

SEMESTER - I

Credits: 6

Major - I: FUNDAMENTALS OF TOURISM

Hours: 6

Course Outcomes:

1. To learn modern and early tourism.
2. To understand the different tourism terminologies.
3. Will get an overview of basic understanding in tourism and its education.

Unit - 1

Introduction to Tourism: UNWTO Definition and Tourism through Centuries (India & World), Ancient, Medieval and Modern History of Tourism – Factors influencing the Growth of Tourism in India and Global - Significance of Tourism, Social, Economic and Cultural

Unit - 2

Typology and Forms of Tourism: Definition of Travel, Traveler, Visitor, Excursionist, Tourist, Picnic – Concept, Leisure and Business – Typology and forms of Tourism – International, Inbound, Outbound, Domestic, National and Business, Leisure, Heritage and Cultural, Sustainable, Educational, Ecotourism, Adventure, Religious, Medical, Cruise and other forms

Unit - 3

Tourism an Overview: Components (5 A's Attraction, Accessibility, Accommodation, Amenities and Activities) – Characteristics of Tourism (Intangibility, Perishability, Variability, Heterogeneous, Multitude of Industry, Competitiveness/Flexibility)

Unit - 4

Introduction to Tourism Industry: India and International – Travel Agency, Tour Operators, Accommodation Industry, Souvenir Industry, Shopping, Transportation (Air, Water, Land) – Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car Rentals) – Tourism in Tamil Nadu Overview

Unit - 5

Tourism Organization: Functions, Objectives and Roles - ITDC, TTDC. Ministry of Tourism, Ministry of Railways and Airports Authority of India. An overview of National and International Organizations and Associations: UNWTO, IATO, WTTC, ICAO, UFTAA and IATA.

❖ **Field Trip should be organized by Students**

Text Books:

1. *Bhatia, A.K (2008), "International Tourism Management", Sterling Publications, New Delhi*
2. *Swain and Mishra (2011), "Principles of Tourism", Oxford University Press, New Delhi*

Reference Books:

1. *Ballabh, A (2005), "Fundamentals of Travel and Tourism", Akansha Publishing House, New Delhi*
2. *Buhalis, D & Costa, C (2006), "Tourism Management Dynamics", Rutledge, UK.*
3. *Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.*
4. *Pran Seth, (2008), "Successful Tourism Management Vol. 1 & 2", Sterling Publishers, New Delhi.*
5. *SipraMukhopadhyay, (2010), "Tourism Economics", Ane Books Pvt. Ltd., New Delhi.*

Web Sources:

1. https://en.wikipedia.org/wiki/World_Tourism_Organization
2. <http://www.slideshare.net/JohnEdwardEstayo/principles-of-tourism-1>
3. <https://books.google.co.in/books?id=R71rQFDLVQYC&printsec=frontcover&source>

SEMESTER - I

Major - II: INTRODUCTION TO HOSPITALITY INDUSTRY

Credits: 6

Hours: 6

Course Outcomes:

1. To know the history of hospitality industry and various concepts of Hospitality
2. To know the various types of Accommodations
3. To understand the functions of various department in Hotels
4. To understand the future trends and role of associations in India

Unit - 1

Introduction to Hospitality: Origin and History of Hospitality Industry, Concept, Modern Evolution of Hospitality Industry, Hospitality Ethics, Hospitality around the World - Global and Indian Context – Scope of Hospitality

Unit - 2

Hotel Classification and Associations: Hotel – Definition, Classification of Hotels, Establishments based on – Location, Size, Affiliation, Accreditation, Ownership, Management Contracts, Grading Star Category by HRACC and Ministry of Tourism, Govt. of India – FHRAI, SIHRA, AHLA and IHRA

Unit - 3

Various Departments: Front Office, Room Division Management, Housekeeping, Food & Beverage Preparation, Food Production, Sales & Marketing, Purchasing, Accounts & Financing, Human Resource Management, Maintenance.

Unit - 4

Sustainability in Hospitality Industry: Sustainable Lodging – Green Hotel Initiatives, Sustainable Lodging Model – Sustainable Food and Beverage, Sustainable Restaurants, Sustainable Restaurant Operation – Sustainable Managed Services.

Unit - 5

Trends in Hospitality: Trends in Hotel and Rooms Division Operations, Trends in Lodging, Food and Beverage - Case Study of major Hotels chains in India – Taj, Oberoi, ITC Welcome Group, Leela Group, Sheraton, Marriott, Radisson, Hilton (With details of Location, Types of Properties, Number of Properties)

❖ **Hotel Visit should be organized by Students**

Text Books:

1. *John Walker (2017), "Introduction to Hospitality Industry, Pearson Education Limited, England.*
2. *Sudhir Andrew, (2007), "Introduction to Tourism and Hospitality Industry", Tata Mc. Graw Hill Publishing Company, New Delhi.*

Reference Books:

1. *Jagmohan Negi, Gaurav. M.J. and Suniti (2011), "Housekeeping Operations and Management Procedure and Techniques", Kanishka Publishers, New Delhi*
2. *Kasavana M and Brooks R (2012), "Managing Front Office Operations", Prentice Hall*
3. *Medlik S and Ingram H (2000), "The Business of Hotels" Butterworth Heinemann, New Delhi*

Web Source:

1. <http://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe.pdf>
2. <http://setupmyhotel.com/job-description-for-hotels/front-office/324-guest-relation.html>

SEMESTER - I

Allied - I: MAPPING TECHNIQUES FOR TOURISM - I

Credits: 5

Hours: 6

Course Outcomes:

1. Learns the fundamentals of World Geography
2. Understands the elements of Map Construction
3. Understands the role of Technology in Tourism Destination
4. To familiarize with World Time Zones

Unit - 1

Destination Geography Fundamentals: Earth – Latitude and Longitude – Continents of the World - The Oceans - International Date Line - Understanding GMT - 24hrs Time Clock - World Time Zones – Directions and Bearing.

Unit - 2

Maps - Importance of Maps – Conventional Signs and Symbols, Weather Signs and Symbols, Wind Rose Diagram - Qualitative and Quantitative Map – Layout of Map – Interpretation of Tourist Map.

Unit - 3

Tourist Attractions: Physical and Human Resources for Tourism Development - Classification of Tourist Attractions - Natural - Cultural - Man-Made - Other Attractions. Techniques of Thematic Mapping: - Choropleth, Isopleth, Dot Map and Flow Map.

Unit - 4

Tourism Regions: Major Tourism Regions - Western Hemisphere (North America, Central America, South America) - Eastern Hemisphere (Asia, Africa, Australia And Oceania) Physical Features of India & Biodiversity.

Unit - 5

Representation of Data: Simple Bar Diagram, Multiple Bar, Compound Bar, Pie Chart, Proportional Circle, Sphere Diagram, Circle and Sector Diagram.

Text Book:

1. *Sidhartha, K. and S. Mukherjee (2009), “Geography through Maps”, Kisalaya Publications Pvt. Limited, New Delhi*

Reference Books:

1. *Mishra, R.P. & A. Ramesh (2002), “Fundamentals of Cartography”, Concept Publishing Co. New Delhi.*
2. *Pijushkanti Saha & Partha Bas (2010), “Advanced Practical Geography” Publisher Books & Allied (p) Ltd. Kolkata.*

Web Source:

1. <http://mappable.info/projects/hhtourism>
2. <https://www.gsi.gov.in>
3. <http://www.iata.org/whatwedo/workgroups/Pages/tariff-conference.aspx>

SEMESTER - II

Credits: 6 Major – III: FRONT OFFICE MANAGEMENT

Hours: 6

Course Outcomes:

1. To understand the organization of Front Office in Hotel
2. To recognize the duties and responsibilities of the Staff
3. To Understand the various functions in Front Office

Unit - 1

Introduction to Hotel Industry - Definition, History & Evolution of Hotel industry - Types of Hotels (Categorization of Hotel) - Organization Structure of Front Office - Lay out of the Front Office - Guest Cycle, Front Desk Equipment, Front office forms - Front office Communications & Coordination with other Departments.

