UNIT-V Food & Beverage Production:**

Organisation Chart- Duties and Responsibilities of F&B Production Staffs-Types of Kitchen- Sections of Kitchen- Types of Cooking- Reheating- Other Functional Departments of Hotel.

#### **SUGGESTED READINGS:**

1. Introduction to Hospitality Management-John R. Walker, Pearson.
2. Hotel Operations – Sudhir Andrews, McGraw Hill Education, New Delhi

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Exposure to various departmental activities of hotel industry	<b>K1</b>
<b>2</b>	Gain fundamental knowledge on hospitality industry	<b>K2</b>
<b>3</b>	Get hands on experience after the industrial visit of hotel	<b>K3</b>
<b>4</b>	Categorize the F& B departmental activities	<b>K4</b>
<b>5</b>	Establish interrelationship between each other departments	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	M	M	S	M	M
<b>CO2</b>	M	M	S	M	M	M	M
<b>CO3</b>	M	S	S	M	S	S	S
<b>CO4</b>	S	S	S	S	S	S	S
<b>CO5</b>	S	M	M	S	S	M	M

\*S-Strong; M-Medium; L-Low



## BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER : V  
CORE COURSE : CC-IX

Sub Code :18UTT9  
Credits : 4

### TOURISM AND ADVERTISING

#### Objectives:

- To learn the concept and types advertising
- To know the structure and functions of advertising agency
- To identify the uses and abuses of advertising

#### UNIT-I Introduction to Advertising:

Advertising- Meaning & Definition- Concept of Advertising- History of Advertising- Types of Advertising- Advertising Strategy- Steps in designing an Advertisement- Significance of Advertising.

#### UNIT-II Nature and scope of Advertising:

Nature and Scope of Advertising- Role and Effects of advertising- Structure of an Advertising Agency- Its Functions- Advertising Design and Development.

#### UNIT-III Tourism Publicity :

Meaning – Definition - Publicity Materials – Folders – Brochures – Newsletters – Magazines – Radio – Television – Internet - Films- Difference between Advertisement and Publicity.

#### UNIT-IV Media planning and scheduling:

Media Planning- Media Vehicle- Media Planning Process- Media Selection Process- Media Scheduling- Evaluation of Tourism Advertising.

#### UNIT-V Advertising strategy and Ethics:

Advertising Strategy- Approaches to advertising campaign- Uses and Abuses of Advertising- Ethics of Advertising- Society and Advertising- Its role in shaping the Society.

#### SUGGESTED READINGS:

1. Advertising Management- B.S.Rathore, Himalaya Publishing House, New Delhi
2. Advertising- William M.Weilbacher, Macmillan.

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Describe the concepts of advertising and its usages in tourism sector.	K1
2	Identify the impact of advertising on society.	K2
3	Analyse the extent of advertising effectiveness in tourism	K3
4	Apply advertising campaigns to change the image of the tourism destination.	K4
5	Propose a product specific advertising campaign	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 - Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	S	S	S	M	M
<b>CO2</b>	S	S	M	M	M	S	M
<b>CO3</b>	S	S	M	M	S	S	S
<b>CO4</b>	M	M	S	S	S	M	S
<b>CO5</b>	M	S	S	S	S	M	M

*\*S-Strong; M-Medium; L-Low*

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : V Sub Code :18UTT10  
CORE COURSE : CC-X Credits : 4

### **HUMAN RESOURCE MANAGEMENT**

#### **Objectives:**

- **To learn the concept and importance of HRM**
- **To understand the human resource planning and work force analysis**
- **To learn about the types of interviews decision making skills**

#### **UNIT-I Meaning and organizational structure of HRM**

Human Resource Management (HRM)- Meaning- Concept- Importance of HRM- Scope of HRM- Role of HR Manager- Challenges of Modern HR Manager- Organisational Objectives- Organisational Structure- Job Design- Job Enrichment- Job Enlargement- Strategic Control- Personnel Audit.

#### **UNIT-II Job Description and Analysis**

Job Analysis- Job Description- Job Specification- Uses of Job Analysis Information- Human Resources Planning- Work Force Analysis- Absenteeism- Turn Over.

#### **UNIT-III Recruitment and training**

Recruitment- Internal & External recruitment- Recruitment Evaluation- Hiring Procedures- Interviews- Types of Interviews- Principles of Interviewing- Physical Examination- Orientation Development- Operative Training- On the Job Training- Vestibule Training- Apprenticeship- Decision Making Skills- Interpersonal Skills- Organization Knowledge.

#### **UNIT-IV Performance Appraisal and Employee benefit Programme**

Performance Appraisal- Appraising System- Career Development Programs- Compensation- Job Evaluation and System- Fringe Benefits- Principles of Employee Benefit Programme- Life Insurance- Guaranteed Annual wage- Medical Services- Recreation- Cafeteria- Legal, Financial and Housing Assistance.

#### **UNIT-V Human Relation and Retirement**

Importance of Human Relations- Nature of Human Needs- Motivation Theories- Labour Union- Nature- Type of Unions- Retirement, Mandatory Vs Voluntary Retirement- Layoff.

#### **SUGGESTED READINGS:**

1. Personnel Management- Edwin Flippo, Mc Graw Hill, New Delhi.

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Understand various industrial issues with the help of HRM practices	<b>K1</b>
<b>2</b>	Obtained the basic concept of HRM	<b>K2</b>
<b>3</b>	Understand various recruitment types methods	<b>K3</b>
<b>4</b>	Familiarize employee appraisal system	<b>K4</b>
<b>5</b>	Visualize various employee layoff methods	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	M	M	S	M	M
<b>CO2</b>	S	M	M	S	M	M	M
<b>CO3</b>	M	S	M	M	S	S	S
<b>CO4</b>	M	S	S	S	S	M	S
<b>CO5</b>	S	M	S	M	M	M	M

\*S-Strong; M-Medium; L-Low

# BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER : VI

Sub Code :18UTT11

CORE COURSE : CC-XI

Credits : 4

## TOURISM MARKETING

### Objectives:

- To learn the concept and importance of Marketing
- To study the need and importance of market segmentation
- To know about the Meaning and concept of pricing

### UNIT-I Meaning of Market and travel market

Marketing- Meaning- Concept- Definition- Importance of Marketing- Characteristics of Marketing- Travel Market- Meaning- Features- Commodity Market- Meaning and Features- Services Marketing- Meaning- Salient Features of Services Marketing- Services Triangle.

### UNIT-II Market Segmentation

Market Segmentation- Meaning- Need and Importance- Bases of Segmentation- Target Marketing- Meaning and Advantages- Market Positioning- Meaning and Benefits- Marketing Mix- Meaning.

### UNIT-III Tourism Product

Tourism Product- Meaning- Nature- Types- New Product Development- Branding- Product Designing- Packaging- Destination Life cycle.

### UNIT-IV Pricing

Pricing- Meaning-Concept- Definition- Pricing of Tourism Products- Strategies of Pricing- Distribution Channels- Promotion- Meaning and types- Promotional Mix- Integrated Marketing.

### UNIT-V Extended Marketing Mix

Extended Marketing Mix- Physical Evidence- Significance of Physical Evidence- Tangible and Intangible Evidences- People- Importance and Managing People- Internal Marketing- Process- Blue Printing.

### SUGGESTED READINGS:

1. Tourism Marketing- Manjula Chaudhary, Oxford University Press, New Delhi.
2. Marketing for Hospitality and Tourism- Philip Kotler et al., Prentice Hall, New Delhi.s

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Figure out the ways to market tourism products.	K1
2	Differentiate the customer specific marketing strategies.	K2
3	Illustrate the effectiveness of tourism product.	K3
4	Devise customized products and pricing.	K4
5	Integrate the tangible and intangibles in service experiences.	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	S	S	M	M	M
<b>CO2</b>	M	S	M	S	S	M	M
<b>CO3</b>	S	S	M	S	S	S	S
<b>CO4</b>	S	M	S	S	M	M	S
<b>CO5</b>	S	S	S	M	M	S	M

*\*S-Strong; M-Medium; L-Low*

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : VI Sub Code :18UTT12  
CORE COURSE : CC-XII Credits : 5

### **TOURISM POTENTIAL IN PUDUKKOTTAI DISTRICT**

#### **Objectives:**

- To learn about the geographical feature of Pudukkottai
- To study the important heritage monuments in Pudukkottai
- To know about the cultural practices in Pudukkottai

#### **Unit –I Geographical features of Pudukkottai**

Location – area, rivers, hills – plains – coastal areas – Natural resources – water reservoirs – population – industries

#### **Unit – II Historical background**

pre-historic period – sangam age – kalabras – first panya empire – pallavas – Imperial cholas – second panya empire – Pudukkottai under the Nawab of Arcot – under the Thondaimans – Pudukkottai after Independence

#### **UNIT – III Heritage Monuments**

Tourism through the ages - Avudaiyar koil - Sithannaval - Narthamalai - Kodumbalur - Muchukundesvara Temple - Kudumiyamalai - Kunnandarkovil - Thirukattalai – Tirugokarnam - Kizhanilai (military station) - Kiranur (pre-historic burial site) - Avur Church– Adhanakkottai – Thirumayam fort - Government Museum - Collector Office (New Palace) & Quarters – H.H.The Rajah’s College – Educational College - Public offices

#### **UNIT – IV Important Religious centres**

Narthamalai Mariyamman Koil - Thiruvarangam -Kumaramalai - Madattukoil - Malayadipatti - Periyur - Thiruvarangulam - Thiruvengaivasal - Vendanpatti – Shiva and Vishnu Temples in Thirumayam - Viralimalai - Vendanpatti - Bhuvaneswari temple - Santhanthaswami temple - The church of Sacred Heart of Jesus - Immaculate Heart of Mary - Kattubava Pallivasal - Periyapallivasal

