

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

(Re-accredited with B+ by NAAC)

PUDUKKOTTAI – 622 001

DEPARTMENT OF HISTORY &
TOURISM AND TRAVEL MANAGEMENT

B.A TOURISM AND TRAVEL MANAGEMENT



SCHEME AND SYLLABUS

(Under Common CBCS Pattern)

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)
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DEPARTMENT OF HISTORY & TOURISM AND TRAVEL
MANAGEMENT

BOARD OF STUDIES 2021 - 2024

The Meeting of the Board of Studies was held on 11-08-2021. The proposed new syllabi were presented before the board.

The presentations of the proposals are enclosed.

- i. Brief
- ii. Distribution of hours and marks and credits (Annexure-1)
- iii. Title of the courses proposed (Annexure-2)
- iv. Question paper pattern
- v. Syllabus
- vi. Non Major Elective for other Department

REVISION OF SYLLABUS

BRIEF

- As per the instruction from the Director of Collegiate Education Chennai and from the Registrar, Bharathidasan University, Trichy, it has been decided to have a uniform pattern for all subjects as detailed below.

Program	Total No. of Papers	Total Max. Marks	Total Credits
UG	37	3700	139 Extn. Activities -1 Total : 140

- ❖ Distributing the available 30 hours / week for various papers as shown in Annexure -1
- ❖ Title of courses proposed for new syllabi is shown in Annexure – 2
- ❖ The question paper pattern for UG is shown in Annexure -3
- ❖ The syllabi for the all semester's courses is given in Annexure -4.

Whenever there is an urge for change and up gradation for syllabi, the revisions are made and the proposed new syllabi and copy of the old syllabi are submitted herewith.

Skill based and value based courses are included as per the suggestions by the University and Tamilnadu Government.

QUESTION PAPER PATTERN
B.A TOURISM AND TRAVEL MANAGEMENT
CREDIT CUM SEMESTER PATTERN
(EFFECTIVE FROM THE ACADEMIC YEAR 2021-2022 ONWARDS)

External Pattern

Maximum Marks: 100

Internal Marks : 25

External Marks : 75

Passing Minimum Marks: CIA – 10 UE – 30

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

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

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

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 2021-2022 ONWARDS)

S.NO	SUBJECT CODE	CODE	TITLE OF THE PAPERS	CREDITS
CORE COURSE (14)				
1	21UTT1	CC1	INTRODUCTION TO TOURISM	4
2	21UTT2	CC2	PRINCIPLES OF TOURISM MANAGEMENT	4
3	21UTT3	CC3	TRAVEL MANAGEMENT	4
4	21UTT4	CC4	TOURISM PRODUCTS IN INDIA	4
5	21UTT5	CC5	TAMILNADU TOURISM PANORAMA	4
6	21UTT6	CC6	TOURISM POLICY AND PLANNING	4
7	21UTT7	CC7	TRAVEL AGENCY AND TOUR OPERATIONS	4
8	21UTT8	CC8	HOSPITALITY MANAGEMENT	4
9	21UTT9	CC9	TOURISM AND ADVERTISING	4
10	21UTT10	CC10	HUMAN RESOURCE MANAGEMENT	4
11	21UTT11	CC11	TOURISM MARKETING	5
12	21UTT12	CC12	TOURISM POTENTIAL IN PUDUKKOTTAI DISTRICT	5
13	21UTT13	CC13	ECOLOGY, ENVIRONMENT AND TOURISM.	5
14	21UTT14	CC14	TRAVEL DOCUMENTATION	5
				60
ALLIED COURSES (4)				
1	21UTTA1	AC 1	INDIAN CULTURAL HERITAGE - I	5
2	21UTTA2	AC 2	INDIAN CULTURAL HERITAGE - II	5
3	21UTTA3	AC 3	HISTORY OF INDIAN ARTS - I	5
4	21UTTA4	AC 4	HISTORY OF INDIAN ARTS - II	5
				20
ELECTIVE COURSES (3)				
1	21UTTE1A 21UTTE1B 21UTTE1C	EC 1	INFORMATION, COMMUNICATION AND AUTOMATION INDIAN CONSTITUTION GEOGRAPHY OF INDIA	5
2	21UTTE2A 21UTTE2B 21UTTE2C	EC 2	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION ARCHAEOLOGY AND EPIGRAPHY SOCIOLOGY	5
3	21UTTE3A 21UTTE3B 21UTTE3C	EC 3	HUMAN RIGHTS PUBLIC ADMINISTRATION EVENT MANAGEMENT	4
				14
SKILL BASED ELECTIVE COURSES (3)				
1	21USBE1	SBEC 1	Soft Skill – I Common Paper	4
2	21USBE1	SBEC 2	Soft Skill – II Common Paper	4
3	21USBE1	SBEC 3	Soft Skill – III Common Paper	4
				12
NON-MAJOR ELECTIVE COURSES (2)				
1	21UTTN1	NME1	Ng;h;bj;Njh;TfSf;fhd jkpo;	2
2	21UTTN1	NME2	COMMUNICATION ENGLISH	2
				4
1	21UES	EVS	Environmental Studies	2
2	21UVE	VE	Value Education	2
3	21UGS	GS	Gender Studies	1
Part – V (NSS/NCC/Others)				
			Total Credits	115
			Extracurricular Activity	1
			Language	24
			Over All Credits	140

VALUE ADDED COURSE (SELF STUDY)