Unit - 2

Front Office Terminology, Functions, Competencies of Front Office Professional - Competencies (Smile, Grooming & Hygiene, Basic Etiquettes - Attitude, Self-Discipline, Courtesy), Room Rates & Plans, Types of Rooms, Room Rate Methodologies.

Unit - 3

Reservation - Sources & Types, The Reservation Chart, Manual System of Reservation, Central Reservation System, Reception, Registration- Procedure, Assignment of Rooms, Modes of Payment, VIP Procedure.

Unit - 4

Concierge Service, Limousine Service, Scanty Baggage, Left Luggage Procedure, Foreign Currency Exchange Procedure, Handling Mail, Handling Messages, Qualities of Telephone Operator, Wake-up Call Procedure.

Unit - 5

Front Office Cashier - Duties and Responsibilities, Records & Ledgers Maintained by the Cashier, Night Audit – Procedures, Functions, Reports, Night Shift Reception Procedure, Understanding Customer Expectation.

- Credits based on Training / Workshop / Seminar attended in Central / State / Private / NGOs.

Text Books:

1. *Manoj Kumar Yadav (2010), "Textbook of Hotel Front office: Management and Operations", Aman Publishers, New Delhi.*
2. *Sudhir Andrews, (2005), "Hotel Front Office Training Manual", Tata Mc. Graw Hill Publishers, New Delhi*

Reference Books:

1. *Bhatnagar, S.K (2011), "Front Office Management", Frank Brothers Co. Ltd., Daryaganj, New Delhi.*
2. *David, M. Allen (1983), "Accommodation and Cleaning Services", Hutchinson Publications, London.*
3. *Jag Pradeep, Murari Lal, & Sons (2008), "Hotel Management", Kanishka Publishers, New Delhi.*

Web Sources:

1. <http://ihm-b.blogspot.in/2012/05/frontoffice-hierarchy-of-large-hotel.html>
2. <http://shamikagroupd.blogspot.in/2010/03/front-office.html>
3. <http://ihmmumbaib1011.blogspot.in/2011/01/front-office-notes.html>

SEMESTER - II

Major - IV: TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Credits: 6

Hours: 6

Course Outcomes:

1. To know the History and Growth of Travel Agency
2. To learn setting up a Travel Agency and Identify the source of Income
3. To know various types of Packaged tours in Tour Operations
4. To understand Consumer Protection Laws

Unit - 1

Definition of Travel Agency - Origin and Growth of Travel Agency - Thomas Cook, Cox & Kings and American Express - Concept, Types and Functions of Travel Agency - An overview of the Travel Agents in India, Pre and Post-Independence – Difference Between Travel Agency and Tour Operators.

Unit - 2

Setting up of Travel Agency - Procedures, Government Rules and Policies for Approval - IATA Regulation for Accreditation - Documentation - Practical Exercise in Setting up a TA/TO - Sources of Earning: Commissions, Service Charges

Unit - 3

Travel Documents - Passport, Types of Passports - Visa, Procedures to Apply for Visa, Category of Visa, Visa Guidelines - Definition of Tour Operator, History and Growth, Functions and Types of Tour Operators. Types of Packaged Tour, Tour Manager, Rules for Recognition of Tour Operation.

Unit - 4

Itinerary Preparation, Important Considerations for Preparing Itinerary, Costing, Packaging and Promotion. Central Reservation System (CRS), Functions and Various Computerized Reservation Systems, Global Distribution System (GDS)

Unit - 5

Role and Responsibility of Travel Trade Associations – International Travel Trade Associations: UFTAA, PATA, ASTA, Domestic Travel Trade Associations: TAAI, IATO, ATOAI, TAFI, FIYTO and ADTOI.

Text Books:

1. *Chand, M.N (2009), "Travel Agency Management", Anmol Publications, New Delhi.*
2. *Foster, D.L (2010), "The Business of Travel Agency and Administration", McGraw- Hill, Singapore.*

Reference Books:

1. *Frenmount P (2000) "How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.*
2. *Marc Mancini, (2000), "Conducting Tours: A Practical Guide", Cengage Learning Publications, New Zealand.*
3. *Mohinder C (2007), "Travel Agency Management: An Introductory Text", Anmol Publication Pvt. Ltd, New Delhi.*
4. *Sinha, R.K (2003), "Growth and Development of Modern Tourism", Dominant Publishers, New Delhi.*

Web Sources:

1. <http://www.uftaa.org/index.php/aboutus/about-uftaa>
2. https://en.wikipedia.org/wiki/Pacific_Asia_Travel_Association

SEMESTER - II

Allied – II: MAPPING TECHNIQUES FOR TOURISM - II

Credits: 5

Hours: 6

Course Outcomes:

1. Knows the various Tour Destinations
2. To map various Tour Spots in Tamil Nadu and India
3. To know the application of Geo-informatics in Tourism

Unit - 1

Mapping and the Facts: Fairs and Festivals in India and Tamil Nadu, Pilgrimage Destinations in India and Tamil Nadu, Museums, Forts, Palaces & Libraries in India and Tamil Nadu.

Unit - 2

Using Maps to Locate (India & Tamil Nadu) - Wildlife Sanctuaries, Bird Sanctuaries, Cultural Heritage Centre's, Natural Heritage Centre's, National Parks, Eco Tourism Sites, Historical Monuments, Hill Stations, Waterfalls, Adventure Sports: - Trekking, Sailing, Hiking Trails, Beaches: - Goa, Kerala, Tamil Nadu, Orissa & Maharashtra.

Unit - 3

Tourism Transport System: Major Airports and Routes - Major Railway Systems and Networks. Water Transport - Ocean Transport Networks - Road Transport: Transcontinental, International & National Highways.

Unit - 4

Using Maps to Locate: Infrastructure, Music, Classical Dances, Folk Dances, Indian Cuisines, Resorts, Hotels, Shopping Centres in India & Tamil Nadu.

Unit - 5

Geo-informatics: Aerial Photo Interpretation, Satellite Image Interpretation and GPS with field data attributes.