#### **UNIT – V Heritage Institutions**

Festivals - Drama – Therukuthu - Traditional Dances - Folk Dance - Karakattam - Folk songs - Jalli kattu - Rangoli - Rehla race - Stone cutting - sculpture making

#### **SUGGESTED READINGS:**

- |                           |  |
|---------------------------|--|
| 1.Dr.J.Raja Mohamad,      | :Art of Pudukkottai Historical Archives Committee, Pudukkottai |
| 2. Gopalakrishnan Gandhi  | :Tamil NAdu District Gazatter, Pudukkottai                     |
| 3. Nicholas Dirks         | :The Hollow Crown  |
| 4. S.Radhakrishna Ayyar   | :A General History of Pudukkottai State                        |
| 5. R.Tirumalai            | : Studies in the History of Ancient Township of Pudukkottai    |
| 6. K.R.Venkataraman Ayyar | :A Mannual of Pudukkottai State Vol.II                         |

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Remember the history of Pudukkottai	<b>K1</b>
<b>2</b>	Understand the geographical feature of Pudukkottai	<b>K2</b>
<b>3</b>	Know about the important religious centres in Pudukkottai District	<b>K3</b>
<b>4</b>	Realize the importance of heritage monuments	<b>K4</b>
<b>5</b>	Evaluate the cultural practices in Pudukkottai region.	<b>K5</b>

*K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create*

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	S	S	S	M	M
<b>CO2</b>	S	S	S	M	S	M	M
<b>CO3</b>	S	M	M	M	S	S	S
<b>CO4</b>	S	S	S	S	S	S	S
<b>CO5</b>	S	S	S	S	S	M	M

*\*S-Strong; M-Medium; L-Low*



# BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER : VI  
CORE COURSE : CC-XIII

Sub Code :18UTT13  
Credits : 5

## ECOLOGY, ENVIRONMENT AND TOURISM

### Objectives:

- To learn about the concept and meaning of Ecology
- To study the types of Eco Tourism
- To know about the environmental policy and its impacts

### UNIT-I Introduction of Environment

Environment- Introduction- Ecology-Concept/Meaning- Interaction between Ecology and Environment- Biomes of the World.

### UNIT-II Eco Tourism

Meaning- Definition- Principles of Ecotourism- Environmental Parameters for Ecotourism- Ecotourism forms- Rural Tourism- Agro Tourism- Green Tourism- Special Interest Tourism- Advantages and Challenges of Ecotourism.

### UNIT-III Environmental Issues

Environmental Issues of Ecotourism- Ecological Imbalances- Concept of Sustainable Tourism and Development- Responsible Tourism- Benefits- Carrying Capacity.

### UNIT-IV Impact of Ecotourism

Impacts of Ecotourism on Environment, Community and Tourism- Displacement of People- Out- Migration- Cultural Conflict- Man and Animal Conflict – Threats to Community and their assets- conservation of Natural and Cultural Heritage.

### UNIT-V Environment policies, laws and regulations

Environment Policy and Tourism- Tourism Policy and its impacts- Environmental Degradation on Tourism- Environmental Laws and Regulations- Environment Impact Assessment.

### SUGGESTED READINGS:

1. Ecotourism and Environmental Management- Govind Prasad et al.,
2. Ecotourism-Principles & Practices- Ralf Buckley.

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Describe the importance of environment and its impacts.	K1
2	Illustrate the positive and negative impacts on environment on account of tourism practices.	K2
3	Apply the conservation methods in their locale.	K3
4	Analyze the outcome and reasons for the environmental damages.	K4
5	Appraise the society about the benefits if environment conservation.	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	S	M	S	M	M
<b>CO2</b>	S	S	S	M	S	M	M
<b>CO3</b>	S	S	M	M	S	S	S
<b>CO4</b>	S	S	S	S	S	S	S
<b>CO5</b>	S	S	S	S	S	S	S

*\*S-Strong; M-Medium; L-Low*

## BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER : VI  
CORE COURSE : CC-XIV

Sub Code :18UTT14  
Credits : 5

### TRAVEL DOCUMENTATION

#### Objectives:

- To learn about the needs and significance of travel documents
- To study the types of Passports
- To know about the health insurance policies and formalities

#### UNIT-I Travel Documents

Introduction- Meaning- Need- Significance- Travel Formalities- Passport- VISA Insurance- Immunization Certificates- Immigration & Emigration-Custom Regulations.

#### UNIT-II Passport

Definition- Types- Citizenship- NRI-PIO- Dual Citizenship- Passport Issuing Authority- Role of Passport Offices- Steps in Obtaining Passport- Documents Required to Obtain Passport.

#### UNIT-III VISA

Definition- Types- VISA on Arrival- e-VISA- Organisation Issuing VISA- Embassy- Consulates- Inner Line Permit- Special Permission- Restricted Area Permit.

#### UNIT-IV Health Insurance

Health Insurance- Health Certificates- Red Channel- Green Channel- Prohibited Items- Vaccination- Special Category Passengers- Baggage Restrictions.

#### UNIT-V Travel Insurance

Travel Insurance- Travellers Cheques- International Debit and Credit Cards- Vouchers- C-Forms- E-Tickets- Money Restrictions. Transit and Stop-over- Meaning.

#### SUGGESTED READINGS:

**To be provided by staff.**

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Describe the baggage guidelines involved in air travel.	K1
2	Identify the necessary documents used for international travel and to restricted areas.	K2
3	Distinguish the travel guidelines of specific regions.	K3
4	Know about the immigration and emigration formalities	K4
5	Learn about to obtain passport and visa.	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	M	M	S	M	M
<b>CO2</b>	S	M	S	M	S	M	M
<b>CO3</b>	S	S	M	M	M	S	S
<b>CO4</b>	S	S	S	S	M	S	S
<b>CO5</b>	S	S	S	S	M	S	M

*\*S-Strong; M-Medium; L-Low*

# **ALLIED COURSES**

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : I Sub Code :18UTTA1  
CORE COURSE : AC- I Credits : 5

### **INDIAN CULTURAL HERITAGE – I**

#### **Objectives:**

- **To know the meaning of heritage and study about the harappan culture**
- **To learn about the vedic culture and rise of new religion**
- **To understand the contribution of mauryan to Indian culture**

#### **UNIT-I Heritage meaning and Harappan Culture:**

History, Heritage, Culture and Civilization- Heritage- Meaning- Types and Managing Organisations- INTACH- UNESCO- Harappan Culture- Extent and Distribution- Town Planning and Settlement Types- Arts and Agriculture- Language and Script.

#### **UNIT-II Vedic Culture and Rise of new religion:**

Vedic Culture- Aryans- Early Vedic and Later Vedic Culture- Origin and Growth of Caste System- Rise of Jainism and Buddhism- Principles of Buddhism and Jainism- Causes for their Growth and Decline- Invasion of Alexander.

#### **UNIT-III Cultural life of Mauriyan and Kushana Period:**

Mauryan Culture- Religious Policy- Societal Setup- Economy under Mauryas- Kaniskha and Kushanas Contribution to Indian Culture

#### **UNIT-IV Cultural life of Gupta and Harsha Period**

Gupta Age- Golden Age of Guptas- Economy and Religious Growth under Guptas- Harshas- Society- Economy- Religious situation under Harsha. - Literature and its impact.

#### **UNIT-V Tamil Culture :**

Sangam Age – socio cultural life of the people - Contributions of Cholas, Pandyas and Pallavas towards Indian Culture.

#### **SUGGESTED READINGS:**

1. Indian Art- Partha Mitter, Oxford Publications, London
2. Indian Art and Culture-Nitin Singhania, Tata Mc Graw Hill Education.

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Recall the contributions of the early rulers to the country.	<b>K1</b>
<b>2</b>	Trace the literature of the Vedic period.	<b>K2</b>
<b>3</b>	Describe the cultural richness of the country.	<b>K3</b>
<b>4</b>	Compare and correlate the best practices of the early rulers.	<b>K4</b>
<b>5</b>	List the physical and cultural exhibits of the country.	<b>K5</b>

*K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create*

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	S	M	M	M	M
<b>CO2</b>	S	S	M	M	S	M	M
<b>CO3</b>	M	M	M	M	S	S	S
<b>CO4</b>	S	S	S	S	M	M	M
<b>CO5</b>	S	S	S	S	S	S	M

*\*S-Strong; M-Medium; L-Low*

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : II Sub Code :18UTTA2  
CORE COURSE : AC- II Credits : 5

### **INDIAN CULTURAL HERITAGE - II**

#### **Objectives:**

- To study the Muslim impact on Indian culture
- To understand about the society and culture under Vijaya Nagar period
- To learn the impact of west on Indian Culture

#### **UNIT : I Cultural life of Delhi Sultanate**

Muslim invasions, Delhi Sultanate — Society, Religion Literature and Arts under the sultans of Delhi - Muslims impact on Indian culture – Bhakti Movement - Kabir - Guru Nanak, Chaitanya.

#### **UNIT: II Cultural life of Vijaya Nagar and Nayak period**

Society and culture under Vijaya Nagar - Nayaks of Madura - Genjee - Tanjore.

#### **UNIT: III Cultural life of Mughal period**

Mughals and their impact on Indian culture, society, Economy, Religion, Literature and Art under the Mughals.

#### **UNIT : IV Western culture fusion in India**

Impact of west on Indian culture. Portuguese. Dutch - French and British - Impact of Christianity on Indian culture.