1. Tourism Marketing

2. Tourism Potential in Pudukkottai District

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	21ULT1/ 21ULH1	TAMIL PAPER I HINDI PAPER I	6	3	3	25	75	100
2	I	21ULE1	ENGLISH PAPER I	6	3	3	25	75	100
3	I	21UTT1	INTRODUCTION TO TOURISM	5	4	3	25	75	100
4	I	21UTT2	PRINCIPLES OF TOURISM MANAGEMENT	4	4	3	25	75	100
5	I	21UTTA1	INDIAN CULTURAL HERITAGE - I	5	5	3	25	75	100
	II	21USBE1	SOFT SKILL –I (COMMON PAPER)	2					
6	I	21UES	ENVIRONMENTAL STUDIES	2	2	3	25	75	100
7	II	21ULT1/ 21ULH1	TAMIL PAPER II HINDI PAPER II	6	3	3	25	75	100
8	II	21ULE1	ENGLISH PAPER II	6	3	3	25	75	100
9	II	21UTT3	TRAVEL MANAGEMENT	5	4	3	25	75	100
10	II	21UTT4	TOURISM PRODUCTS IN INDIA	4	4	3	25	75	100
11	II	21UTTA2	INDIAN CULTURAL HERITAGE - II	5	5	3	25	75	100
12	II	21USBE1	SOFT SKILL –I (COMMON PAPER)	2	4	3	25	75	100
13	II	21UVE	VALUE EDUCATION	2	2	3	25	75	100
14	III	21ULT1/ 21ULH1	TAMIL PAPER II HINDI PAPER II	6	3	3	25	75	100
15	III	21ULE1	ENGLISH PAPER II	6	3	3	25	75	100
16	III	21UTT5	TAMILNADU TOURISM PANORAMA	5	4	3	25	75	100
17	III	21UTT6	TOURISM POLICY AND PLANNING	5	4	3	25	75	100
18	III	21UTTA3	HISTORY OF INDIAN ARTS - I	5	5	3	25	75	100
19	III	21UTTN1	TAMIL FOR COMPETITIVE EXAMINATIONS	4	2	3	25	75	100
20	IV	21ULT1/ 21ULH1	TAMIL PAPER II HINDI PAPER II	6	3	3	25	75	100
21	IV	21ULE1	ENGLISH PAPER II	6	3	3	25	75	100
22	IV	21UTT7	TRAVEL AGENCY AND TOUR OPERATION BUSINESS	5	4	3	25	75	100
23	IV	21UTT8	HOSPITALITY MANAGEMENT	5	4	3	25	75	100
24	IV	21UTTA4	HISTORY OF INDIAN ARTS - II	5	5	3	25	75	100
25	IV	21USBE2	COMMON PAPER	2	4	3	25	75	100
26	V	21UTT9	TOURISM AND ADVERTISING	6	4	3	25	75	100
27	V	21UTT10	HUMAN RESOURCE MANAGEMENT	6	4	3	25	75	100
28	V	21UTT11	TOURISM MARKETING	5	5	3	25	75	100
29	V	21UTTE1A 21UTTE1B 21UTTE1C	INFORMATION, COMMUNICATION AND AUTOMATION INDIAN CONSTITUTION GEOGRAPHY OF INDIA	5	5	3	25	75	100
30	V	21UTTN2	COMMUNICATION ENGLISH	4	2	3	25	75	100
31	V	21USBE3	COMMON PAPER	4	4	3	25	75	100
32	VI	21UTT12	TOURISM POTENTIAL IN PUDUKKOTTAI DISTRICT	6	5	3	25	75	100
33	VI	21UTT13	ECOLOGY, ENVIRONMENT AND TOURISM.	6	5	3	25	75	100
34	VI	21UTT14	TRAVEL DOCUMENTATION	6	5	3	25	75	100
35	VI	21UTTE2A 21UTTE2B 21UTTE2C	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION ARCHAEOLOGY AND EPIGRAPHY SOCIOLOGY	6	5	3	25	75	100
36	VI	21UTTE3A 21UTTE3B 21UTTE3C	HUMAN RIGHTS PUBLIC ADMINISTRATION EVENT MANAGEMENT	5	4	3	25	75	100
37	VI	21UGS	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

PEO1	Make the students to be aware of tourism destinations
PEO2	Enables to learn the richness of the country, its geographic, socio-cultural, environmental incrediblensness of tourism destinations
PEO3	Able to analyze the destinations on its strength and weakness
PEO4	Facilitates to attain managerial and communication skills to face the industry and competitive world effectively.
PEO5	Provides entrepreneurial skills
PEO6	Enables to pursue higher education and continuous learning
PEO7	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

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

Program Outcomes (POs)

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

PO1 Ability to develop understanding and analyzing skills

PO2 Develops thought process thinking

PO3 Exposed to the modern technology in the field of Tourism and Allied Industry.

PO4 Develops interpersonal communication

PO5 Develops team work and networking culture

PO6 Developing ethical understanding in Tourism Industry.

PO7 Thrive towards sustainability and understand employment opportunities

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	I	CORE COURSE	Sub Code	21UTT1
CORE COURSE	CC-I		Credits	4
INTRODUCTION TO TOURISM				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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: Tourist Concept and History:	
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 Influencing Factors and Resources of Tourism	
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

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Reproduce the historical significances of tourism and travel	K1
2	Identify the alluring factors of tourism	K2
3	Classify and distinguish the types of tourism	K3
4	Discover the ways to address barriers of domestic and international tourism	K4
5	Measure and compare the best suited strategies in domestic and international tourism	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	9	3	9	3	9	9	3
CO2	9	9	3	3	9	3	3
CO3	3	9	3	3	9	9	9
CO4	3	3	9	9	9	9	3
CO5	9	3	9	9	9	9	9
Weightage	33	27	33	27	45	39	27
Weighted Percentage of Course Contribution of PO's	3.886926	3.585657	4.564315	4.761905	6.912442	6.046512	3.797468

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's Matrix } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	I	CORE COURSE	Sub Code	21UTT2
CORE COURSE	CC-II		Credits	4
PRINCIPLES OF TOURISM MANAGEMENT				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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- Elements 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

Course Outcome		
On the successful completion of the course, student will be able to:		
1	State the application of management concepts in tourism	K1
2	Understand the motivation factors of management	K2
3	Practice the communication process and leadership styles	K3
4	Observe and discover the effective use of managerial functions in an organisation	K4
5	Compare the inputs of management thoughts to the present scenario	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	9	9	3	9	9	3	3
CO2	9	9	9	3	9	3	3
CO3	9	9	9	3	9	3	3
CO4	9	3	3	9	9	3	9
CO5	3	9	9	3	3	3	9
Weightage	39	39	33	27	39	15	27
Weighted Percentage of Course Contribution of PO's	4.59364	5.179283	4.564315	4.761905	5.990783	2.325581	3.797468

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	II	CORE COURSE	Sub Code	21UTT3
CORE COURSE	CC-III		Credits	4
TRAVEL MANAGEMENT				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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.