Text Book:

1. *Sidhartha, K. and S. Mukherjee (2009), "Geography through Maps", Kishalay Publications Pvt. Limited, New Delhi.*

Reference Books:

1. *Mishra, R.P. & A. Ramesh (2002), "Fundamentals of Cartography", Concept Publishing Co. New Delhi*
2. *Pijush kanti Saha & ParthaBasu, (2010), "Advanced Practical Geography" Publisher Books & Allied (p) Ltd. Kolkata*

Web Sources:

1. <http://mappable.info/projects/hhtourism/>
2. <https://www.gsi.gov.in/>
3. <http://schoolgis.nic.in/map.html>

SEMESTER - III

Credits: 6

MAJOR – V: HERITAGE OF INDIA

Hours: 6

Course Outcomes:

1. Understanding the historical heritage of India
2. To learn of Tangible and Intangible heritage monuments of India
3. Learning about heritage as a Tourism product

Unit - 1 Heritage and Culture: Heritage – Types of Heritage: Tangible Heritage: Immovable Heritage (Monuments, Groups of Buildings, Gardens, etc.); Movable Heritage (Sculptures, Pottery, Paintings, Books, etc.) – Intangible Heritage (local traditions, music, dance, festivals, theatre, literature, crafts, religious ceremonies, etc.) – Heritage and History – Characteristic features of Indian Culture

Unit - 2 Tangible Heritage I: Monuments: Amaravati Stupa – Nalanda – Gandhara and Mathura Schools of Art – Mahabalipuram – Brihadeeswara Temple, Thanjavur – Meenakshi Temple, Madurai - Sun Temple, Konark, – QutbMinar – Red Fort – Taj Mahal – Jaipur and Jaisalmer Forts – Lutyens Delhi – Fort St. George – Santhome Basilica. **Natural landscapes:** Great Himalayan National Park – Sundarbans National Park – Western Ghats

Unit - 3 Tangible Heritage II: Paintings: Ajanta Paintings – Chola Paintings – Mughal Paintings – Madhubani Paintings - Nayak Paintings – Thanjavur Maratha Paintings. **Museums:** National Museum, New Delhi – Government Museum, Chennai – Salar Jung Museum, Hyderabad – Dakshinchitra, Chennai

Unit - 4 Intangible Heritage I: Performing Arts: Music: Carnatic Music: Trinity – St. Thyagaraja, Muthuswami Dikshithar and ShyamaSastri – M.S. Subbulakshmi and Hindustani Music – Gharanas or Styles – Bhimsen Joshi. **Dance:** Bharatanatyam – Kathak – **Folk Dances:** Karagattam – Theyyam – Yakshagana – Bangra – Garba – Bihu

Unit - 5 Intangible Heritage: Literature, Crafts and Religious Ceremonies: Religious Philosophy and Texts: Vedic Texts and Vedic religion – Buddha’s Teachings – Jatakas – Tenets of Jainism – Bhakti Movement – Sufism – Sikhism – Christianity in India. **Festivals of India:** Deepavali – Pongal – Ramzan – Bakrid – Christmas – Easter – Hornbill Festival – Republic Day celebrations – Dussehra Festival, Mysore – Cuisines of India: Mughalai, Awadh, Chettinad and Malabar

Text Book:

1. *Tomory, Edith (2009), “A History of Fine Arts in India and West”, Orient Blackswan, Chennai.*

Reference Books:

1. *Basham, A.L (1967), “The Wonder that was India”, 3rd Revised (Ed). Rupa & Co., New Delhi*
2. *Husain, Syed Abid (2000), “National Culture of India”, NBT, New Delhi*
3. *Luniya, B.N (1960), “Evolution of Indian Culture”, Lakshmi Narayan Agarwal, Agra*
4. *Rizvi, S.A (1987), “The Wonder that was India”, Vol. II, Sidgwick & Jackson*

Web Sources:

1. <http://indiansaga.com/history>
2. <http://www.gatewayforindia.com/history.html>

SEMESTER - III
Major – VI: HOUSE KEEPING MANAGEMENT

Credits: 6

Hours: 6

Course Outcomes:

- 1. To understand the Standard of Living**
- 2. To understand the importance & various roles of Housekeeper**
- 3. To know the preparation of Room Report**
- 4. To develop the skill of preparing the Checklist and Maintenance Requirements**

Unit - 1

Introduction about House Keeping Department in the Hotel and Catering Industry - Importance of House Keeping Department, Organization Chart of Hotel Industry - Non Commercial Establishment and other Domestic Sectors – The Universal Layout of House Keeping Department.

Unit - 2

The Staffing of the Department - Job Description - Job Specification of the House Keeping Personals - Aims and Attributes of House Keeper - Co-ordination with other Departments, Qualities of House Keeping Staff.

Unit - 3

Linen & Laundry - Linen type & sizes, Laundering procedure – linen & guest laundry, Linen room layout & record. Procedures to be followed on - Rooms and Floors - Routine Methods of work Knowledge of Rooms - Guest Floors - Maids Cart - Room Report - Room Cleaning.

Unit - 4

Cleaning Equipment and Agents – Routine Methods of Work – Contracts - Room Status Report and Room Assignments – Inspection - Types of Room Cleaning Services - Budgeting and Buying.

Unit - 5

Lost and Found Procedure - Maids Report - House Keepers Report - Handover Records – Guests Special Request Register - Records of Special Cleaning - Attendance Record, Stock Record, Pest Control.

- **Credits based on Training / Workshop / Seminar attended in Central / State / Private / NGOs.**

Text Book:

- 1. Sudhir Andrew., (2008), “Hotel, Housekeeping Training Manuel”, Tata Mc. Graw Hill Ltd., New Delhi.**

Reference Books:

- 1. Joan Brown, (1998), “Hotel, Hostel, Hospital Housekeeping”, ELTS Publishers (Book Power)**
- 2. Medelin Schneider, and Georgenta, (1998), “The Professional Housekeeper”, John Wiley and Sons Ltd., United States**

Web Source:

- 1. <http://www.bngkolkata.com/web/hotel-laundry-operation>**
- 2. <http://download.nos.org/srsec321newE/321-E-Lesson-28A.pdf>**
- 3. <http://housekeeping1bhupesh.blogspot.in/2006/01/linen.html>**

SEMESTER - III

Allied – III: GUIDING AND INTERPRETATION FOR TOURISM

Credits: 5

Hours: 6

Course Outcomes:

1. Understanding history of Tour Guiding
2. Learning professional aspect of Tour guiding
3. Interpretation techniques and infrastructure

Unit - 1

Tour Guiding : Concept - History Dimensions and Present Status, Role and Responsibilities of Tour Guide - Tour Guides Code of Conduct, Personal Hygiene and Grooming Checklist for Tour Guides, Principles of Tour Guide- Developing Tour Guiding Skills.

Unit - 2

Communication for Tour Guiding - Language - Posture and Presentation, Roadblocks in Communication - Speaking Faults - Body Language for Speaking, Tour Commentary-Composition and Contents-Microphone Technique - Sense of Humor, Dealing with Awkward Questions, Timing and Indications- Apology and Pausing, Linking Commentary with what to be seen.

Unit - 3

Conducting Tours: Pre Tour Planning, Modes of Transportation, Conducting various types of Tours, Understanding Clients Need, Establishing Good Service Security Measures, Relationship with Fellow Guides, Coordination with Hospitality Institutions; Points to remember while Guiding and Costing.

Unit - 4

Visitor Interpretation: Concept - Principles and Types, Developing good Interpretation Skills Popular Understanding of a Place, Principles of Good Interpretive Practice – Interpretation - Personal, Stereotype.

Unit - 5

Handling with Emergencies - Accidents, Law and Order, Theft, Loss of Documents, First Aid: Importance - General Procedures - Evaluation of Situation - First Aid Procedure - Artificial Ventilation - Bleeding Control - Treating Wounds, Principles of Bandaging - Treating Burns - Treating Snake Bite - Dealing with Fractures, Complaint Handling.