#### **UNIT : V Religious and social Movements and Developments in India after the British**

Arya Samaj - Brahma Samaj - Ramakrishna mission – Theosophical Society - Dravidian Rationalistic Movement - Developments in India after the British.- Railways - Postal and Telegraphy - Industrial Revolution - emergence or Educational Institutions. Etc.

#### **BOOKS RECOMMENDED:**

1. R. Sathyanathaiyer : History of India Vols I and II
2. Relevant chapter in Bharathiya Vidya Bhavan : (History of the Indian People)
3. O. Mallev : Indian and west



<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Recall the historical events during the medieval India	<b>K1</b>
<b>2</b>	Understand the society and cultural life of people.	<b>K2</b>
<b>3</b>	Learn the Mughal and impact on Indian Culture	<b>K3</b>
<b>4</b>	Understand the religious and social movements	<b>K4</b>
<b>5</b>	Evaluate the western culture in Indian Society.	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	S	M	S	M	M
<b>CO2</b>	S	S	S	M	S	M	M
<b>CO3</b>	S	M	M	M	M	S	S
<b>CO4</b>	S	S	S	S	S	M	S
<b>CO5</b>	S	S	S	S	S	S	M

\*S-Strong; M-Medium; L-Low

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : III Sub Code :18UTTA3  
CORE COURSE : AC-III Credits : 5

### **HISTORY OF INDIAN ARTS – I**

#### **Objectives:**

- To study the development of Indus valley architecture
- To understand about the religious architecture in India
- To learn the types and growth of temple architecture in India

#### **UNIT –I Heritages in Ancient pre historic period**

Historical and Geographical background of India — The Art heritage of India. Indus valley Architecture.

#### **UNIT – II Religious Architecture**

Mauryan Architecture - Buddhist Architecture — Stupas - Chaityas - Viharas — Jainst Architecture

#### **UNIT – III Temple Architecture in India**

Development of Indian temple Architecture - style of temple Architecture adopted over the ages - Dravidian - Nagara - Vesara – Temple architecture of the South India.

#### **UNIT –IV Islamic Architecture**

Islamic Architecture - Symbolism in Indian art - Iconometry and Iconography and Significance.

#### **UNIT – V Sculpture**

Stone Sculpture - Indian Bronzes - techniques and aesthetics - Indian Terracottas.

#### **BOOKS RECOMMENDED**

1. Percy Brown - Indian Architecture (2 vols) Bombay — 71.
2. Rawland - The Art and Architecture of India - Penguin - 70
3. J. N. Banerjee — The development of Hindu Iconography — Delhi
4. B.C. Bhattacharya - The Iconography - Delhi - 74
5. T. A. Gobinatha Rao — Elements of Hindu Iconography - Varnasi
6. R.S. Gupta - The Iconography of Buddhist.
7. Humayun Khan - Indian Heritage - Bombay 1980
8. S.K. Saraswathi - Indian Sculpture.

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Understanding the uniqueness of the Indian Geographical Conditions	<b>K1</b>
<b>2</b>	Developed basic knowledge of Indian Arts and Architecture	<b>K2</b>
<b>3</b>	Know the features of Mauriyan Architecture.	<b>K3</b>
<b>4</b>	Explain the style of Islamic architecture.	<b>K4</b>
<b>5</b>	Identify the various type of sculpture	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	M	M	S	M	M
<b>CO2</b>	S	M	S	M	S	M	M
<b>CO3</b>	S	S	M	M	M	S	S
<b>CO4</b>	M	M	S	S	S	S	M
<b>CO5</b>	S	S	S	S	S	M	S

\*S-Strong; M-Medium; L-Low

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : IV

Sub Code :18UTTA4

CORE COURSE : AC-IV

Credits : 5

### **HISTORY OF INDIAN ARTS –II**

#### **Objectives:**

- To learn about the development of the paintings through the ages
- To acquire knowledge about the various dances in India
- To learn the types musical instruments

#### **UNIT I: Tribal, Folk and Mural Paintings**

Pre Historic paintings - Tribal and Folk painting Indian Mural painting Traditions - Ajanta - Bagh - Ellora - Early Western Chalukya - Pallava - Pandya - Early Chera - Rashtrakutam, Chola - Vijayanagara - Nayak Schools.

#### **UNIT II: Miniature Paintings**

Miniature painting traditions Western Indian - Rajasthani - Mughal and Pahadi schools Modern paintings.

#### **UNIT III: Performing Arts and Folklore**

Performing arts of India - classical dances and dance styles - ( Bharatha natiya, Kathakali, Mohini Attam, Kuchipudi, Odissi, Manipuri ) - Centres of learning and performances - Indian folk dances.

#### **UNIT IV : Indian Music**

Music - different schools of Indian music - status of vocal and instrumental Music -drama - various types - New experiments

#### **UNIT V: Handicrafts**

Introduction to Indian Handicrafts - Metal works - stone ware – wood carvings - furniture - Jewellery - dolls - Musical Instrument.

#### **BOOKS RECOMMENDED**

- 1) Archer W.C. - Indian Painting - London 56
- 2) Coomarasamy A.K - History of Indian Indonesian Art - London 2
- 3) Sivaramamoorthy - Indian Painting - Delhi 55
- 4) Smith - V.A. History of fine Art in India and Ceylon - Oxford
- 5) Basham A.L. - the Gazetteer of India - History and culture - Vol -2  
publication Division -Ministry of information and Broad casting Government of India-1988.
- 6) Ragini devi - Dance Dialects of India

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Understand the Folk, tribal and mural paintings	<b>K1</b>
<b>2</b>	Understand the different types of musical schools	<b>K2</b>
<b>3</b>	Know the growth of mural and miniature paintings in India	<b>K3</b>
<b>4</b>	Classified various form of classical dances of India	<b>K4</b>
<b>5</b>	Learn the important handicrafts works	<b>K5</b>

*K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create*

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	M	M	S	M	M
<b>CO2</b>	S	S	S	M	S	M	M
<b>CO3</b>	M	S	M	M	S	S	S
<b>CO4</b>	S	S	S	S	S	M	M
<b>CO5</b>	S	M	S	S	S	S	S

*\*S-Strong; M-Medium; L-Low*

# **ELECTIVE COURSES**

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : II Sub Code :18UTTE1  
CORE COURSE : EC-I Credits : 5

### **INFORMATION, COMMUNICATION AND AUTOMATION**

#### **Objectives:**

- To learn about the importance of communication in tourism sector
- To get knowledge about the information system
- To learn the growth of e-commerce in travel field

#### **UNIT-I Definition and Types of Communication**

Communication- Definition- Need- Purpose- Process of Communication- Importance of Communication in Tourism Sector- Types of Communication- Verbal- Non-Verbal Communication- Formal- Informal Communication- Tools for effective Communication- Barriers of Communication- Functions of Communication.

#### **UNIT-II Meaning and types of Information system**

Information- Meaning- Types of Information Systems- Sources of Information- Data collection- Usage of Computers in Information analysis- Role of Travel guide in dissemination of Information.

#### **UNIT-III Introduction to Computer**

History- Need- Advantages- Application of Computer in travel field- Growth of e-commerce in travel field.

#### **UNIT-IV Automation and Information system**

Need- Multimedia- Electronic Mail System- Fax- Software used in computer based reservation (Airline and Hotel Booking).

#### **UNIT-V Customer Services and Computer**

Customer Services and Computer- Customer Database- Development of Short films- Virtual tours- Videography- Interactive Websites.

#### **SUGGESTED READINGS:**

**Resources to be provided by staff.**

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Recognize the best suited communication type for tourism sector	<b>K1</b>
<b>2</b>	Classify and discuss the communication types	<b>K2</b>
<b>3</b>	Apply and determine the uses of computer in tourism sector	<b>K3</b>
<b>4</b>	Facilitate tourism and allied services in an easy and effective manner	<b>K4</b>
<b>5</b>	Establishing a strong database of tourism resources	<b>K3</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	S	M	M	M	M
<b>CO2</b>	S	S	S	M	S	M	M
<b>CO3</b>	M	S	S	M	M	S	S
<b>CO4</b>	S	M	S	S	S	M	S
<b>CO5</b>	M	M	S	S	S	S	M

\*S-Strong; M-Medium; L-Low



## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : I Sub Code :18UTTE1  
CORE COURSE : EC-I Credits : 5

### **INDIAN CONSTITUTION**

#### **Objectives**

- To understand the achievement of India. i.e. the framing of a new constitution based on the Ideals of democracy, justice, liberty, equality, and fraternity.
- To know about the uniqueness of Indian constitution.
- To familiarize with the fundamental rights and duties of the Indian citizens.

#### **UNIT-I The Framing of New Constitution**

Indian Independence Act 1947 – Constituent Assembly – The Framing of New Constitution–Features of Indian Constitution – Federal and Unitary Features.

#### **UNIT-II Union Executive**

Preamble – Union and its Territory – Citizenship – Fundamental Rights and Duties – Directive Principles of State Policy – The Union Executive – President and his Powers – Emergency powers – Vice-President – Cabinet and its functions – Prime Minister and his Powers.

#### **UNIT-III The States**

Executive – Governor – Powers – The Council of Ministers – Duties of Chief Minister – Cabinet – Powers – The State Legislature – Legislative Assembly – Speaker – Powers and Privileges.

#### **UNIT-IV Centre-State Relation**

Legislative Relations – Administrative Relations – Financial Relation – Public Service Commission for the Union and for the State

#### **UNIT-V Other Constitutional Bodies**

Powers of Election Commission and working of Election Commission – Language Policy of the Union and the States – Amendment of the constitution. –Adult Franchise and Election Process – Panchayat Raj – Lokpal.

## Text Book

Durga Das, Basu, *Introduction to the Constitution of India*, Wadhwa, New Delhi, 1999.