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Reproduce the basics of tourism concepts and identify the functions of tourism business providers.	K1
2	Understand the various allied sectors regarding the travel	K2
3	Describe the types of traveler and administer their requisites accordingly.	K3
4	Classify various documents for travel and indicate its significance	K4
5	Adapt the policy and understand its effectiveness.	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	9	9	3	9	3	3	9
CO2	9	9	9	3	9	9	3
CO3	9	9	3	3	3	9	9
CO4	3	9	9	3	9	3	3
CO5	9	3	9	3	9	9	3
Weightage	39	39	33	21	33	33	27
Weighted Percentage of Course Contribution of PO's	4.59364	5.179283	4.564315	3.703704	5.069124	5.116279	3.797468

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	II	CORE COURSE	Sub Code	21UTT4
CORE COURSE	CC-IV		Credits	4
TOURISM PRODUCTS IN INDIA				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • To know the definition and types of tourism products • To learn about the natural resources and tourist spots • To understand the man-made 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 Manmade Resources:	
Adventure Sports – Commercial and Shopping Centres – Amusement Parks – Gaming – Live Entertainments – Supplementary accommodation – House boats – Tree Houses – Home Stays – Tourism by Rail – Place on Wheels – Deccan Odyssey – Golden Chariot – Maharaja Express	
UNIT-IV Entertainment Centres	
Theme Parks and Entertainment Centres- Destination of Special Interests- Heritage Sites- Monuments - Fairs and Festivals of different states- Unknown legacies of India- Cultural and Spiritual Journeys.	
UNIT-V Handicrafts	
Handicrafts- Carving- Literary festivals- Pottery- Weaving- Jewel Making- Musical Instruments- Terracotta- Idol Carving.	

SUGGESTED READINGS:

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

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Classify tourism based on the resources.	K1
2	Understand the available tourism resources in India	K2
3	Know about the Natural and Man-Made tourism products in India	K3
4	Explain the nature's role in tourism.	K4

5	Discover the intangible assets of people and place of different Indian states.	K5
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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	3	9	9	3	9	9	9
CO2	9	9	9	3	3	9	3
CO3	3	9	3	9	9	3	3
CO4	9	9	9	3	9	9	9
CO5	9	9	9	3	9	9	9
Weightage	33	45	39	21	39	39	33
Weighted Percentage of Course Contribution of PO's	3.886926	5.976096	5.394191	3.703704	5.990783	6.046512	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	III	CORE COURSE	Sub Code	21UTT5
CORE COURSE	CC-V		Credits	4
TAMILNADU TOURISM PANORAMA				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 Development 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 Nature –Based Tourism	
Ecotourism- Concepts- Ecotourism Places in Tamil Nadu- Green Tourism, Agricultural Tourism – Farm Tourism.	
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:

Tourist Guide to Tamil Nadu Paperback – 1 January 2012, Sura Books Editorial Team.
 Tourism in Tamil Nadu: Growth and Development-S. Subramania Pillai, MJP Publisher
 Internet Sources
<http://www.tamilnadutourism.org/>

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Remember the geographical attractions of Tamilnadu	K1
2	Learn the unique historical background of Tamilnadu	K2
3	Familiarize the Man-Made and natural attractions of Tamilnadu	K3
4	Distinguish deference between Man-Made and natural attractions of Tamilnadu	K4
5	Scrutinize the role played by the TTDC on the promotion of Tourism development in Tamilnadu.	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	9	9	9	3	9	9	9
CO2	9	3	9	9	9	9	3
CO3	3	9	9	3	9	9	9
CO4	9	3	9	9	3	9	9
CO5	9	9	9	3	9	9	9
Weightage	39	33	45	27	39	45	39
Weighted Percentage of Course Contribution of PO's	4.59364	4.38247	6.224066	4.761905	5.990783	6.976744	5.485232

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	III	CORE COURSE	Sub Code	21UTT6
CORE COURSE	CC-VI		Credits	4
TOURISM POLICY AND PLANNING				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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)- 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:	
ITDC - TTDC – UNWTO – PATA – WTTC – MOT – Govt of India – MOT – Govt of Tamilnadu.	

SUGGESTED READINGS

1. Destination Development- A.K.Bhatia, Himalaya Publishing House, New Delhi
2. Available Records and Manuals of Dept. of Tourism.Tourism Principles, Policies & Practices- Swain
- 3.Samatha Kumar & Mishra Jethendra Mohan, Oxford University Press.
4. Tourism-an introduction- Ray Youell, Essex, Addison Wesley Longman.

<http://www.pondiuni.edu.in/sites/default/files/Tourism%20Principles%2CPolicies%20and%20Practicet200813.pdf>

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Understand about tourism policy	K1
2	Visualize the impact of tourism policy	K2
3	Distinguish the various types of Tourism Planning	K3
4	Familiarize the structure of destination life cycle	K4
5	Examine the government role in the promotion of tourism	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	9	9	3	9	9	3	3
CO2	9	9	9	3	9	9	9
CO3	3	9	9	3	9	9	9
CO4	9	9	9	3	9	9	3
CO5	9	9	3	9	9	9	3
Weightage	39	45	33	27	45	39	27
Weighted Percentage of Course Contribution of PO's	4.59364	5.976096	4.564315	4.761905	6.912442	6.046512	3.797468

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	IV	CORE COURSE	Sub Code	21UTT7
CORE COURSE	CC-VII		Credits	4
TRAVEL AGENCY AND TOUR OPERATION BUSINESS				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 Service Providers	
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 Operators	
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 Structure 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 and Certifications	
Travel Trade Organizations and Associations (National and International)- IATA- PATA- ASTA- IATO - TAAI.- Destination certificates from tourism boards-IITF certification program- Country specific destination specialist program.	

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.
3. The Business of Travel Agency and Tour Operations Management- Bhatia, A.K. New Delhi: Sterling Publishers (P) Ltd.

Web Reference:

<http://elearning.nokomis.in/uploaddocuments/Travel%20Agency%20Management/chp%202%20The%20Travel%20Agent/PPT/Unit%202.pdf>

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Define the role of travel intermediaries involved in tourism sector.	K1
2	Develop interpersonal skills as sales personnel in travel and tour firms.	K2
3	Know about setting up of travel agency.	K3
4	Facilitate the travel and tour firms.	K4
5	Develop interpersonal skills as sales personnel in travel and tour firms.	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	9	3	9	9	9	3	9
CO2	9	9	9	3	9	9	9
CO3	3	9	9	3	9	9	9
CO4	9	9	9	3	9	9	3
CO5	9	3	9	9	3	9	9
Weightage	39	33	45	27	39	39	39
Weighted Percentage of Course Contribution of PO's	4.59364	4.38247	6.224066	4.761905	5.990783	6.046512	5.485232

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	IV	CORE COURSE	Sub Code	21UTT8
CORE COURSE	CC-VIII		Credits	5
HOSPITALITY MANAGEMENT				
<u>Course Objectives:</u>				
The main objectives of this course are:				
<ul style="list-style-type: none"> • To gain knowledge about growth and development of Hospitality Industry • To know the organization and functions of Hotel Industry • To identify the functions and duties of front office in Hotel Business 				