- Students must organize one day field visit and the report for it should be submitted.
- First Aid Training should be given to Students

Text Books:

1. *Mohinder C (2007), "Travel Agency Management: An Introductory Text", Anmol Publication Pvt. Ltd, New Delhi.*
2. *Negi. J (2004), "Travel Agency and Tour Operation, Concepts and Principals", Kaniksha Publishers, New Delhi.*

Reference Books:

1. *Foster, D (1985), "Travel Agency & Tour Operation", Macmillan Press Ltd., London*
2. *Frenmount P (2000) "How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York*
3. *Pond K L (1993), "The Professional Guide", Dynamics of Tour Guiding*

Web Sources:

1. <http://www.audioconexus.com/products/tour-guide-systems>
2. http://wikieducator.org/Tour_Guiding
3. <http://wftga.org/tourist-guiding/what-tourist-guide>

SEMESTER - IV

Major – VII: TOUR PACKAGING, PLANNING AND COSTING

Credits: 6

Hours: 6

Course Outcomes:

1. To know the science of Tour planning process and Itinerary preparation
2. To understand the various types of Itinerary preparation
3. To know the components of Packaged Tour
4. To Learn the Cost sheet Planning and Preparation, Costing various Package Tours

Unit - 1

Concepts of Itinerary and Planning: Introduction, Meaning, Importance of Itinerary – Types of Itinerary – Minute wise day Programme - Resources for Itinerary Planning, Information Brochures, Hotel Brochure and Tariff, Ground Transport Brochure and Tariff, Railway and Flight Time Table and Others

Unit - 2

Classifications of Tour Packages: Definition – Classification (Types) of Package Tours - Components of Package Tour, Travel Arrangement & Ground Arrangements - Planning and Components of Package Tour for FIT & GIT – Steps involved in Developing Package Tour, Tour Packaging: A tool for Tourism Product Marketing – Benefits of Packaging to Tourism Operators

Unit - 3

Itinerary Planning & Development: Basic Information for Preparing Planning - Do's and Don'ts of Itinerary Preparation - Itinerary for Group Inclusive Tour – Itinerary for Free Independent Tour - Tour Formulation and Designing Process

Unit - 4

Package Tour Costing and Pricing: Types of Costs, Break Even Point, Tour Price Structure, Factors influencing Tour Costing – Components of Tour Costing and Preparation of Cost Sheet – Cost for New Product Development – Advantage of Tour Cost Sheet – Tour Pricing and Pricing Strategies – Pricing for Package Holidays – Pricing A Key Constituent of Marketing Mix

Unit - 5

The Panorama of Package Tour- Product Oriented Package Tour: Health Tours - Beach Tours – Luxury Train tours in India - Pilgrim Tours; Adventure Tours: Soft and Hard Adventure, Theme Tours, Cruise Tours, Special Interest Tours, MICE Tours, Eco and Wildlife Tours, Heritage Tours, Farm Tours, Rural Tours.

Text Books:

1. *Bhatia, A.K (2012), "The Business of Travel Agency and Tour Operations Management", Sterling Publications, New Delhi.*
2. *Negi, J (2008), "Travel Agency and Tour Operation, Concepts and Principles", Kanishkha Publishers, New Delhi*

Reference Books:

1. *Marc Mancini, (2000), "Conducting Tours: A Practical Guide", Cengage Learning Publications, New Zealand.*
2. *Sinha P.C (2002) International Encyclopedia of Tourism Management Anmol Publications, New Delhi.*

Web Sources:

1. <http://www.tieaeduc.com/index.php/short-courses/itinerary-planning-development-costing>
2. http://oer.nios.ac.in/wiki/index.php/Itinerary_Planning

SEMESTER – IV

Credits: 6

Major – VIII: INDIAN ART AND ARCHITECTURE

Hours: 6

Course Outcomes:

1. Learn about the origin & development of art in the Indian Sub-Continent
2. Identify sculptures belonging to the different school of arts
3. Identify the temples, architectural features of forts and stylistically date them

Unit - 1

Pre-historic Art in India: Bhimbetka Caves – Harappan Art: Town Planning – Seals – Terracotta – Buddhist Architecture: Mauryas: Asoka – Sanchi Stupa – Rock and Pillar Edicts – Chaityas and Viharas – Ajanta and Ellora Caves – Gandhara School of Art – Mathura School of Art – Gupta Age – Art and Architecture

Unit - 2

Delhi Sultanate: Art & Architecture – QutbMinar – Tughlaqabad Fort – Techniques – True Arch – Lime & Mortar – Mughals: Fatehpur Sikri – Red fort – Taj Mahal – Mughal Paintings – Music

Unit - 3

Temple Architecture: Styles: Nagara – Dravida – Vesara – Nagara Style: Khandariya Mahadeo Temple, Khajurahao – Vesara Style: – Chalukyas: Badami – Pattadakal – Hoysalas: Belur

Unit - 4

Dravida Style - Pallava Art and Architecture: Mahabalipuram – Imperial Cholas: – Brihadeeswara Temple, Thanjavur – Bronze Images – Vijayanagara Empire – Hampi – Madurai Nayaks – Srirangam

Unit - 5

Colonial Architecture: Lutyen’s Delhi – Fort St. George – St. Mary’s Church – Ripon Building - – Paintings: Thomas and William Daniell – Raja Ravi Varma – Jamini Roy – M.F Hussain – Music: Carnatic and Hindustani – Dance: Bharatanatyam – Kuchipudi – Kathak – Odissi – Manipuri – Kathakali

❖ Credits: Field Visit to Historical Monuments.

Text Books:

1. *Tomory, Edith (2009), “A History of Fine Arts in India and West”, Orient Blackswan, Chennai.*
2. *Nagaswamy, R., (2003), “Facets of South Indian Art and Architecture”, Concepts and Principles”, Kanishka Publishers, New Delhi*

Reference Books:

1. *Basham, A.L (1967), “The Wonder that was India”, 3rd Revised (Ed). Rupa & Co., New Delhi*
2. *Husain, Syed Abid, (2000), “National Culture of India”, NBT, New Delhi*
3. *Sastri, K.A (2013), “A History of South India: From Prehistoric Times to the fall of Vijayanagar”, OUP, Chennai*
4. *Srinivasan, K.R (1972), “South Indian Temples”, NBT, New Delhi*

Web Sources:

1. <http://whc.unesco.org>
2. <http://www.asi.nic.in>
3. <http://ignca.nic>

SEMESTER - IV

Credits: 5

Allied – IV: FOOD PRODUCTION

Hour: 6

Course Outcomes:

1. To understand the Catering Industry
2. To develop the skills of preparing Various Cuisines
3. To know the methods of preparing different Dishes

Unit - 1

The Catering Industry – Overview of the Catering Industry, Kitchen Organization Structure – Personal Hygiene – Aims and Objectives of Cooking - Importance of Cooking Food with Reference to the Catering Industry, Principles of a Balanced and a Healthy Diet, Action of Heat on Food – Culinary Terms (Indian & Western).

Unit - 2

Classification & Characteristic of Raw Materials (Cereals, Pulses, Milk & Milk Products, Vegetables, Meat – Chicken, Mutton, Fish, Beef), Standard Purchase Specifications of each Raw Material, Methods of Cooking – Boiling, Poaching, Steaming, Stewing, Braising, Roasting, Baking, Frying, Grilling, Boiling, Special Method of Cooking Food.

Unit - 3

Stock – Meaning & classification, Sauce - Classification of Sauce, basic Sauce and its Elements, Derivatives of basic Sauces, Recipe of Mother Sauces, uses of Sauce in Food Production. Salads-Types, Common Salad and its Types. Accompaniments & Garnishes - Foods and their usual Accompaniments, Garnishes, Terms which Features Dishes, Vegetable and Fruit Carving.