## Reference Books

1. Anu Chand Kapur : Selective Constitutions
2. Durga Das Basu : Introduction to the Constitution of India
3. G. Virgin Sigamani : Fundamental Principle of Political Science (Tamil)
4. M.V.Pylee : India's Constitution
5. V.N.Khanna : Constitution and Government of India
6. D.G.Gupta : Indian Government and Politics

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Understand the evolution of Indian Constitution.	K1
2	Highlight the powers of state executive.	K2
3	Learn the Centre-States relation in all field	K3
4	Realize the powers and functions of Executive, Legislative and Judiciary	K4
5	Acquire knowledge about the functions of Election Commission.	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	M	S	M	M
CO2	S	S	S	M	S	M	M
CO3	S	S	M	M	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : V Sub Code :18UTTE2  
CORE COURSE : EC-II Credits : 5

### **INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION**

#### **Objectives**

- To know the importance of journalism in day to day life.
- To study the history of journalism.
- To know the role of press in the Indian freedom struggle.
- To understand the duties and responsibilities of a reporter.

#### **UNIT-I Meaning and growth of Press**

Journalism- Meaning- Communication Process- Mass Media- Press- Growth of Press in India- Role of Press in Freedom Movement.

#### **UNIT-II News paper of India**

Leading Newspaper of India- Brief History of Tamil Journalism- Press freedom.

#### **UNIT-III Structure of News Organizations**

Career Aspects of Journalism- Structure of Newspaper Organisation - Characteristics of a Journalist.

#### **UNIT-IV Reporting**

Principles of Reporting- Definitions- Components and Sources of News- Writing the News- Principles of Editing- Editing Techniques.

#### **UNIT-V Writing**

Writing Headlines and Types of Headlines - Laws of Defamation- Recent Trends in Indian Press.

**\* Assignment must be on report writing about a Local Incident**

#### **Text Book**

1. Pant, N.C., *Modern Journalism: Principles and Practice*, Kanishka Publishers, New Delhi, 2004

#### **Reference Books**

1. Ahuja, A.N. *Theory and practical of Journalism*, Surjeet Publication, Delhi, 1984
2. Chattarji, R.K., *Mass Communication*, National Book Trust, Indian News, Delhi, 1973
3. Rengaswami Parthasarathy, *Basic Journalism*, Macmillan India Ltd., Delhi, 1984.
4. Kalaivani, S. *Ethallial Uthigal (Tamil)*, Sri Parasakthi Publication, Kuttallam, 1982.
5. Antony Rasu, A.P. *Ethalia Oru Arimugam (Tamil)*, Arokia pathipakam, Trichy, 1986
6. Ganesan A., *The Press in Tamil Nadu and the Struggle for Freedom 1917-1983*, Mittal Publications, New Delhi, 1988.

**SUGGESTED READINGS:**

1. Mass Communication in India – J.Kumar

**2. A Book on Journalism – Ahuja.**

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Remember the historical significance of journalism in Indian freedom struggle.	<b>K1</b>
<b>2</b>	Understand the importance, functions & scope of communication and media.	<b>K2</b>
<b>3</b>	Apply their knowledge in News writing; News editing and choose careers in Journalism and Mass media.	<b>K3</b>
<b>4</b>	Analyze more about newspapers, editing pages.	<b>K4</b>
<b>5</b>	Create more interest on various national and international news agencies.	<b>K6</b>

*K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create*

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	S	S	M	M	M	M
<b>CO2</b>	S	S	S	M	M	M	M
<b>CO3</b>	S	M	S	M	M	S	S
<b>CO4</b>	S	S	M	S	S	M	M
<b>CO5</b>	S	M	S	S	S	M	M

*\*S-Strong; M-Medium; L-Low*

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : V Sub Code :18UTTE2  
CORE COURSE : EC-II Credits : 5

### **ARCHAEOLOGY AND EPIGRAPHY**

#### **Objectives**

- To know the importance of archaeology
- To understand the evolution of archaeological excavations in India and other countries
- To acquire knowledge about the various types of artifacts excavated through archaeological explorations

#### **UNIT-I Definition and Types of Archaeology**

Archaeology – Definition, Nature and scope – value of Archaeology relation with other science - Kinds of Archaeology : Marine Archaeology, Industrial Archaeology – New Archaeology.

#### **UNIT-II Exploration and Excavation**

Object – Methods of Site survey – Methods of Exploration – Scientific aids in exploration - Excavation: Principles – Types of Excavations – Vertical, Horizontal step, trench, levels - Stratigraphy – Dating – Interpretation, Documentation and publication of excavated materials.

#### **UNIT –III Numismatics**

Definition – Scope – value of coins for the study of History – Early Coins – Mauriyan and Gupta coins - Coins of Tamil Nadu – Coins of Sangam Periods, Pallava Coins, Chola coins and Vijayanagar coins – currency under the Mughals

#### **UNIT – IV Epigraphy**

Definition – Scope – value of epigraphs – Origin and Evolution – writing in India- Dhamila script – Grantha – Vatteluttu – Tamil Script – Nature and varies of inscriptions.

#### **UNIT – V Important Copper Plates and stone records**

Cave bed Brahmi records – Pallankoil Copper plates (Pallava) – Velvikudi Grant (Pandya) – Uttiramerur records (Chola) – Rajaraja's records – Inscriptions of Pudukkottai – memorial records (Nadukarkal) – Land Grants

## Text Book

1. Raman. K. V., *Principles and Methods of Archaeology*, Parthajan Publications, Madras, 1986.

## Reference Books

1. William S. Dancey, Archaeological field methods, An Introduction, Surjecth Publication, New Delhi, 1985.
2. Raman. K.V., Principles and Methods of Archaeology, Madras. 1986.
3. B.C.Sridar, Indian Epigraphy
4. L.Gupta, Indian Coins
5. R.Krishnamoorthy, Sangam coins
6. N.Subramaniyan and R.Venkatraman, Tamil Epigraphy

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Remember and Integrate the knowledge of archaeology in studying history.	K1
2	Understand the importance of Archaeology.	K2
3	Apply the method of Exploration and Excavation in their Research.	K3
4	Analyze the Archaeological Artefacts. .	K4
5	Create more Interest on Archaeological sites of Tamil Nadu.	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	M	S	M	M
CO2	S	S	S	M	S	M	M
CO3	S	S	M	M	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

## **BA TOURISM AND TRAVEL MANAGEMENT**

SEMESTER : VI

Sub Code :18TTE3

CORE COURSE : EC-III

Credits : 4

### **HUMAN RIGHTS**

#### **Objectives**

- To understand the concept of Human Rights..
- To compare and contrast the universal declaration of Human Rights with the Indian Constitution.
- To understand the provision of various international convention.
- To know about the National Human Rights Commission and State Human Rights Commissions.

#### **UNIT-I Definition and Evolution of Human rights**

Meaning – Definition – Theories – Nature and Classification of Human Rights – Human Duties – Historical development of Human Rights.

#### **UNIT-II United Nations and Human Rights Protection Laws**

UN Charter – Human Rights Commission – Universal Declaration of Human Rights and its impact of States – International Covenant on Civil and Political Rights 1966 – International covenant on Economic, Social and cultural Rights 1966.

#### **UNIT-III India and Human Right**

Evolution of Human Rights in India – Gandhian Thought on Human Rights – Fundamental Right and Duties – Directive Principles of State Policy – Constitutional Remedies – the protection of Human Rights Act 1993 – National Human Rights Commission – State Human Rights Commission – Human Rights Courts – Achievements of Human Rights Commission – Black Laws in Indian Judiciary – TADA - POTA

#### **UNIT-IV Human Rights related Commissions**

National Commission for minorities – National Commission for Women – National Commission for SC & ST – Rights of the Women – Contemporary problem of Women – Female Folicide – Female Infanticide – Child marriage – Sexual Harassment – Eve teasing – Dowry violation on Women – Family courts – Free Legal Aid-Rights of Children – Child Labour – Bonded Labour – Tribes- Juvenile delinquency – Rights of the Refugees – Consumer Rights in India 2002 Act.

## UNIT-V Judicial Activism on Human rights

Judiciary and Human Rights – Important Judgement of Supreme court on Fundamental Rights – Capital punishment – Public interest Litigation – Rights of man during the Arrest and Police Detention – Police torture – Remedies for the violations – Human Rights and voluntary organizations.

### Text Book

1. Sharma, N.R., *Human Rights in the World*, Pointer Publications, Jaipur, 1999.

### Reference Books

1. Andrew, J.A & Hines, W.D : International Protection Human Rights
2. Austin, Grenville : The Indian Constitution – The cornerstone of a Nation
3. D.D.Basu : Commentary on the Constitution of India Vol.II
4. A.R.Desai (Ed) : Violations of Democratic Rights in India.

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Recall the history of Human rights in global and India	K1
2	It provides in-depth knowledge on Human rights and various organizations available inside the country and abroad.	K2
3	By creating awareness the students are better placed to fight and stand for the cause of personnel liberty	K3
4	With the awareness of rights of minority, women and children the students can create an egalitarian society.	K4
5	Evaluate certain issues on Human Rights	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	M	S	M	M
CO2	S	S	S	M	S	M	M
CO3	S	S	M	M	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low



## BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER : VI

Sub Code :18TTE3

CORE COURSE : EC-III

Credits : 4

### PUBLIC ADMINISTRATION

#### Objectives

- To learn nature and scope of public administration.
- To study the evolution of public administration as a discipline.
- To understand the necessity of adoption of new techniques in public administration.

#### UNIT – I **Fundamentals of Public Administration:**

Meaning, Definition, Nature, Scope and Significance – Difference between Public and Private Administrations – Public Administration as an Art or Science – Public Administration and other Social Sciences.