UNIT-I Introduction to Hospitality Industry:	
Growth and Development of Hotels- Types of Hotels- Departments of a Hotel-Classification and its Facilities - Alternative Lodging Industry- Houseboats, Service Apartments, Cruise liners, Home Stays etc.	
UNIT-II House Keeping Operation:	
Organization Structure- Duties and Responsibilities- Different Sections- Liaisoning 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. The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets, Micah Solomon
3. Hotel Operations – Sudhir Andrews, McGraw Hill Education, New Delhi

Web Reference:

[http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/FRONT%20OFFICE%20OPERATIONS%20XI%20\(810\)/Introduction%20to%20Tourism%20&%20Hotel%20Industry%20XI.pdf](http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/FRONT%20OFFICE%20OPERATIONS%20XI%20(810)/Introduction%20to%20Tourism%20&%20Hotel%20Industry%20XI.pdf)
<http://nchm.nic.in/node/255>

If it is possible, Industrial Visit may be arranged to any Star Hotels.

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Exposure to various departmental activities of hotel industry	K1
2	Gain fundamental knowledge on hospitality industry	K2
3	Get hands on experience after the industrial visit of hotel	K3
4	Categorize the F& B departmental activities	K4
5	Establish interrelationship between each other departments	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	9	9	3	9	9	9	3
CO2	3	9	9	3	9	9	9
CO3	9	3	9	9	3	9	9
CO4	9	3	9	9	9	3	9
CO5	3	9	9	9	3	9	9
Weightage	33	33	39	39	33	39	39
Weighted Percentage of Course Contribution of PO's	3.886926	4.38247	5.394191	6.878307	5.069124	6.046512	5.485232

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	V	CORE COURSE	Sub Code	21UTT9
CORE COURSE	CC-IX		Credits	4
TOURISM AND ADVERTISING				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 –Pamphlets - Newsletters – Magazines – Radio – Television – Internet - Films- Difference between Advertisement and Publicity. Travel Trade Fairs-Importance of Trade Fairs-National and International Trade Fairs (TTM, TTF, ITB, SATTE, IBTM, WTM etc).	
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.
- Advertising in Tourism and Leisure- Nigel, M. & Annette, P. Butterworth-Heineman

Web Reference:

<http://essay.utwente.nl/68173/1/Horenberg%20Frank%20-s%201026895%20scriptie.pdf>

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

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	9	9	9	3	3	9
CO2	9	9	3	9	9	9	3
CO3	3	9	3	9	3	9	9
CO4	9	9	3	9	9	9	9
CO5	9	3	9	9	3	9	9
Weightage	33	39	27	45	27	39	39
Weighted Percentage of Course Contribution of PO's	3.886926	5.179283	3.73444	7.936508	4.147465	6.046512	5.485232

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's Matrix } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	V	CORE COURSE	Sub Code	21UTT10
CORE COURSE	CC-X		Credits	4
HUMAN RESOURCE MANAGEMENT				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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	
HR Manager - Challenges of Modern HR Manager- Organizational Objectives- Organizational 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.
2. Personnel Management and Industrial Relations- P.C.Tripathi, Sultan Chand & Sons.
3. Personnel Management- Edwin Flippo, New Delhi: Mc Graw Hill.
4. Human Resource Management Text and Cases- Aswathappa Tata McGraw-Hill Education.

Web Reference:

https://www.academia.edu/38318720/chapter850-pdf_4485794.pdf

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Understand various industrial issues with the help of HRM practices	K1
2	Obtained the basic concept of HRM	K2
3	Understand various recruitment types and methods	K3
4	Familiarize employee appraisal system	K4
5	Visualize various employee layoff methods	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	9	9	3	9	9	9	3
CO2	3	9	3	9	9	9	9
CO3	9	3	9	9	9	3	9
CO4	3	9	3	9	9	9	9
CO5	9	3	9	9	9	9	3
Weightage	33	33	27	45	45	39	33
Weighted Percentage of Course Contribution of PO's	3.886926	4.38247	3.73444	7.936508	6.912442	6.046512	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	V	CORE COURSE	Sub Code	21UTT11
CORE COURSE	CC-XI		Credits	5
TOURISM MARKETING				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 Marketing –An Introduction	
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 STP Strategy	
Market Segmentation - Need and Importance - Bases of Segmentation (S) - Target Marketing (T) - Meaning and Advantages- Market Positioning (P) - Marketing Mix.	
UNIT-III Tourism Product	
Tourism Product- Meaning- Nature- Types- New Product Development- Branding- Product Designing- Packaging- Product 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.
3. Marketing for Hospitality and Tourism- Prasanna Kumar, McGraw Hill Education

Web Reference:

https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/instructionalmaterial/wcms_218329.pdf

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Figure out the ways to find out Tourism Marketing.	K1
2	Differentiation between the Tourism and Other Marketing.	K2
3	Illustrates 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

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	9	3	9	9
CO2	9	9	9	3	9	9	9
CO3	3	9	9	9	3	9	9
CO4	9	9	9	3	9	9	9
CO5	9	9	3	9	9	9	3
Weightage	39	45	33	33	33	45	39
Weighted Percentage of Course Contribution of PO's	4.59364	5.976096	4.564315	5.820106	5.069124	6.976744	5.485232

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	VI	CORE COURSE	Sub Code	21UTT12
CORE COURSE	CC-XII		Credits	5
TOURISM POTENTIAL IN PUDUKKOTTAI DISTRICT				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 District	
Location – area, rivers, hills – plains – coastal areas – Natural resources – water reservoirs – population – industries	
Unit – II Historical background of Pudukkottai District	
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 in Pudukkottai District	
Tourism through the ages - Avudaiyar koil - Sithannavasal - Narthamalai - Kodumbalur - Muchukundesvara Temple - Kudumiyanmalai - 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 Religious Centers in Pudukkottai District	
Narthamalai Mariyamman Koil - Thiruvarangam -Kumaramalai - Madattukoil - Malayadipatti - Periyur - Thiruvarangulam - Thiruvengaivasal - Vendanpatti – Shiva and Vishnu Temples in Thirumayam - Viralimalai - Vendanpatti - Bhuvaneshwari temple - Santhanthaswami temple - The church of Sacred Heart of Jesus - Immaculate Heart of Mary - Kattubava Pallivasal - Periyapallivasal	
UNIT – V Cultural Practices in Pudukkottai District	
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 Gazetteer, 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 Manual of Pudukkottai State Vol.II |