Unit - 4

Indian Cuisines -Masalas & Gravies - Red, Green, Brown & White, (Tamil Nadu, Andhra Pradesh, Kerala, Karnataka, Bengali, Maharashtra, Gujarati, Mughal, Punjabi). Bakery & Patisseries – Methods of making bread and cake.

Unit - 5

International Cooking: Different Nations and their Popular Dishes – Study on the following Cuisines with Importance given to Choice of ingredients, Menu, Specific method of Cooking-Italian, Spanish, Mexican, Chinese, German & French.

- ❖ Credits based on Training / Workshop / Seminar attended in Central / State / Private / NGOs.
- ❖ Food Fest

Text Book:

1. *Krishna Arora, (2011), "Theory of Cookery", Frank Brothers & Company, New Delhi.*

Reference Books:

1. *Kinton, and Ceserani, (2007), "Theory of Catering", ELBS Publications, New Delhi*
2. *MohiniSeths, (2005), "Institutional Food Management", New Age International (p) Limited, New Delhi*
3. *Thangam, E. Philip (2010), "Modern Cookery for Teaching and Trade Vol. I & II", Orient Blackswan Publishers Ltd., New Delhi*

Web Sources:

1. <https://www.studential.com/university/student-cooking/cooking-methods>
2. <http://www.slideshare.net/atulji7777/accompaniment-garnish>
3. <http://www.bngkolkata.com/web/kitchen-equipment>

SEMESTER - V

Major – IX: AVIATION AND AIR CARGO MANAGEMENT

Credits: 6

Hours: 6

Course Outcomes:

1. Learner can work in airport as they get familiarize with all working stations
2. Learn all the terminologies and functions related to aviation and air cargo
3. Learn will get equipped with map reading skills

Unit - 1

Aviation Industry: Introduction to Airline Management - Indian aviation – Airport’s Authority of India - Open Sky Policy - Freedoms of Air - IATA - Director General of Civil Aviation. IATA Geography - IATA Traffic Conference Areas, Global Indicators - Types of Journey. Roles & Functions – ICAO and IAPA.

Unit - 2

Airline Administration: Types of Aircrafts - Narrow body and Conventional - The aircraft turnaround - Control Tower, Airfield Amenities and Special Passengers. In-flight Services, Cabin Components: Equipment’s, Emergency Orientation, Onboard Services. Airport Handling: Embarkation and Disembarkation Procedure - RAMP.

Unit - 3

Baggage & Cargo Handling: Baggage - Most Significant Career - Baggage Breakup Area - Baggage Makeup Area - SOP for Baggage Handling at Ramp. Air Cargo: Cargo Booking Procedures – Sky Cargo - Introduction to Dangerous Goods – Regulations for live Animals. Cargo Documentation: Airway Bill - Cargo Manifesto - Load and Trim.

Unit - 4

Time Calculation: World Time Zones - GMT - Concept of Standard Time and Daylight Saving Time, Calculation of Elapsed Time, Flying Time - Minimum Connecting Time, Map Reading Skills. Familiarization with OAG, TIM& PAT - Air Tariff: Currency Regulations. Passenger Ticket – Airfare Regulations – IROE.

Unit - 5

Travel Formalities – Air Transport Abbreviations - Transit Areas -Special Formalities – Health Insurance - Currency. Passport - Definition – Types of Passport - Required Documents for Passport. Visa – Types - VISA Formalities - Itinerary Planning.

❖ **Internship and Industrial visit to Airport or Cargo is Mandatory**

Text Books:

1. *IATA, (2016), “Foundation in Travel and Tourism”, Course Text Book 5.14 Edition.*
2. *John, G. Wensveen (2013), “Air Transportation a Management Perspective”.*

Reference Books:

1. *Vivek Tiwari, Encyclopedia of flight & airline ticketing*
2. *Arsonval Mairiho, Airline Cabin Crew Training Manual*

Web Sources:

1. <http://www.iata.org/Pages/default.aspx>
2. <http://www.iata.org/publications/timatic/Pages/tim.aspx>
3. <https://www.oag.com>

SEMESTER - V
Major – X: ECOTOURISM AND SUSTAINABILITY

Credits: 6

Hours: 6

Course Outcomes:

- 1. To know about the Ecosystem, Properties of Ecosystem**
- 2. To know about the importance of Ecotourism Venue**
- 3. To Understanding the Ecotourism Sustainability**
- 4. To develop the Tourist Destinations as per Environmental Impact Assessment**

Unit - 1

Introduction to Ecotourism: Ecotourism History and Growth – Ecology, Ecosystem, Biosphere, Community, Habitat – Carrying Capacity, Types and Absorbing Capacity – Species - Biodiversity in Ecosystems - The International Ecotourism Society – Kyoto Protocol

Unit - 2

Ecotourism Venues: Caves, National Parks, Wildlife Sanctuaries, Tiger reserves, Elephant reserves, Natural heritage sites, Botanic Gardens, Wetlands, Mangroves, Coral Reefs, Island and Desert areas – Flora and Fauna.

Unit - 3

Ecotourism Planning and Development: Ecotourism Products and Trends - Guidelines for Ecotourism by the Ministry of Environment and Forests, obtaining Official Permits, Use of Information Technology, Developing Blogs and Websites related to Ecotourism – Environmental Impact Assessment (EIA) – Ecotourism Management

Unit - 4

Sustainability: Principles of Sustainability – Tourism Ecological Sustainability – Economic Sustainability – Socio Cultural Sustainability, Psychological Sustainability - Major Tribal Communities in Tamil Nadu : Toda, Kurumba, Paniya, Irular, Malayali and Kattunayakkan.

Unit - 5

Selected Case Studies: Ecotourism in Tamil Nadu - Manimuthar, Gulf of Mannar, Pichavaram, Point Calimere Wildlife Sanctuary and Bird Sanctuary – Ecotourism in Kerala Thenmala Ecotourism, Periyar Tiger Reserve, Eravikulam National Park – Ecotourism Practices: COSTA RICA Model

❖ Educational Tour to Eco-Tourism Destination

Text Books:

1. *Nigam C (2008), “Ecotourism and Sustainable Development”, Neha Publishers.*
2. *Ratandeep Singh (2003), “Indian Ecotourism”, Kanishka Publishers.*

Reference Books:

1. *BidhanKanti Das (2017), “Rethinking Tribe in Indian Context: Realities, Issues & Challenges”, Rawat Publishers*
2. *Kulwant Singh Pathania (2008), “Ecotourism”, Regal Publications*
3. *LalitaSharma (2001), “Introduction to Ecotourism”, Centrum Press*
4. *Seema Bhat (2011), “Ecotourism development in India”, Foundation Books*
5. *Tyler & Miller (2014), “Living in the Environment”, Cengage Learning, New Delhi*

Web sources:

1. www.sciencedirect.com
2. Business.mapsofindia.com
3. www.ecotourism.org

SEMESTER - V
Major–XI: IT TRENDS AND E TOURISM

Credits: 6

Hours: 6

Course Outcomes:

1. To explore the interrelationship between Tourism Industry and IT
2. To know the various technologies used in Tourism Industry
3. To familiarize with necessary elements of IT in Tourism

Unit - 1

Basic Concepts and Scope of Information Technology - An Overview of Information Technology Applications – Introduction to E Tourism, E-Airlines, E-Hospitality, E-Tour Operators, E-Travel Agencies – E-Catering

Unit - 2

Multiple Platforms, Desktop, Laptop, Tablets, Mobile, Video, Social Media - Online Marketing for Tourism Business – Email, Web Publishing Electronic Payment Systems – Electronic Fund Transfers – Online Reputation Management, Owned Media, Earned Media and Paid Media.