#### UNIT – II **Theories and Principles of Organisation:**

Meaning and Nature of Organisation – Bases of Organisation– Theories of Organisation : Classical Theory – Scientific Management Theory – Bureaucratic Theory – Human Relations Theory. Principles of Organisation: Hierarchy – Span of Control – Unity of Command – Centralisation and Decentralisation – Delegation of Authority - Co- Ordination.

#### UNIT – III **Structure of Organisations:**

Chief Executive – Types of Chief Executive – Functions of Chief Executives - Line, Staff and Auxiliary Agencies –Staff Agencies in India : Cabinet Secretariat : Prime Minister's Office – Central Secretariat – State Secretariat – NITI Ayog – National Development Council – Department Organisation : Ministry of Home Affairs, Ministry of Finance and Ministry of Railways.

#### UNIT – IV **Public Undertakings, Boards and Commissions:**

Meaning, Nature and Types of Public Undertakings – Pubic Corporations: Meaning, Nature and Features of Public Corporations – Control over Public Corporations. **Boards:** Meaning and Nature – Railway Board. **Commissions:** Meaning, Nature and Features– Union Public Service Commission – State Public Service Commissions – Finance Commission – University Grants Commission – Independent Regulatory Commissions.

#### UNIT – V **Field Administration and Control over Administration:**

Importance of Field Administration – Types of Relationship between Headquarters and Field Agencies – Organisation of Panchayat Raj Government – Importance of Panchayat Raj as Field Administration – Control over Administration: Meaning and Necessity – Types of Control – Legislative Control, Executive Control, Judicial Control and Public Control.

#### **Text Book**

1. Laxmikanth, *Public Administration (For the UPSC Civil Services Preliminary Examination)*, Tata McGraw Hill Publishing Company, New Delhi, 2005

## Book for References

[hd; rfhak; nry;iyah – nghJj;Jiw Ml;rpapay;.

Nfhkjp ehafk; - nghJ eph;thftpay;.

Padma Ramachandran – Public Administration in India.

Maheswari – Public Administration

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Remember the Public Administrative system and the laws of Administration.	K1
2	Understand of theories, concepts and practices relevant to public administration and its sub-fields.	K2
3	Apply the appropriate skills to be able to administer public programs.	K3
4	Analyze their knowledge and integrity in public service and reflect on ways to incorporate public service.	K4
5	Create proficiency in clear oral and written communication by presenting succinct, well-organized materials.	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	M	S	M	M
CO2	S	S	S	M	M	M	M
CO3	S	M	S	M	S	S	S
CO4	S	S	S	S	M	M	S
CO5	S	M	S	S	S	S	M

\*S-Strong; M-Medium; L-Low

**NON MAJOR  
ELECTIVE COURSES**

## NON MAJOR ELECTIVE FOR TOURISM AND TRAVEL MANAGEMENT STUDENT

SEMESTER : III Sub Code :18UTTN1  
CORE COURSE : NEC-I Credits : 2

### TAMIL FOR COMPETITIVE EXAMINATIONS

#### குறிக்கோள்கள்

- மாணாக்கர்களுக்கு அடிப்படை தமிழ் இலக்கணம் கற்றறிய உதவுதல்
- சங்க இக்கியத்தின் வளர்ச்சி மற்றும் அதன் முக்கியத்துவம் பற்றி விளக்குதல்
- தமிழறிஞர்கள் தமிழுக்கு ஆற்றிய தொண்டுகளை வெளிகொணர்தல்

#### இயல் 1 இலக்கணம்

பொருத்துதல் - பொருத்தமான பொருளைத் தேர்வு செய்தல் - புகழ் பெற்ற நூல் நூலாசிரியர் - தொடரும் தொடர்பும் அறிதல்: இத்தொடரால் குறிக்கப்பெறும் சான்றோர் - அடைமொழியால் குறிக்கப்பெறும் நூல் - பிரித்தெழுதுக - எதிர்ச்சொல்லை எடுத்தெழுதுதல் - பொருந்தாச் சொல்லைக் கண்டறிதல் - பிழை திருத்தம் - சந்திப்பிழையை நீக்குதல் - ஒருமை பன்மை ∴ பிழைகளை நீக்குதல் மரபுப் பிழைகள், வழுவச்சொற்களை நீக்குதல் ∴ பிறமொழிச் சொற்களை நீக்குதல் ஆங்கிலச் சொல்லுக்கு நேரான தமிழ்ச் சொல்லை அறிதல் - ஒலி வேறுபாடறிந்து சரியான பொருளைக் கண்டறிதல் - வேர்ச்சொல்லை தேர்வு செய்தல் - வேர்ச்சொல்லைக் கொடுத்து ∴ வினைமுற்று, வினையெச்சம், வினையாலணையும் பெயர், தொழிற்பெயரை ∴ உருவாக்கல் - அகர வரிசைப்படி சொற்களைச் சீர் செய்தல், சொற்களை ஒழுங்குபடுத்தி சொற்றொடராக்குதல் - பெயர்ச்சொல்லின் வகையறிதல் - இலக்கணக் குறிப்பறிதல் - விடைக்கேற்ற வினாவைத் தேர்ந்தெடுத்தல் - எவ்வகை வாக்கியம் எனக் கண்டெழுதுதல் - தன்வினை, பிறவினை, செய்வினை, செய்ப்பாட்டு வினை வாக்கியங்களைக் கண்டெழுதுதல் - உவமையால் விளக்கப்பெறும் பொருத்தமான பொருளைத் தேர்ந்தெழுதுதல் - எதுகை, மோனை, இயைபு இவற்றுள் ஏதேனும் ஒன்றைத் தேர்ந்தெழுதுதல்

#### இயல் 2 பண்டைய இலக்கியம்

திருக்குறள் தொடர்பான செய்திகள், மேற்கோள்கள், தொடரை நிரப்புதல் (பத்தொன்பது அதிகாரம் மட்டும்) அன்பு-பண்பு-கல்வி-கேள்வி-அறிவு-அடக்கம், ஒழுக்கம், பொறை, நட்பு, வாய்மை, காலம், வலி, ஒப்புரவறிதல், செய்நன்றி, சான்றாண்மை, பெரியாரைத்துணைக்கோடல், பொருள் செயல்வகை, வினைத்திட்டம், இனியவை கூறல் - அறநூல்கள் நாலடியார், நான்மணிக்கடிகை, பழமொழிநானூறு, முதுமொழிக்காஞ்சி, திரிகடுகம், இன்னா நாற்பது, இனியவை நாற்பது, சிறுபஞ்சமூலம், ஏலாதி, ஓளவையார் பாடல்கள் தொடர்பான செய்திகள் பதினெண் கீழ்க்கணக்கு நூல்களில் பிற செய்திகள் - கம்பராமாயணம் - தொடர்பான செய்திகள் மேற்கோள்கள், பா வகை, சிறந்த தொடர்கள் - புறநானூறு - அகநானூறு, நற்றிணை, குறந்தொகை, ஐங்குறுநூறு, கலித்தொகை தொடர்பான செய்திகள், மேற்கோள்கள் அடிவரையறை, எட்டுத்தொகை, பத்துப்பாட்டு நூல்களில் உள்ள பிற செய்திகள் - சிலப்பதிகாரம் - மணிமேகலை தொடர்பான செய்திகள், மேற்கோள்கள்,

சிறந்த தொடர்புகள் உட்பிரிவுகள் மற்றும் ஐம்பெரும் - ஐஞ்சிறுங் காப்பியங்கள் தொடர்பான செய்திகள் - பெரியபுராணம் - நாலயிர திவ்வியப்பிரபந்தம் - திருவிளையாடற்புராணம் - தேம்பாவணி - சீறாப்புராணம் தொடர்பான செய்திகள்

### இயல் 3 சிற்றிலக்கியங்கள்

திருக்குற்றாலக்குறவஞ்சி - கலிங்கத்துப்பரணி - முத்தொள்ளாயிரம், தமிழ்விடு தூது - நந்திக்கலம்பகம், விக்ரிமசோழன் உலா, முக்கூடற்பள்ளு, காவடிச்சிந்து, திருவேங்கடத்தந்தாதி, முத்துக்குமாரசுவாமி பிள்ளைத் தமிழ், பெத்தகேம் குறவஞ்சி, அழகர் கிள்ளைவிடுதூது, இராஜராஜ சோழன் உலா தொடர்பான செய்திகள் - மனோன்மணியம் - பாஞ்சாலி சபதம் - குயில் பாட்டு - இரட்டுற மொழிதல் (காளமேகப்புலவர் - அழகிய சொக்கநாதர் தொடர்பான செய்திகள்) - நாட்டுப்புறப்பாட்டு - சித்தர் பாடல்கள் தொடர்பான செய்திகள் - சமய முன்னோடிகள் அப்பர், சம்பந்தர், சுந்தரர், மாணிக்கவாசகர், திருமூலர், குலசேகர ஆழ்வார், ஆண்டாள், சீத்தலைச் சாத்தனார், எச்.ஏ.கிருஷ்ண பிள்ளை, உமறுப்புலவர் தொடர்பான செய்திகள், மோற்கோள்கள், சிறப்புப் பெயர்கள்