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Remember the history of Pudukkottai	K1
2	Understand the geographical feature of Pudukkottai	K2
3	Know about the important religious centres in Pudukkottai District	K3
4	Realize the importance of heritage monuments	K4
5	Evaluate the cultural practices in Pudukkottai region.	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	9	9	9	9	9	3	9
CO2	9	9	9	9	9	3	9
CO3	9	9	3	3	9	3	9
CO4	9	9	9	9	9	9	9
CO5	9	9	9	9	9	9	9
Weightage	45	45	39	39	45	27	45
Weighted Percentage of Course Contribution of PO's	5.300353	5.976096	5.394191	6.878307	6.912442	4.186047	6.329114

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	VI	CORE COURSE	Sub Code	21UTT13
CORE COURSE	CC-XIII		Credits	5
ECOLOGY, ENVIRONMENT AND TOURISM				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • To learn about the concept and meaning of Ecology & Environment • To study the types of Eco-Tourism • To know about the environmental policy and its Impacts 				

UNIT-I Environment – An Introduction	
Environment- Introduction- Ecology-Concept/Meaning- Interaction between Ecology and Environment- Biomes of the World	
UNIT-II Nature Based 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 Environment, Community and Conservation	
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 Laws and Regulatory Policies	
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.
3. A Text Book of Environmental Sciences for UG- Bharucha, Each. New Delhi: Orient Black Swan.

Web Reference:

https://pdfs.semanticscholar.org/0e5f/d3074640978f54bebe4ded90b14cc9f8e8a1.pdf?_ga=2.208529173.646697281.1595877804-122716081.1584295485

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Describe the importance of environment and its impacts of Tourism Industry.	K1
2	Illustrate the positive and negative impacts on environment on account of tourism practices.	K2
3	Apply the Preservation and Conservation Methods of Ecology and the Environment.	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

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	4.186047	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 – High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	VI	CORE COURSE	Sub Code	21UTT14
CORE COURSE	CC-XIV		Credits	5
TRAVEL DOCUMENTATION				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • To learn about the needs and significance of travel documents • To study the various types of Travel Documents • To know about the health insurance policies and formalities 				

UNIT-I Introduction to 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- Organization 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- Travelers Cheques- International Debit and Credit Cards- Vouchers- C-Forms- E-Tickets- Money Restrictions. Transit and Stop-over	

SUGGESTED READINGS:

- 1.Essentials of Aviation Management: A Guide for Aviation Service Businesses- Rodwell, J.F. United States: Kendall Hunt Publishing Company
- 2.Handbook of Global Aviation Industry and Hospitality Services- Singh, R. New Delhi: Kanishka Publishers.
- 3.Airline Operations and Management- Cook, G. N., & Billig, B. G. London: Routledge.

https://academy.travefy.com/wp-content/uploads/2019/05/International_Travel_Documents-Ebook_2015-Travefy.pdf

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	Familiarize 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

Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	4.186047	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	I	ALLIED CORE	Sub Code	21UTTA1
CORE COURSE	AC-I	COURSE	Credits	5
INDIAN CULTURAL HERITAGE – I				
<u>Course Objectives:</u>				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 and Culture:	
History, Heritage, Culture and Civilization- Heritage- Meaning- Types and Managing Organisations- 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 Singhanian, Tata Mc Graw Hill Education.
3. The Cultural Heritage of India – By Ramakrishna Mission Institute of Culture

Web Reference:

<https://www.drishtias.com/images/pdf/secondary%20indian%20culture%20and%20heritage.pdf>

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Recall the contributions of the early rulers to the country.	K1
2	Trace the literature of the Vedic period.	K2
3	Describe the cultural richness of the country.	K3
4	Compare and correlate the best practices of the early rulers.	K4
5	List the physical and cultural exhibits of the country.	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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	3	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	21	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	3.255814	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	II	ALLIED CORE	Sub Code	21UTTA2
CORE COURSE	AC-II	COURSE	Credits	5
INDIAN CULTURAL HERITAGE - II				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 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

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Recall the historical events during the medieval India	K1
2	Understand the society and cultural life of people.	K2
3	Learn the Mughal and impact on Indian Culture	K3
4	Understand the religious and social movements	K4
5	Evaluate the western culture in Indian Scoeity.	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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	3	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	21	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	3.255814	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	III	ALLIED CORE	Sub Code	21UTTA3
CORE COURSE	AC-III	COURSE	Credits	5
HISTORY OF INDIAN ARTS – I				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • To study the development of Indus Valley Architecture • To understand about the Religious Architecture in India • To learn the 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.

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Understanding the uniqueness of the Indian Geography	K1
2	Developed basic knowledge of Indian Arts and Architecture	K2
3	Know the features of Mauriyan Architecture.	K3
4	Explain the style of Islamic Architecture.	K4
5	Identify the various type of Sculpture	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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	3	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	21	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	3.255814	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	IV	ALLIED CORE	Sub Code	21UTTA4
CORE COURSE	AC-IV	COURSE	Credits	5
HISTORY OF INDIAN ARTS –II				
<u>Course Objectives:</u>				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 Gazettee 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

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Understand the Folk, Tribal and Mural Paintings	K1
2	Understand the different types of Musical Schools	K2
3	Know the growth of Mural and Miniature Paintings in India	K3
4	Classified various form of classical dances of India	K4
5	Learn the important handicrafts works	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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	3	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	21	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	3.255814	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	V	ELECTIVE CORE	Sub Code	21UTTE1A
CORE COURSE	ECC-IA	COURSE	Credits	5
INFORMATION, COMMUNICATION AND AUTOMATION				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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:

1. Fundamentals of Computers- Rajaraman, V., & Adabala, N: PHI Learning Pvt. Ltd.
 2. Fundamentals of Information Technology- Bharihoke, D. New Delhi: Excel Books
 3. Computer Applications in Tourism and Hospitality Industry- Sheikh Bilal. LAP Lambert Academic Publishing
- https://www.researchgate.net/publication/330104936_The_Effect_of_ICT_Application_on_the_Tourism_and_Hospitality_Industries_in_London

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

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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	4.186047	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	V	ELECTIVE CORE	Sub Code	21UTTE1B
CORE COURSE	ECC-IB	COURSE	Credits	5
INDIAN CONSTITUTION				
Course Objectives:				
The main objectives of this course are to:				
<ul style="list-style-type: none"> • 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

1. 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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	4.186047	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	V	ELECTIVE CORE	Sub Code	21UTTE1C
CORE COURSE	ECC-IC	COURSE	Credits	5
GEOGRAPHY OF INDIA				
<u>Course Objectives:</u>				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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	Recall the basic concepts and distinguish the different sources for the study of Indian History.	K1
2	Understand the importance of geography for history.	K2
3	Explain the teachings of Buddha and Mahavira.	K3
4	Realize the importance of Unity in Diversity.	K4
5	Evaluate the career of Asoka, Chandragupta, Kanishka, Harsha.	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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	4.186047	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 – High 0 – No Correlation

Between CO's & PO's Matrix } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	VI	ELECTIVE CORE COURSE	Sub Code	21UTTE2A
CORE COURSE	ECC-IIA		Credits	5
INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION				
Course Objectives: The main objectives of this course are: <ul style="list-style-type: none">• 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 Communication Process	
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.	