Unit - 3

Internet, Wireless Technology – Internet as a Marketing tool, Online reservations, Online Airport Check In, Credit Cards and Net Banking – Digital Security in Tourism – CCTV, Smarts Cards – Access Control Security Chips – Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO)

Unit - 4

Central Reservation System, Global Distribution System, Amadeus, Galileo, Sabre, World span – Internet Distribution System – Destination Management System – Biometric Security Systems – Biometric Passport / E Passport - IRCTC and its Role in Tourism

Unit - 5

Successful Online Tourism Business Models, OYO Rooms, Make My Trip, Yatra.com, Clear Trip, Expedia.com, Booking.com, Goibibo, Red Bus - Online Reservation System for Airline Tickets, Hotel Reservation, Rail and Bus.

Text Books:

1. *Dimitrios Buhalis (2004), "E-Tourism, Information Technology for Strategic Tourism Management", Prentice Hall India*
2. *Raja Raman, V (2010), "Fundamental of Computers", Prentice Hall of India, New Delhi*

Reference Books:

1. *Alexis & Mathews Leon (2009), "Fundamentals of Information Technology", Vikas Publishing House Pvt. Limited, New Delhi.*
2. *Beekman G, Rathswohl E (2003), "Computer Confluence", Prentice Hall, New Delhi.*
3. *Peter Norton (2004), "Introduction to Computers", McGraw Hill Education, New Delhi.*
4. *Susan Sweeney, (2007), "Internet Marketing for your Tourism Business", New Age Publication, California.*

Web Sources:

1. <https://www.tourismtoday.com/services/information-technology>
2. <http://www.ingentaconnect.com/content/cog/itt>
3. <http://eprints.usq.edu.au/245/1/Pease.pdf>

SEMESTER - V

Credits: 6

Major – XII: FOOD AND BEVERAGE

Hours: 6

Course Outcomes:

1. To know different types of techniques to prepare Food and Beverages
2. To understand the functions of various Catering Establishments
3. To develop the skills of planning menu and preparing different Dishes

Unit - 1

Introduction to Catering Industry and its Growth in India - Role of Catering Establishments in the Travel and Tourism Industry, Structure of Catering Industry / Industrial Institutional / Transport (Air, Road, Rail and Sea)

Unit - 2

Organization of the F&B Department, Hierarchy Chart, Various Types of F&B Operation - Duties & Responsibilities of F&B, Staff - Inter Departmental Relationship (with in F&B and with other Departments), F&B Service Equipment's.

Unit - 3

Types of F&B Outlets, Food Service and their Types Greenroom, Discotheque, Nightclub, Bar, Outdoor Catering - Mise-en-scene and Mise-en-place (including Arrangements of Side Board) – Laying Tables for Different Meals and Menus including Laying Tablecloth and Napkin Folding - Table Reservation System - Receiving the Guest - Methods of Service –Fresh / Family English / Silver / Buffet – Banquet - Room Service Trolley.

Unit - 4

Origin of Menu & Menu Planning Objectives - Basic Type of Menus, General Menu Planning, Consideration and Constraints - Designing the Menu, Sequence of Courses and Planning Menus – French Classical Menu & Tabled' hote (Indian and Continental) – Alacrte (Indian & Continental) Types of Meals – Indian Breakfast, English Breakfast – American Break Fast Brunch– Dinner – Brunch - Afternoon high tea – Supper.

Unit - 5

Introduction to Beverages, Classification of Alcoholic and Non - Alcoholic Beverages, Introduction to Wine, Major Grape Varieties of Red and White, Wine Makers Calendar and Viniculture, Classification of Wine according to Styles(Table, Fortified, Sparkling and Aromatized), Wine Label Reading, Introduction to Sparkling Wine, Fortified and Aromatized Wine, Compiling of French Classical Menu with Wine and Food Harmony, Meaning of Cocktail, and Mock Tail, Equipment's and Glassware for making Cocktails.

● Credits based on Training / Workshop / Seminar attended in Central / State / Private / NGOs.

Text Book:

1. *Sudier Andrews, (2007), "Food and Beverage Service", Tata Mc. Graw Hill Ltd., New Delhi.*

Reference Books:

1. *Brian Vergheese, (2009), "Professional F& B Service" Mc. Millan India Ltd., Chennai*
2. *David Foslett, (1999), "Theory of Catering", ELTS Publishers, London*
3. *Peter Bohrnann, (2008), "Bar Tenders Guide", Greenwich Edition, London*

Web sources:

1. <http://www.slideshare.net/rohitmohan754/food-beverage-outlets-autosaved>
2. <http://www.slideshare.net/angielynlaquian/menu-planning-36141558>

SEMESTER - VI
Major – XIII: LOGISTICS MANAGEMENT

Credits: 6

Hours: 6

Course Outcomes:

- 1. Learner will get familiarize with Air cargo and Maritime Transport**
- 2. Will equip the student's to take a career in logistics and supply**

Unit - 1

Logistics Management: Origin and Definition -Types of Logistics - Logistics Management - Ware House Management - Automation and Outsourcing - Customer Service and Logistics Management - A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory.

Unit - 2

Types of Inventory Control - Demand forecasting - Warehousing and Stores Management - Routing - Transportation Management - Introduction to documentation- Distribution Channel Management - Distribution Resource Planning (DRP) - Warehouse Management System (WMS) - Stock Keeping Unit (SKU).

Unit - 3

Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Globalization and international business - Supply Chain Management - Participants in Supply Chain - Global Applications - Outsourcing and 3PLs - Fourth Party Logistics

Unit - 4

Basics of Maritime Transportation - Introduction to Air Transport - Surface Transport - Rail & Road - Technology in logistics - Introduction to Cargo Handling – Procedures and Documentation - Various Types of Risks in Cargo Handling – International & Domestic Cargo Management - Brief on Load and Trim –Insurance and Risk Management. Introduction to DGR.

Unit - 5

Air Cargo: Aircraft and Cargo terminal facilities – Air Cargo Rates - Cargo Capacity of Airlines and Ships - Cargo with Special Attention - Equipment's used for Cargo Handling - Live Animal Regulation. Cargo Documentation: Air way bill - Irregularity Report - Cargo Transfer Manifesto - Cargo Companies.

Text Books:

- 1. Agrawal, D.K (2003), "Textbook of Logistics and Supply Chain Management", Mac-Millan India Ltd., New Delhi.**
- 2. Raghuram, G. & N. Rangaraj (2011), "Logistics and Supply Chain Management - Cases and Concepts", Mac-Millan India Ltd., New Delhi**

Reference Books:

- 1. Donald Bowersox, Supply Chain logistics management.**
- 2. Ganapathi, Logistics Management.**

Web Sources:

- 1. <http://www.iata.org/Pages/default.aspx>**
- 2. <http://www.iata.org/whatwedo/cargo/Pages/cargo-operations.aspx>**
- 3. <http://www.amazon.in/Supply-Chain-Logistics-Management-SIE/dp/0070667039>**

SEMESTER - VI

Credits: 6

Major –XV: ENTREPRENEURSHIP

Hours: 6

Course Outcomes:

1. Basic knowledge of Entrepreneurship and motivation
2. Learning the process of establishing successful businesses
3. Impart information on government support and policies

Unit - 1

Entrepreneur and Entrepreneurship: Evolution of the Concept of Entrepreneur – Definition – Characteristics of an Entrepreneur – Classification of Entrepreneurs - Functions of Entrepreneurs – Entrepreneurial Traits and Motivation – Entrepreneurial skill for Travel, Tourism and Hospitality Industry.