### இயல் 4 தமிழ் அறிஞர்களும் தமிழ்த் தொண்டும்

பாரதியார், பாரதிதாசன், நாமக்கல் கவிஞர், கவிமணி தேசிக விநாயகம் பிள்ளை தொடர்பான செய்திகள், சிறந்த தொடர்கள், சிறப்புப் பெயர்கள் - மரபுக்கவிதை - முடியரசன், வாணிதாசன், சுரதா, கண்ணதாசன், உடுமலை நாராயணகவி, பட்டுக்கோட்டை கல்யாணசுந்தரம், மருதகாசி தொடர்பான செய்திகள், அடைமொழி பெயர்கள் - புதுக் கவிதை - ந.பிச்சமூர்த்தி, சி.சு.செல்லப்பா, தருமு சிவராமு, பசுவய்யா, இரா.மீனாட்சி, சி.மணி, சிற்பி, மு.மோத்தா, ஈரோடு தமிழன்பன், அப்துல்குமார், கலாப்பிரியா, கல்யாணஜி, ஞானக் கூத்தன், தேவதேவன், சாலை இளந்திரையன், சாலினி இளந்திரையன், ஆலந்தூர் மோகனரங்கன் தொடர்பான செய்திகள், மேற்கோள்கள், சிறப்புத் தொடர்கள் மற்றும் எழுதிய நூல்கள் - தமிழில் கடித இலக்கியம் - நாட்குறிப்பு, நேரு - காந்தி - மு.வ. - அண்ணா - ஆனந்தரங்கம் பிள்ளை நாட்குறிப்பு தொடர்பான செய்திகள் - நாடகக்கலை - இசைக்கலை தொடர்பான செய்திகள் - தமிழில் சிறுகதைகள் தலைப்பு - ஆசிரியர் - பொருத்துதல் - கலைகள் - சிற்பம் - ஓவியம் - பேச்சு - திரைப்படக்கலை தொடர்பான செய்திகள் - தமிழின் தொன்மை - தமிழ் மொழியின் சிறப்பு, திராவிட மொழிகள் தொடர்பான செய்திகள்

### இயல் 5 உரைநடை

மறைமலையடிகள், பரிதிமாற்கலைஞர், ந.மு.வேங்கடசாமி நாட்டார், ரா.பி. சேதுப்பிள்ளை, திரு.வி.க., வையாபுரிப்பிள்ளை - மொழி நடை தொடர்பான செய்திகள் - உ.வே.சாமிநாத ஐயர், தெ.பொ.மீனாட்சி சுந்தரனார், சி.இலக்குவனார்-தமிழ்ப்பணி தொடர்பான செய்திகள் - தேவநேயப்பாவாணர் - அகரமுதலி, பாவலரேறு பெருங் சித்திரனார், தமிழ்த்தொண்டு தொடர்பான செய்திகள் - ஜி.யு.போப் -

வீரமாமுனிவர் தமிழ்த்தொண்டு சிறப்புத்தொடர்கள் - பெரியார்-அண்ணா-  
முத்துராமலிங்கத் தேவர் -அம்பேத்கர் - காமராசர் - சமுதாயத் தொண்டு - தமிழகம் -

ஊரும் பேரும், தோற்றம் மாற்றம் பற்றிய செய்திகள் - உலகளாவிய தமிழர்கள்  
சிறப்பும் - பெருமையும் - தமிழ்ப் பணியும் - தமிழ் மொழியில் அறிவியல்  
சிந்தனைகள் தொடர்பான செய்திகள் - தமிழ் மகளிரின் சிறப்பு - அன்னி பெசண்ட்  
அம்மையார், மூவலூர் ராமாமிர்தத்தம்மாள், டாக்டர்.முத்துலெட்சுமி ரெட்டி, விடுதலைப்  
போராட்டத்தில் மகளிர் பங்கு (தில்லையாடி வள்ளியம்மை, ராணி மங்கம்மாள்) -  
தமிழர் வணிகம் - தொல்லியல் ஆய்வுகள் - கடற் பயணங்கள் தொடர்பான  
செய்திகள் - உணவே மருந்து - நோய் தீர்க்கும் மூலிகைகள் தொடர்பான  
செய்திகள் - சமயப் பொதுமை உணர்த்திய தாயுமானவர், இராமலிங்க அடிகளார்,  
திரு.வி.கல்யாண சுந்தரனார் தொடர்பான செய்திகள் - மேற்கோள்கள்

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Understand the Tamil literature and grammar	K1
2	Understand history subject and opt it as an optional subject in competitive examination	K2
3	Apply the acquired knowledge to successfully qualify in competitive examination	K3
4	Scrutinize all the fact and information for competitive examinations	K4
5	Evaluate his/her capability of answering to multiple choice questions in competitive exam.	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	M	S	M	M
CO2	S	S	M	M	M	M	M
CO3	S	M	S	M	S	S	S
CO4	S	S	M	S	M	M	S
CO5	S	S	S	S	S	M	M

\*S-Strong; M-Medium; L-Low

## **NON MAJOR ELECTIVE FOR TOURISM AND TRAVEL MANAGEMENT STUDENT**

SEMESTER : I Sub Code :18UTTN1  
CORE COURSE : NEC-I Credits : 2

### **GEOGRAPHY OF INDIA**

#### **Objectives**

- To acquire the skill to understand the relationship between history and geography
- To know the Physical nature of India.
- To study the changes in Climate.

#### **UNIT - I Location and Extent**

Physical features –Major Physiographic Division – Drainage – Climate – Soil and Natural Vegetation.

#### **UNIT - II Agriculture**

Irrigation – Types and distribution – Major crops and their distribution: Rice, Wheat, Sugarcane and Cotton - Plantation Crops: Tea and coffee- Green Revolution – Problems of Indian Agriculture.

#### **UNIT - III Natural Resources and Industries**

Iron ore, Copper, Mica, Manganese, Bauxite and Atomic minerals – Power resources: Coal, Petroleum, Natural gas and hydro power – Multi-purpose projects - Atomic Power Stations – Alternative Energy Resources. - Industries: Distribution and production of major Industries: Cotton and Jute Textiles, Iron and steel, Sugar, Cement, Chemical and Automobile - Major Industrial Regions.

#### **UNIT - IV Demography, Transport and Trade:**

Population –Growth, density, distribution and problems. Transport: Surface, water and air – Foreign trade.

#### **UNIT – V Geography of Tamil Nadu**

Location - Relief - Climate - Soil - Vegetation - Fisheries (Inland and Marine) Agriculture - Impact of Green Revolution - Distribution and Cultivation of major crops - Mineral wealth of Tamil Nadu - Industries - Industrial development in Tamil Nadu - Population: Growth and Distribution. Urbanization:- Trend - Million Cities of Tamil nadu.

## Reference Books

1. Singh Gopal (1970) – Geography of India, Atmaram & Sons, New Delhi.
2. Spate, O.H.K and Learmonth A.T.A., 1954 – India and Pakistan – Methuen & Co., India.
3. Arunachalam.B (1996) – Economic Geography of India – Bombay.
4. Sharma (1998) – Economic and Commercial Geography of India, Vikas Publishing House Private Limited – New Delhi.
5. Tiwari, (2002), Geography of India, Prayag Pustak Bhawan, Allahabad.
6. Sakthi Venkata K.Kumarasamy, (2003) Geography of TamilNadu (Tamil Edition).
7. Manorama year Book

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Understand the physical features of Indian Geography.	K1
2	Understand the important agricultural crops in India.	K2
3	Explain the various natural resources available in India	K3
4	Realize the population growth and transport system	K4
5	Analysis the geographical features of Tamil Nadu	K5

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	M	S	M	M
CO2	S	S	M	M	M	M	M
CO3	S	M	S	M	S	S	S
CO4	S	S	M	S	M	M	S
CO5	S	S	S	M	S	M	M

\*S-Strong; M-Medium; L-Low



## **NON MAJOR ELECTIVE FOR TOURISM AND TRAVEL MANAGEMENT STUDENT**

SEMESTER : I Sub Code :18UTTN2  
CORE COURSE : NME-II Credits : 2

### **FREEDOM MOVEMENT IN INDIA FROM 1857 TO 1947 C.E.**

#### **Objectives**

- To know the nature of Indian National Movement.
- To understand the gradual development of national struggle for Indian Independence.
- To study the services rendered by martyrs for Indian freedom.

#### **UNIT –I 1857 Revolt and Its Effect**

1857 rebellion – Causes, courses and Results – 1858 Queen Proclamation – Foundation of Indian National Congress.

#### **UNIT – II Indian National Movement (1885-1904)**

Moderates and Extremists – Minto – Marley reforms – Home rule movement – Rowlett Act –Jallianwala bagh Tragedy.

#### **UNIT – III Towards Freedom -I**

Gandhian Era – Non co-operation movement – Swaraj party – Civil disobedience movement.

#### **UNIT – IV Towards Freedom -II**

Muslim league and agitation – Quit India movement – Subhash Chandra Bose and INA.

#### **UNIT – V Important Nationalist Leaders**

Gandhi, Nehru, Patel, Subramaniam Bharathi, V.O.C, Rajaji, Kamaraj.