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.

https://en.wikipedia.org/wiki/Freedom_of_expression_in_India

<http://ndl.iitkgp.ac.in/>

<https://www.youtube.com/watch?v=YBC0VBAG9SY&t=43s>

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=24>

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

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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	4.186047	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	VI	ELECTIVE CORE	Sub Code	21UTTE2B
CORE COURSE	ECC-IIB	COURSE	Credits	5
ARCHAEOLOGY AND EPIGRAPHY				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 artefacts 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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	4.186047	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

TOURISM AND TRAVEL MANAGEMENT

SEMESTER	VI	ELECTIVE CORE	Sub Code	21UTTE2C
CORE COURSE	ECC-IIC	COURSE	Credits	5
SOCIOLOGY				
<u>Objectives</u>				
<ul style="list-style-type: none"> • 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 Sociology-The Discipline	
Sociology-Meaning and Definition- Sociology-As a Science- As an Interpretive Discipline- French Revolution- Sociology and its relation with History, Psychology, Anthropology.	
UNIT-II Scope of Sociology	
Origin- Nature- Scope of Sociology- Social Groups- Social Control.	
UNIT-III Culture	
Culture- Marriage- Family- Kinship- Economic Institution- Political Institution.	
UNIT-IV Religion	
Religion and Culture- Education- Culture- Society- Personality- Individual and Socialisation.	
UNIT-V Personality Formation	
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.
3. George Ritzer, *Sociological Theory*, Fifth edition, McGraw-Hill, 2011
4. Haralambos M, Heald R.M., *Sociology: Themes and Perspectives*, Oxford Publication, 1997
5. Dr. Sartaj Ahmad, *A Textbook of Sociology*, University Book House Pvt. Ltd., 2019
Shankar Rao C.N., *Sociology Principles Of Sociology*, S Chand, 2019
6. Vidya Bhushan and Sachdeva D R, *Fundamentals of Sociology*, Pearson Publication, 2016

Web Reference:

https://swayam.gov.in/nd2_nce19_sc24/preview

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Identify how social structures create and reproduce different forms of social inequality, locally and globally.	K1
2	Understand sociological knowledge to inform public understanding and policy debates.	K2
3	Apply sociological concepts and theories to understand social phenomena	K3
4	Analyze social scientific data and quantitative data.	K4
5	Evaluate explanations of human behaviour, social phenomena, and social processes locally and globally.	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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	9	3
CO3	9	3	9	3	3	9	9
CO4	9	9	9	9	3	3	9
CO5	9	9	9	3	9	3	9
Weightage	45	33	33	21	21	27	33
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	3.703704	3.225806	4.186047	4.64135

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	VI	ELECTIVE CORE	Sub Code	21UTTE3A
CORE COURSE	CC-III A	COURSE	Credits	5
HUMAN RIGHTS				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 Basics of Human Rights	
Meaning – Definition – Nature and Scope -Theories – Classification of Human Rights –Human Duties – Historical development of Human Rights.	
UNIT-II United Nations and Human Rights	
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 – Black Laws in Indian Judiciary – TADA - POTA	
UNIT-IV Commissions on Human Rights	
National Human Rights Commission- State Human Rights Commission - National Commission for Women-National Commission for Scheduled Castes and National Commission for Scheduled Tribes- Human Rights Courts in India.	
UNIT-V Issues and Challenges	
Human Rights violations against Women, Children, SC/ST, Minorities – Cyber crimes and human Rights – Right to Privacy and Human Rights - Promotion of Human Rights Education - Challenges of Human Rights – NGOs and Civil Society role in protection and promotion of Human Rights.	

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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	3	3
CO3	9	9	9	9	3	9	9
CO4	9	9	9	9	3	3	3
CO5	9	3	9	3	9	3	9
Weightage	45	33	33	27	21	21	27
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	4.712042	3.225806	3.225806	3.829787

Level of Correlation } 1 – Low 3 – Medium 9 –High 0 – No Correlation

Between CO's & PO's Matrix } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	VI	ELECTIVE CORE	Sub Code	21UTTE3B
CORE COURSE	ECC-IIIB	COURSE	Credits	5
PUBLIC ADMINISTRATION				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 Introduction to Public Administration:	
Measuring scope and significance of Public Administration, Public and Private Administration, Wilson’s vision of Public Administration. Evolution of the discipline and its present status, New Public Administration. Public choice approach and New Public Management	
UNIT – II Theories and Principles of Organization:	
Nature and typologies, Scientific Management (Taylor and the Scientific Management Movement), Classical theory (Fayol, Urwick, Gulick and others), Bureaucratic theory. (Marxist view, Weber’s model and its critique, post-war developments.) Ideas of Mary Parker Follett and (C. L. Barnard) Human Relations School (Elton Mayo and others). Behavioral Approach to Organization Analysis. Participative Management; (McGregor, Likert and others). The Systems Approach Open and closed systems.	
UNIT – III Structure of Organizations:	
Typologies of Political Executive and their functions, Forms of Public organizations: Ministries and Departments: Corporations; Companies, Boards and Commissions; Ad hoc and Advisory bodies -Headquarters and field relationships. Administrative Behavior: Decision making with special reference to Herbert Simon, Theories of Leadership, Communication, Morale, Motivation (Maslow and Herzberg.)	
UNIT – IV Accountability and Control	
Concepts of Accountability and Control; Legislative Executive and Judicial Control over Administration. Citizen and Administration, Role of civil society, people’s participation, Right to information. Administrative corruption, machinery for redress of citizen’s grievances. Citizen Charter.	
UNIT – V Administrative Law	
Meaning and significance. Delegated Legislation: Types, Advantages: limitations, Safeguards, Administrative Tribunals limitations and methods of ensuring effectiveness	