Unit - 2

Project Feasibility Analysis: Project Identification and Selection - Project formulation - Project Appraisal and Appraisal Criteria - Generation and screening of ideas - Product planning and development process – Market and Demand analysis, Technical analysis, Financial analysis, Competitor analysis.

Unit - 3

Small Scale Enterprises: Definition, Characteristics and Relationship with large units – Objectives, Scope of Small Enterprises, Role of small Enterprises in Economic Development – Setting up a Small Scale Industry, Market assessment for SSI - Preparation of Business Plan – Elements of Business Plan

Unit - 4

Role of Government Agencies in Entrepreneurship Development: Ministry of Micro, Small and Medium Enterprises (MSME), Entrepreneurial Development Programme (EDP) -Small Industries Service Institute (SISI), National Entrepreneurship Development Board (NEDB), District Industries Centers (DIC), National Small Industries Development Organization (SIDCO), Small Industries Development Bank of India (SIDBI)

Unit - 5

Feasibility Report: Project Reports – Contents of a Project Report – Development of project reports for Hospitality undertaking, Travel and Tour Company – Case Study on Young Entrepreneurs and Enterprises - Murugan Idly, Food King, The Dosawala, Oyo Rooms.

Text Books:

1. Amata Mwalo Mathias, (2010), “Entrepreneurship in Tourism”, LAP Lambert Academic Publishing
2. David, H Holt (2009), “Elements of Entrepreneurship”, PHI Learning Publication, New Delhi.
3. Drucker, P.F (1985), “Innovation of Entrepreneurship”, Harper & Row Publications, New York

Reference Books:

1. Desai, A.N (2009), “Entrepreneur and Environment”, APH Publishing Corporation, New Delhi
2. Nagaraj, K (2005), “Project Management”, New Age International Publishers, New Delhi

Web Sources:

1. http://164.100.133.129:81/eCONTENT/Uploads/Entrepreneurship_Development.pdf

SEMESTER - VI
Major –XV: EVENT MANAGEMENT

Credits: 6

Hours: 6

Course Outcomes:

- 1. To know the market requirements of different Events**
- 2. To understand the process of planning and organizing an Event**
- 3. To develop the skills of on spot Risk Management and Safety Measures**

Unit - 1

Event Management: Definition & Scope, Introduction to Conventions, Exhibitions, Meetings - Definition & Components - Nature and Demand of Conference Market - Growth and Development of Event Industry, Economic and Social Significance.

Unit - 2

Types of Events - Event Planning - Varieties & Importance of Events - Key Steps to Successful Events - Characteristics and Complexities of Events - Checklist for different Events - Planning Schedule & Actions Agenda.

Unit - 3

Organising of Event: Conference Programme designing, Timing, Supervision, Presentation, Catering and Hospitality, Transportation, Teleconferencing, Recording & Publishing, Sponsors, Organizers, Customers & Guests, Key Characteristics, Pre-Event Responsibilities, Legal Issues, Negotiations.

Unit - 4

Events and Tourism: Business Tourist - Tourism & Culture - Incentive Tours - Risk Management - Safety and Global Issues in Event Management

Unit - 5

MICE Tourism Events: National & International Scenario - International Trade Fairs & Marts: Germany, China, Singapore, Hong Kong, U.K - Events and Tourism Marketing.

❖ Department Events / Program are to be organized.

Text Books:

- 1. Ladkin, A. & J. Spiller (2000), "Meetings, Incentives, Conferences and Exhibition Industry", Travel & Tourism Intelligence, London.**

Reference Books:

- 1. Singh, S.R (2009), "Event Management", APH Publication, New Delhi**
- 2. Watt, D (1998), "Event Management in Leisure & Tourism", Longman Group, U.K**

Web Sources:

- 1. https://en.wikipedia.org/wiki/Meetings,_incentives,_conferencing,_exhibitions**
- 2. <http://www.rightevents.net/about-us-main/news/143-types-of-events-mice.html>**
- 3. <http://www.eventplanning.cornell.edu/docs/event-planning-checklist.pdf>**

SEMESTER – I/II

Credits: 2

General Course: FUNDAMENTALS OF TOURISM

Hours: 2

Course Outcomes:

1. To learn Modern and early Tourism and to understand the different tourism terminologies
2. Will get an overview of basic understanding in tourism and its education

Unit - 1

Definitions and Historical Development of Tourism, Tourists & their Types – Visitors-Excursionists, Types and Forms of Tourism; Tourism System: Nature & Characteristics, Basic Components of Tourism.

Unit - 2

Tourism Planning Process – Origin, Concept and Approaches, Levels and Types of Tourism Planning – Sectoral – Spatial – Integrated – Complex – Centralized and Decentralized.

Unit - 3

Introduction to Tourism Demand; Determinants - Measuring the Tourism Demand. Demand Curve - Demand Elasticity - Cost Analysis - Forecasting - Inflation and Deflation - Importance of Tourist Statistics. Factors affecting Supply - Balance of Trade. Supply: Conditions, Elasticity and Factors Affecting Supply.

Unit - 4

Positive and Negative Impacts of Tourism; Socio Cultural, Economical, Environmental, Sociological and Psychological -Impacts by Tourist Spending - Multiplier Concept. Environmental Impact Assessment - Nature of Socio-cultural Impact of Tourism. Psychological and Sociological: basis of Tourism Development.

Unit - 5

Tourism Organization: Definition, Functions, and Factors. Objectives and Roles - ITDC, TTDC. Ministry of Tourism, Ministry of Railways and Airports Authority of India. An overview of National and International Organizations and Associations: IATO, WTTC, ICAO, ASATA, UFTAA and IATA. Need for Tourism Organization.

Text Books:

1. *Bhatia, A.K (2008), "International Tourism Management", Sterling Publications, New Delhi.*

Reference Books:

1. *Ballabh, A (2005), "Fundamentals of Travel and Tourism", Akansha Publishing House, New Delhi.*
2. *SipraMukhopadhyay, (2010), "Tourism Economics", Ane Books Pvt. Ltd., New Delhi.*

Web Sources:

1. https://en.wikipedia.org/wiki/World_Tourism_Organization
2. <http://www.slideshare.net/JohnEdwardEstayo/principles-of-tourism-1>

SEMESTER - I/II
General Course: TOURISM PRODUCTS OF INDIA

Credits: 2

Hours: 2

Course Outcome:

- 1.To invoke interest in students with basic concepts and contents of Tourism Studies**
- 2.To develop tourism with dignity, respect and nurture local cultures so that they enrich the tourism experience and build pride and confidence among local communities**
- 3.To preserve and enhance local culture, art, handicrafts, monuments and other natural and man-made tourist resources**

Unit - 1

Tourism Product - Definition - Elements and Characteristics of Tourism Products - Typology of Tourism Products - Unique and Features of Tourism Products in India - Peter's Inventory of Tourist Attractions

Unit - 2

Cultural Resources - Performing Arts of India - Classical Dances and Dance Styles - Indian Folk Dances - Music and Musical Instruments - Handicrafts of India – Craftsmanship - Indian Painting - Fairs and Festivals - Cuisines and Specialty Dishes.