#### **Reference :**

1. R.Sathianathier : A Political and Cultural History of India Vol-III
2. R.C.Majumdar,

- Raychoudhury and Datta : Advanced History of India
3. P.E.Robert : History of British India
4. H.H.Sinha : Rise of Peshwas
5. R.C.Dutt : Economic History of India Vol.I
6. Tara Chand : History of the Freedom Movement in India Vol.I
7. Schweinitz : The Rise and Fall of British India

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Recall the role of Freedom Fighters in the freedom movement.	<b>K1</b>
<b>2</b>	Understand the Gandhian Principles which paved the way to freedom in India.	<b>K2</b>
<b>3</b>	Identify Tamil Nadu as a pioneer in the freedom movement.	<b>K3</b>
<b>4</b>	Get knowledge of the spirit of nationalism among the students.	<b>K4</b>
<b>5</b>	Estimate the role of Nehru and Kamaraj as the Makers of the Modern India.	<b>K5</b>

K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	S	M	S	M	M
<b>CO2</b>	S	S	M	M	M	M	M
<b>CO3</b>	S	M	S	M	S	S	S
<b>CO4</b>	S	S	M	S	M	M	S
<b>CO5</b>	S	S	S	M	S	M	M

\*S-Strong; M-Medium; L-Low

## **NON MAJOR ELECTIVE FOR TOURISM AND TRAVEL MANAGEMENT STUDENT**

SEMESTER : III Sub Code :18UTTN2  
CORE COURSE : NEC-II Credits : 2

### **SOCIOLOGY**

#### **Objectives**

- To know the sociology and its relation with allied subjects
- To understand the nature and scope of sociology
- To study the various institutions

#### **UNIT-I Meaning and Definition of Sociology**

Sociology-Meaning and Definition- Sociology-As a Science- As an Interpretive Discipline- French Revolution- Sociology and its relation with History, Psychology, Anthropology.

#### **UNIT-II Nature and scope of Sociology**

Origin- Nature- Scope of Sociology- Social Groups- Social Control.

#### **UNIT-III Institutions**

Culture- Marriage- Family- Kinship- Economic Institution- Political Institution.

#### **UNIT-IV Religion**

Religion and Culture- Education- Culture- Society- Personality- Individual and Socialisation.

#### **UNIT-V Unity in Diversity**

Culture and Personality- Unity in Diversity- Social Safety- Social Demography.

#### **SUGGESTED READINGS:**

1. Introduction to Sociology- Bhoopendra Nagala & Bahal Singh, NCERT, New Delhi
2. Structure of Indian Society- Amit Kumar Sharma, NCERT, New Delhi.

<b>Course Outcome</b>		
On the successful completion of the course, student will be able to:		
<b>1</b>	Identify how social structures create and reproduce different forms of social inequality, locally and globally.	<b>K1</b>
<b>2</b>	Understand sociological knowledge to inform public understanding and policy debates.	<b>K2</b>
<b>3</b>	Apply sociological concepts and theories to understand social phenomena	<b>K3</b>
<b>4</b>	Analyze social scientific data and quantitative data.	<b>K4</b>
<b>5</b>	Evaluate explanations of human behaviour, social phenomena, and social processes locally and globally.	<b>K5</b>

*K1- Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create*

<b>Mapping with Programme Outcomes</b>							
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	S	M	S	M	S	M	M
<b>CO2</b>	S	S	M	M	M	M	M
<b>CO3</b>	S	M	S	M	S	S	S
<b>CO4</b>	S	S	M	S	M	M	S
<b>CO5</b>	S	S	S	M	S	M	M

*\*S-Strong; M-Medium; L-Low*

# **COMMON PAPERS**

**ALL UG COURSES**  
**ENVIRONMENTAL STUDIES**

**Sub Code : 18UES**

**Learning Objectives :**

- i) to make the students to learn the importance and relevance of Environmental Studies
- ii) to make the students to learn Ecosystem
- iii) to make the students to learn Biodiversity and its Conservation
- iv) to make the students to learn various aspects of Environmental Pollution
- v) to make the students to learn social issues and human population in relation to environment

**Unit – I:      **Definition and Nature of Environmental Studies:**** Definition – Nature and Scope – Importance of Environmental Studies – Need for Public Awareness Renewable and Non-renewable Resources – Natural Resources and Associated Problems.

**Unit – II:      **Ecosystem:**** Concept of an Ecosystem - Structure and Function of an Ecosystem - Producers, Consumers and Decomposers - Energy flow in the Ecosystem - Ecological Succession - Food Chains - Food Webs - Ecological Pyramids.

**Unit – III:     **Biodiversity and its Conservation:**** Definition: Genetic, Species and Ecosystem Diversity - Biogeographical Classification of India - Value of Biodiversity: Consumptive use, Productive use, social, ethical aesthetic and option values - Biodiversity at Global, National and Local levels - India as a Mega-Diversity Nation - Hot-spots of Biodiversity - Threats to Biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts - Endangered and endemic species of India - Conservation of Biodiversity: In-situ and Ex-situ conservation of Biodiversity.

**Unit – IV:     **Environmental Pollution:**** Definition - Causes, Effects and Control measures of Air pollution - Water pollution - Soil pollution - Marine pollution - Noise pollution - Thermal pollution - Nuclear pollution - Solid Waste Management – Causes - Effects and Control measures of urban and industrial wastes - Role of an individual in prevention of pollution.

**Unit – V:      **Social Issues and Human Population in relation to Environment:**** Urban problems and related to energy - Climate Change - Global Warming - Acid Rain - Ozone Layer depletion - Population growth, variation among nations - Population explosion – Family Welfare Programmes - Environment and Human Health - Human Rights - Value Education - HIV / AIDS - Women and Child Welfare - Role of Information Technology in Environment and Human Health.

## LEARNING OUTCOMES:

- i) Students learnt the importance and relevance of Environmental Studies
- ii) Students learnt about Ecosystem
- iii) Students learnt about Biodiversity and its Conservation
- iv) Students learnt about various aspects of Environmental Pollution
- v) Students learnt about social issues and human population in relation to environment

## Text Books:

1. Environmental Economics – S. Sankaran
2. Environmental Economics – M. Karpakam
3. Environmental Economics – S. Varadarajan
4. Environmental Economics – D.W. Pearce

5. Environmental Studies

(சுற்றுச்சூழல் பயில்வுகள்) - முனைவர். சி. சேதுராமன் NCBH(P) Ltd - Chennai.

E-source

<https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>

<http://rccmindore.com/wp-content/uploads/2015/06/B.COM-III-HONS-Environmental-Studies.pdf>

[https://www2.hcmuaf.edu.vn/data/quoctuan/Basics\\_of\\_Environmental\\_Sci%20\(Section%201\).pdf](https://www2.hcmuaf.edu.vn/data/quoctuan/Basics_of_Environmental_Sci%20(Section%201).pdf)

**VALUE EDUCATION**  
**[ ALL UG COURSES ]**

**Sub Code : 18UVE**

**LEARNING OBJECTIVES :**

1. To familiarize the students with value concepts.
2. To make the students aware of different types of values.

**UNIT - I: CONCEPT OF VALUES**

Meaning of Value Education – Need and Purpose of Value Education – Significance of Value Education in present context – Types of Values – Values through various genres of literature.

**UNIT - II: FAMILY VALUES**

Components, Structure and Responsibilities of Family – Neutralization of anger – Adjustability – Threats of family life – Status of women in family and society - Caring for needy and elderly – Time allotment for sharing ideas and concerns.

**UNIT - III: ETHICAL VALUES**

Professional Ethics – Mass Media Ethics – Advertising Ethics – Influence of Ethics on Family Life – Psychology of Children and Youth – Leadership qualities – Personality Development.

**UNIT - IV: SOCIAL VALUES**

Faith, Service and Secularism – Social sense and Commitment – Students and Politics – Social Awareness, Consumer Awareness, Consumer Rights and responsibilities – Redressal Mechanisms.

**UNIT - V: SPIRITUAL VALUES**

What is Religion? – Role of Religion – Misinterpretation of Religion

Relationship between Spiritual and religion – Moral Policing – Consequences – Religion as Spiritual Quest – Aesthetics and Religion.



## **LEARNING OUTCOMES :**

1. Students got familiarized with value concepts.
2. Students became aware of different types of values.

## **Reference Books:**

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore (1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002
4. Daniel and Selvamony – Value Education Today, ( Madras Christian College, Tambaram and ALACHE, New Delhi, 1990)
5. S. Ignacimuthu – Values for Life – Better Yourself Books, Mumbai, 1991.
6. M.M.M. Mascaronhas centre for Research Education Science and Training for Family Life Promotion – Family Life Education, Bangalore, 1993.
7. Dr. C. Sethuraman – NCBH(P) Ltd. Value education – Chennai.

## **WEBSITES AND e-LEARNING SOURCES**

[www.rkmissiondhe.org/education.html/](http://www.rkmissiondhe.org/education.html/)

[www.clallam.org/lifestyle/education.html/](http://www.clallam.org/lifestyle/education.html/)

[www.sun.com/./edu/progrmws/star.html/](http://www.sun.com/./edu/progrmws/star.html/)

[www.infoscouts.com](http://www.infoscouts.com)

[www.secretofsuccess.com](http://www.secretofsuccess.com)

[www.1millionpapers.com](http://www.1millionpapers.com)

<http://militaryfinance.umuc.edu/education/edu-network.html/>

**ALL UG COURSES**  
**GENDER STUDIES**

**Sub Code : 18UGS**

**LEARNING OBJECTIVES:**

- i) to make the students to learn about various aspects and factors of Gender
- ii) to make the students to distinguish Women's Studies from Gender Studies
- iii) to make the students to learn of the areas of gender discrimination
- iv) to make the students to learn of the measures taken towards women development and gender employment
- v) to make the students to learn of Women's Movement and safe-guarding mechanisms

**Unit – I      Concepts of Gender:** Sex – Gender – Biological Determinism – Patriarchy – Feminism – Gender Discrimination – Gender Division of Labour – Gender Stereotyping – Gender Sensitivity – Gender Equity – Gender Mainstreaming – Empowerment.

**Unit – II      Women's Studies Vs Gender Studies:** UGC's Guidelines – VII to XI – Plans – Gender Studies: Beijing conference and CEDAW – Exclusiveness and Inclusiveness.

**Unit – III      Areas of Gender Discrimination:** Family – Sex Ratio – Literacy – Health – Governance – Religion – Work Vs Employment – Market – Media – Politics Law – Domestic Violence – Sexual Harassment – State Policies and Planning.