Text Book

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

Book for References

1. [hd; rfhak; nry;iyah – nghJj;Jiw MI;rpapay;.
2. Nfhkjp ehafk; - nghJ eph;thftpay;.
3. Padma Ramachandran – Public Administration in India.
4. Dr. Maheswari A., *Public Administration*, New Delhi, 1970.
5. Avasthi, *Public Administration*, Lakshmi Narain Agarwal, 2017.
6. Myneni S.R., *Principles of Public Administration*, Allahabad Law Agency, 2016

https://swayam.gov.in/nd2_cec19_hs16/preview
<https://www.youtube.com/watch?v=ORWOn8om63M>
<https://www.britannica.com/topic/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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	3	3
CO3	9	9	9	9	3	9	9
CO4	9	9	9	9	3	3	3
CO5	9	3	9	3	9	3	9
Weightage	45	33	33	27	21	21	27
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	4.712042	3.225806	3.225806	3.829787

Level of Correlation } 1 – Low 3 – Medium 9 – High 0 – No Correlation
 Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	VI	ELECTIVE CORE	Sub Code	21UTTE3C
CORE COURSE	CC-IIIC	COURSE	Credits	5
EVENT MANAGEMENT				
Course Objectives:				
The main objectives of this course are:				
1. Understand the concept of event management				
2. Analyse the role of MICE in the contemporary tourism business				
3. Study the role and functions of the promoting and developing MICE Tourism				

UNIT –I Events-An Introduction	
Event- Meaning- Types of Events (Cultural, Religious, Business, and Sports etc) – Need/Importance of Events- Events and Tourism- Its Relation and Role- Impacts of Events in Tourism.	
UNIT – II MICE	
MICE - Meaning of MICE - Components of MICE - Growth of MICE Tourism - Its Market - Major MICE Destination across world - Factors Influencing MICE Tourism.	
UNIT – III Trade Shows and Exhibitions	
Trade Shows and Exhibitions- Types- Benefits- Impacts of Tradeshow on Economy- Role of Tradeshow and Exhibitions in Tourism Development- Road Shows- Incentives- Meaning- Types.	
UNIT – IV Meeting Planners	
Conferences and Conventions- Meaning- Convention Facilities- Meeting Planners- Attributes of Meeting Planners- Types of Meeting Planners.	
TUNIT – V Travel Intermediaries and MICE	
Travel Agency and its Role in MICE Development and Promotion - Role and Functions of ICPB & ICCA - Government Support & MICE Tourism Development.	

- 1.Meetings, Expositions, Events and Conventions- an Introduction to the Industry- Feninch, G.G., New Delhi Prentice Hall.
- 2.Meeting & Convention Management- Weirich, M.L, New Delhi, Delmar Publishers Inc.
- 3.Events design and experience- Berridge, G. Oxford: ButterworthHeinemann
- 4.Bowdin, G. A. J.Events management- Bowdin, G. A. J.London: ButterworthHeinemann

<http://www.uou.ac.in/sites/default/files/slm/HM-402.pdf>

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Observe the basic concept of MICE	K1
2	Identify various government and private organization's role on the promotion of the MICE tourism and development in India.	K2
3	Gain the various MICE destinations and their role	K3
4	Distinguish between various types of events	K4
5	Visualize required planning techniques for conducting conference and meeting	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	9	9	3	3	3	3	3
CO2	9	3	3	3	3	3	3
CO3	9	9	9	9	3	9	9
CO4	9	9	9	9	3	3	3
CO5	9	3	9	3	9	3	9
Weightage	45	33	33	27	21	21	27
Weighted Percentage of Course Contribution of PO's	5.300353	4.38247	4.564315	4.712042	3.225806	3.225806	3.829787

Level of Correlation } 1 – Low 3 – Medium 9 – High 0 – No Correlation

Between CO's & PO's } - As suggested by the UGC as per Six Sigma Tool – Cause & Effect Matrix

NON MAJOR ELECTIVE

SEMESTER	III	NON MAJAOR ELECTIVE CORE COURSE	Sub Code	21UTLN1
CORE COURSE	NME-I		Credits	5
TOURISM AND TRAVEL MANAGEMENT				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • To create an awareness among the students on Indian Tourism • To encourage the visiting habits of Students to various Tourist spots. • To explain the importance of the historical monuments and National heritage. • To study the Transport and accommodation facilities for the Tourists. 				

Unit I: Introduction	
Definition and Meaning – Causes for the Growth of Tourism – Positive and Negative Impacts – Basic Components – Locale – Transport – Accommodation.	
Unit II: Type of Tourism	
Types of Tourism and Significance Types of Tourism – Domestic Tourism – Foreign Tourism – Individual Tourism – Group Tourism – Cultural Tourism – Educational Tourism – Eco Tourism – Significances- Socio and Economic significances.	
Unit III: Travel Formalities	
Travel Documents and Formalities Passport – Visa – Kinds of Visa – Importance – Formalities – Health Report – Customs – Foreign Exchange and Other Formalities – Tourist Guides – Qualifications and Responsibilities – Travel Agency.	
Unit IV: Important Tourism Centre in India	
Tourism and India Tourism Through the Ages- Ancient – Medieval – Modern – Tourist Spots in India - Taj Mahal- Agra Fort- Fatehpur Sikri – Ayodhya – Haridwar – Gangotri- Mount Abu – Jaipur- Golden Temple – Ajanta – Ellora – Elephanta – Khajuraho – Sanchi – Gwalior- Srirengapatnam- Mysore Palace- Brindavan Garden – Srinagar – Amarnath - Konark Sun Temple- Tirupati and the Queen of the Arabian Sea.	
Unit V: Important Tourism Centre in India	
Tourism and Tamil Nadu Tamil Nadu Tourism Development Organization – Tourist Spots – Mamallapuram, Poompuhar – Pichavaram – Hogenakkal – Courtallam – Padmanabhapuram – Mudumalai – Vedanthangal – Kalakkad – Vandalur – Chennai – Ooty – Kodaikanal – Madurai – Rameshwaram – Nagore – Kanchipuram - Kanyakumari and Velankanni. Educational Tour	