Unit - 3

Architectural Heritage of India - Historic Monuments of Tourist significance (Ancient, Medieval and Modern) - Important Archaeological Sites, Museums, Art Galleries – Religious Tourism in India - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - World Heritage Sites in India.

Unit - 4

Nature based Tourism: Wild life Sanctuaries, National Parks, Botanical Gardens, Zoological Parks, Biosphere Reserves; Mountain Tourism with special reference to Himalayas.

Unit - 5

Tourism in Tamil Nadu – Tourism Products in Tamil Nadu, Heritage Tourism, Cultural Tourism, Adventure Tourism, Eco Tourism, Sustainable Tourism, Medical Tourism, Coastal Tourism – Backwater Tourism Special reference to Kerala

Text Books:

- 1 *Jacob, Robinet et al., (2012), “Indian Tourism Products”, Abijeeth Publications, New Delhi.***
- 2 *Dixit M & Sheela C (2010), “Tourism Products”, New Royal Books, Luknow***

Reference Books:

- 1. *Acharya Ram, (2007), “Tourism and Cultural Heritage of India”, ROSA Publication, New Delhi.***
- 2. *A L Basham (2007), “The Wonder that was India”, Surjeet Publication, New Delhi.***
- 3. *Satyajeet Roy, (2012), “Culture of India”, Abijeeth Publications, New Delhi.***
- 4. *Jacob, Robinet (2012), “Health Tourism and Ayurveda”, Abhijeet Publications, New Delhi***

Web Sources:

- 1. <https://india.gov.in/topics/travel>**
- 2. <http://tourism.gov.in>**
- 3. www.archive.india.gov.in**

SEMESTER – I/II
General Course: EFFECTIVE MAP READING

Credits: 2

Hours: 2

Course Outcome:

- 1. To know the elements of map**
- 2. To understand the fundamentals of reading a map.**
- 3. To identify the location of major physical and weather features.**

Unit - 1

Maps – Definition, Types and Importance - Elements of Maps: Scale, Direction, Bearing, Latitudes and Longitudes, Alphanumeric Grid and Time Zones.

Unit - 2

Methods of Representation of Relief and other features: Conventional Signs and Symbols, Contour, Spot Heights, Bench Mark, Triangulation, Weather Symbols: Cloud cover, Wind and Sea Condition

Unit - 3

Wall Map Reading: (Physical Map - with reference to India), Location of Important Mountain Ranges – Peaks – Plateaus – Plains – Valleys – Islands - Deserts and Basins – Seas – Bays – Gulfs – Straits – Rivers - Lakes.(Political Map - With reference to India) - Boundaries, States, Important Cities.

Unit – 4

Weather Map Reading: Basics of Weather Maps – Temperature, Precipitation – Pressure - Indian Daily Weather Report.

Unit – 5

Digital Map Reading: Introduction to Digital Maps (Historic, Geology, Aerial and Environment) and Geographical Information System.

Text Book:

- 1. Ramesh Mishra., (2010), “Fundamental of Cartography”, Concept Publishing Company, New Delhi.**

Reference Books:

- 1. Anji Reddy. M., (2001), “Remote Sensing and Geographical Information System”, BS Publication, Hyderabad.**
- 2. Pijushkantisaha and Partha Basu., (2015), “Advanced Practical Geography”, Arunabha Sen, Books and Allied (P) Ltd Publication, Kolkata.**

Web Sources:

- 1. <https://www.mapsofworld.com>**
- 2. <https://www.researchgate.net>**
- 3. <https://www.gitta.info/generalisation>**
- 4. <https://www.reading.ac.uk>**
- 5. <https://m.wikihow.com>**

SEMESTER – I/II
General Course: FUNDAMENTALS OF GEOSPATIAL TECHNOLOGY

Credits: 2

Hours: 2

Course Outcome:

1. To understand the fundamentals of Geoinformatics
2. To develop skills to construct the maps using Software
3. To know different types and techniques of Geoinformatics

Unit - 1

GIS and GPS: GIS - Components of GIS - Spatial and Non-Spatial Data - Spatial Data Model (Raster and Vector) - GPS - Basic functions of GPS.

Unit - 2

Remote Sensing: Types of Remote Sensing - Components of Remote Sensing - Platform and Sensors.

Unit - 3

Photogrammetry: Aerial Photograph - Types of Aerial Photograph – Elements of Photo Interpretation – Marginal Information of Aerial Photograph.

Unit - 4

Mapping using Software: Scanning Maps - Geo-referencing - Projections - Digitization - Creating Layers and Themes - Merging Attribute Data - Overlay - Map Layout - Print.

Unit - 5

Applications: GIS, Remote Sensing and GPS.

Text Books:

1. *Anji Reddy, M (2001), "Remote Sensing and Geographical Information System", Publication: BS Publication, Hyderabad.*
2. *Lillesand M. Thomas and Kiefer W.Ralph (2000), "Remote Sensing and Image Interpretation", John Wiley and Sons, Singapore.*

Reference Books:

1. *Chandra, A.M. & S. K. Ghosh (2006), "Remote Sensing and Geographical Information System", Alpha Science Int'l Ltd. Publisher, New Delhi.*
2. *Jenson R. John (2003), "Remote Sensing of the Environment-An Earth Resource Perspective", Pearson Education. Pvt. Ltd., Indian Branch, Patparganj, New Delhi*
3. *Lo, C.P. and Albert K. W. Yueng (2003), "Concepts and Techniques of Geographical Information Systems", Publication: Prentice - Hall of India, New Delhi*

Web Sources:

1. www.gislounge.com
2. www.nationalgeographic.org
3. www.novatel.com

SEMESTER – I/II
General Course: MEDICAL TOURISM

Credits: 2

Hours: 2

Course Outcome:

- 1. Understanding the concept of Medical tourism**
- 2. Knowledge on current trends in India and the world**
- 3. Learning the scope of Medical tourism and wellness**

Unit - 1

Introduction to Medical Tourism: Nature and Scope of Medical Tourism – History, Purpose of Medical Travels – Dimensions of Medical Tourism -Wellness Tourism.

Unit - 2

Types Medical Tourism: - Treatment Types Natural and Indigenous System - AYUSH and Types of Ayurvedic, Yoga, Unani, Siddha and Homeopathy Therapies, Concept of Spa and Rejuvenation.

Unit - 3

Medical Travel Services - National and International Travel Services, Visas, Hospital Logistics, Medical Record Transfer, Communications, Client Assistant, Destination Management, One Bill Transparent Pricing.

Unit – 4

Legal Aspects of Medical Tourism: Certification and Accreditation in Health and Medical Tourism, Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI). NAHT - National Association of Health Tourism.

Unit - 5

Medical Tourism in India: Centres / Destinations, Current and Futuristic Trends, Potentials, Issues and Challenges, Trousing the Challenges, Government Support. Factors affecting Medical Tourism in India. Case Studies: Apollo Hospitals, Global Hospitals, Sankara Nethralaya, CMC Vellore.

Text Books:

- 1. Raj Pruthi (2006), “Medical Tourism in India”, Arise Publication, New Delhi.**
- 2. Smith, M & L Puczko (2009), “Health and Wellness Tourism”, Publication: Routledge Taylors Francis Group, London, New York**

Reference Book:

- 1. Heinemann Sonali Kulkarni, B (2008), “Spa and Health Tourism”, Publication: Book Enclave, Jaipur.**

Web Sources:

- 1. <https://www.medicaltourismassociation.com/en/>**
- 2. <https://www.cdc.gov/features/medicaltourism/>**
- 3. www.cdc.gov/features/medicaltourism**