**Unit – IV      Women Development and Gender Employment:** Initiatives – International Women's Decade – International Women's Year – National Policy for Employment of Women – women Empowerment ear 2001 – Mainstreaming Global Policies.

**Unit – V      Women's Movement and Safeguarding Mechanism:** In India National / State Commission for Women (NCW) – All Women Police Station – Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place – Supreme Court Guidelines – Maternity Benefit Act – PNDT Act – Hindu succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73<sup>rd</sup> and 74<sup>th</sup> Amendment for PRIS.

**LEARNING OUTCOMES:**

- i) Students learnt about various aspects and factors of Gender
- ii) Students are able to distinguish Women's Studies from Gender Studies
- iii) Students learnt of the areas of gender discrimination
- iv) Students learnt of the measures taken towards women development and gender employment
- v) Students learnt of Women's Movement and safe-guarding mechanisms

**Reference:**

1. Bhasin Kamala, Understanding Gender: Gender Basics, New Delhi: Women Unlimited, 2004.
2. Rajadurai. S.V, Geetha. V, Themesd in Caste Gender and Religion, Tiruchirappalli: Bharathidasan University, 2007.
3. Gender Studies – பாலினக்கல்வி - முனைவர். சி. சேதுராமன் - New Century Book House.

# **SOFT SKILLS – PAPER I**

**SUB CODE : 18USBE1**

## **Learning Objectives :**

- i) to make the students learn positive attitude
- ii) to make the students various segments of goal setting
- iii) to make the students learn the salient features of communication skills
- iv) to make the students enrich their vocabulary
- v) to make the students learn writing resume

## **Unit – I :**

Positive attitude: attitude - Features of attitudes - Formation of attitudes - Psychological factors change of attitudes – Ways of changing attitude in a person – the power of positive attitude – The benefits of positive attitude – Developing positive attitude – Obstacles in developing positive attitude – Negative attitude – The causes of negative attitude – The consequences of negative attitude – How to change negative attitude.

## **Unit – II :**

Goal setting – Introduction – importance of goal setting – goal definition – types of goals – What exactly goal setting – Why people don't set goals – How to choose the right goals – Smart goals – Career goals – Benefits of career goal setting – Goal setting tips.

## **Unit – III :**

Communication skills – Communication process – Types of communication – barriers to effective communication – Listening skills – Importance of tone of voice – Voice clarity – Verbal expressiveness – Tips to develop communication skills – Government initiatives – Job roles.

## **Unit – IV :**

Vocabulary enrichment – Definition and importance – Word formation : prefixes and suffixes – Compound words – Compound nouns – Compound adjectives – synonyms and antonyms – Homonyms – Homophones – Idioms and phrases – One word substitutes – Confused words – Tips for vocabulary enrichment – Oral presentation : techniques and tasks – Self-introduction – Talking about objects – Description of person – Welcome speech – Vote of thanks.

## **Unit – V :**

Resume Writing : Definition – Resume development – How does a resume work for you – Information that appears on most resumes – Resume writing tips – Online resumes – Guidelines for submitting resumes on the web – Computer friendly resume tips.

### **Learning Outcomes:**

- i) students learnt positive attitude
- ii) students learnt various segments of goal setting
- iii) students learnt the salient features of communication skills
- iv) students enriched their vocabulary
- v) students learnt writing resume

### **Reference: Soft Skills and Industry Awareness – ICTACT Publications**

#### **E-Resource**

[https://www.bharathuniv.ac.in/colleges1/downloads/courseware\\_ece/notes/BSS201%20-%20PERSONALITY.pdf](https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf)

<http://vrsiddhartha.ac.in/ece/files/Personality%20Development%20study%20material.pdf>

[http://164.100.133.129:81/econtent/Uploads/Business\\_Corporate\\_Soft\\_SkillsS.pdf](http://164.100.133.129:81/econtent/Uploads/Business_Corporate_Soft_SkillsS.pdf)

[rsa.nic.in/download/363/reports-and-publications/5326/skill\\_genie.pdf](http://rsa.nic.in/download/363/reports-and-publications/5326/skill_genie.pdf)

## **SOFT SKILLS – PAPER II**

**SUB CODE : 18USBE2**

### **Learning Objectives :**

- i) to make the students learn to write formal, informal and business letters
- ii) to make the students learn the salient features of effective group discussion
- iii) to make the students to present themselves effectively in interviews
- iv) to make the students to learn the varied aspects of Time Management
- v) to make the students to learn leadership qualities and different kinds of leadership

### **Unit – I :**

Letters – Formal – Informal – Business letters – Letters to the Editor.

### **Unit – II :**

Group Discussion – Types of GD – Discussion Vs debate – Personality traits - Advantages of GD – Dos and Don'ts.

### **Unit – III :**

Selection Interview – Introduction – Interview-meaning – Interview structure – Interview panel – Types of interview – Questions looked for in interviews – Preparation before interview – Body language – Dos and Don'ts – Standard interview questions – Your answer to questions.

### **Unit – IV :**

Time management – Importance of time – Importance of time management – The Pareto 80:20 Principle and Time management – The time management matrix – Its utilization – Procrastination : Causes and effects – How to overcome procrastination – effective time management – Tools for effective time management.

### **Unit – V :**

Leadership – Need for leadership – Definition of leadership – Essence of leadership – Functions of effective leaders – Differences between leadership and management – Positive and negative leaders – Different leadership styles – David McClelland's classification of leadership – Choice of correct leadership style – Emerging perspectives on leadership in organizations.

### **Learning Outcomes:**

- i) students learnt to write formal, informal and business letters
- ii) students learnt the salient features of effective group discussion
- iii) students learnt to present themselves effectively in interviews
- iv) students learnt varied aspects of Time Management
- v) students learnt leadership qualities and different kinds of leadership

### **Reference: Soft Skills and Industry Awareness – ICTACT Publications**

#### **E-Resource**

[https://www.bharathuniv.ac.in/colleges1/downloads/courseware\\_ece/notes/BSS201%20-%20PERSONALITY.pdf](https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf)

<http://vrsiddhartha.ac.in/ece/files/Personality%20Development%20study%20material.pdf>

[http://164.100.133.129:81/econtent/Uploads/Business\\_Corporate\\_Soft\\_SkillsS.pdf](http://164.100.133.129:81/econtent/Uploads/Business_Corporate_Soft_SkillsS.pdf)

[http://www.rusa.nic.in/download/363/reports-and-publications/5326/skill\\_genie.pdf](http://www.rusa.nic.in/download/363/reports-and-publications/5326/skill_genie.pdf)

## SOFT SKILLS – PAPER III

**SUB CODE : 18USBE3**

### **Learning Objectives:**

- i) to make the students to learn the basic operations of computer
- ii) to make the students to learn different aspects of Retail Sector
- iii) to make the students to learn different aspects of Banking Sector
- iv) to make the students to learn different aspects of Insurance Sector
- v) to make the students to know the prospects of BPO, Tourism and Hotel Industry

### **Unit – I :**

Knowing computer – Characteristics of a computer – Limitations of a computer – Components of hardware – basis of operating systems - Definition – Functions of operating systems – categories of operating systems – Windows features – Start up, Shut down – Opening and closing an application – manipulating windows – saving – printing – deleting files – start menu.

### **Unit – II :**

Retail Sector – Introduction – Market size – Investment scenario – Advantage India – Government Initiatives – Types of stores – Types of Merchandising – Store operations – Store appearance – Store security – Make it difficult for retail theft to happen – Inventory and stock management – Store organization – Importance of store organization.

### **Unit – III :**

BFSI sector – Banking sector – Market size – Investments – What is banking? – Types of banks – Functions of bank – Types of bank accounts – e-banking (electronic banking) – Government initiatives – financial services – market size – investments – government initiatives.

### **Unit – IV :**

Insurance sector – Market size – investments – advantage India – policy measures – opportunities – government initiatives – advantages and uniqueness of India's Life Insurance Sector – Job roles – ITES Sector – introduction – IT services sector – BPO services sector – market size – investments – skill requirements in the IT and ITES industry – major trends impacting skill requirements.



## **Unit – V :**

Business Process Outsourcing (BPO) – advantages of BPO – disadvantages of BPO – classification of BPO hospitality sector : introduction – tourism – Indian market – market size – investments – government initiatives – types of tourism – opportunities – benefits of career – road ahead – theme parks – facts on Indian amusement park industry – structure and development of amusement park sector – tourism – amusement parks – recreation industry – amusements parks – hotel industry – categorization of hotels – latest developments – cruise lines – India’s cruise potential – time for domestic cruising – cruise lines in India – Job Roles.

### **Learning Outcomes:**

- i) students learnt the basic operations of computer
- ii) students learnt different aspects of Retail Sector
- iii) students learnt different aspects of Banking Sector
- iv) students learnt different aspects of Insurance Sector
- v) students learnt the prospects of BPO, Tourism and Hotel Industry

### **Reference: Soft Skills and Industry Awareness – ICTACT Publications**

#### **E-Resource**

[https://www.bharathuniv.ac.in/colleges1/downloads/courseware\\_ece/notes/BSS201%20-%20PERSONALITY.pdf](https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf)

<http://vrsiddhartha.ac.in/ece/files/Personality%20Development%20study%20material.pdf>

[http://164.100.133.129:81/econtent/Uploads/Business\\_Corporate\\_Soft\\_SkillsS.pdf](http://164.100.133.129:81/econtent/Uploads/Business_Corporate_Soft_SkillsS.pdf)

[rsa.nic.in/download/363/reports-and-publications/5326/skill\\_genie.pdf](http://rsa.nic.in/download/363/reports-and-publications/5326/skill_genie.pdf)