Text Books

1. Dharmaraj,J, Tourism (Tamil), Tensy Publications, Sivakasi,2015.

2 Ponnusamy,C.P,Sutrula- Valarchiyum Vaaipum, (Tamil) New Century Book House Pvt.Ltd,Chennai,2014.

Reference Books

1. Anand, M.M, Tourism and Hotel Industry in India,Prentice Hall of India,New Delhi,1976
2. Bhatia, A.K, International Tourism, Sterling Publishers Pvt.Ltd.,New Delhi, 1996.
3. Bhatia, A.K, Tourism Development, Sterling Publishers Pvt.Ltd.,New Delhi, 1997.
4. Burkart, A.J,The Management of Tourim, Heinemann,London, 1975.
5. Dumazedier, J. Towards a Society of Leisure, Free Press, New York, 1967.
6. Norval, A.J,The Tourist Industry, Issac Pitmanand Sons Ltd., 1936 7. Pearce, Sales, J,Travel and Tourism Encyclopaedia, Blandfor,London, 1959

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Know about the meaning and concepts of Tourism.	K1
2	Classify the types of tourism.	K2
3	Apply the Travel documents like Visa, Passport to travel abroad.	K3
4	Analyze the importance of tourist centres in India	K4
5	Create the awareness of protecting the tourist places.	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

SEMESTER	IV	NON MAJAOR ELECTIVE CORE COURSE	Sub Code	21UELN2
CORE COURSE	NME-II		Credits	5
TOURISM AND TRAVEL MANAGEMENT				
<p>Course Objectives: The main objectives of this course are:</p> <ul style="list-style-type: none"> • To create an awareness among the students on Indian Tourism • To encourage the visiting habits of Students to various Tourist spots. • To explain the importance of the historical monuments and National heritage. • To study the Transport and accommodation facilities for the Tourists. 				

Unit I: Introduction	
Definition and Meaning – Causes for the Growth of Tourism – Positive and Negative Impacts – Basic Components – Locale – Transport – Accommodation.	
Unit II: Type of Tourism	
Types of Tourism and Significance Types of Tourism – Domestic Tourism – Foreign Tourism – Individual Tourism – Group Tourism – Cultural Tourism – Educational Tourism – Eco Tourism – Significances- Socio and Economic significances.	
Unit III: Travel Formalities	
Travel Documents and Formalities Passport – Visa – Kinds of Visa – Importance – Formalities – Health Report – Customs – Foreign Exchange and Other Formalities – Tourist Guides – Qualifications and Responsibilities – Travel Agency.	
Unit IV: Important Tourism Centre in India	
Tourism and India Tourism Through the Ages- Ancient – Medieval – Modern – Tourist Spots in India - Taj Mahal- Agra Fort- Fatehpur Sikri – Ayodhya – Haridwar – Gangotri- Mount Abu – Jaipur- Golden Temple – Ajanta – Ellora – Elephanta – Khajuraho – Sanchi – Gwalior- Srirengapatnam- Mysore Palace- Brindavan Garden – Srinagar – Amarnath - Konark Sun Temple- Tirupati and the Queen of the Arabian Sea.	
Unit V: Important Tourism Centre in India	
Tourism and Tamil Nadu Tamil Nadu Tourism Development Organization – Tourist Spots – Mamallapuram, Poompuhar – Pichavaram – Hogenakkal – Courtallam – Padmanabhapuram – Mudumalai – Vedanthangal – Kalakkad – Vandalur – Chennai – Ooty – Kodaikanal – Madurai – Rameshwaram – Nagore – Kanchipuram - Kanyakumari and Velankanni. Educational Tour	

Text Books

1. Dharmaraj,J, Tourism (Tamil), Tensy Publications, Sivakasi,2015.
- 2 Ponnusamy,C.P,Sutrula- Valarchiyum Vaaipum, (Tamil) New Century Book House Pvt.Ltd,Chennai,2014.

Reference Books

1. Anand, M.M, Tourism and Hotel Industry in India,Prentice Hall of India,New Delhi,1976
2. Bhatia, A.K, International Tourism, Sterling Publishers Pvt.Ltd.,New Delhi, 1996.
3. Bhatia, A.K, Tourism Development, Sterling Publishers Pvt.Ltd.,New Delhi, 1997.
4. Burkart, A.J,The Management of Tourim, Heinemann,London, 1975.
5. Dumazedier, J. Towards a Society of Leisure, Free Press, New York, 1967.
6. Norval, A.J,The Tourist Industry, Issac Pitmanand Sons Ltd., 1936 7. Pearce, Sales, J,Travel and Tourism Encyclopaedia, Blandfor,London, 1959

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Know about the meaning and concepts of Tourism.	K1
2	Classify the types of tourism.	K2
3	Apply the Travel documents like Visa, Passport to Travel Abroad.	K3
4	Analyze the importance of tourist centres in India	K4
5	Create the awareness of protecting the tourist places.	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

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	II	VALUE ADDED	Sub Code	21UTTV1
CORE COURSE	VC-XI	COURSE	Credits	
TOURISM MARKETING				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 Marketing –An Introduction	
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 Tourism Product	
Tourism Product- Meaning- Nature- Types- New Product Development- Branding- Product Designing- Packaging- Destination Life cycle.	
UNIT-III Pricing	
Pricing- Meaning-Concept- Definition- Pricing of Tourism Products- Strategies of Pricing- Distribution Channels- Promotion- Meaning and types- Promotional Mix- Integrated Marketing.	

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.
3. Marketing for Hospitality and Tourism- Prasanna Kumar, McGraw Hill Education

https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/instructionalmaterial/wcms_218329.pdf

BA TOURISM AND TRAVEL MANAGEMENT

SEMESTER	IV	VALUE ADDED	Sub Code	21UTTV2
CORE COURSE	VC-XI	COURSE	Credits	
TOURISM POTENTIAL IN PUDUKKOTTAI DISTRICT				
Course Objectives:				
The main objectives of this course are:				
<ul style="list-style-type: none"> • 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 Heritage Monuments in Pudukkottai Districts	
Tourism through the ages - Avudaiyar koil - Sithannavasal - 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 – II Important Religious Centres in Pudukkottai District	
Narthamalai Mariyamman Koil - Thiruvarangam -Kumaramalai - Madattukoil - Malayadipatti - Periyur - Thiruvarangulam - Thiruvengaiwasal - Vendanpatti – Shiva and Vishnu Temples in Thirumayam - Viralimalai - Vendanpatti - Bhuvaneshwari temple - Santhanthaswami temple - The church of Sacred Heart of Jesus - Immaculate Heart of Mary - Kattubava Pallivasal - Periyapallivasal	
UNIT –III Cultural Heritage in Pudukkottai District	
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. Gopalakrishna Gandhi | : Tamil Nadu District Gazetteer, Pudukkottai |
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