

**MADRAS CHRISTIAN COLLEGE (AUTONOMOUS)
DEPARTMENT OF GEOGRAPHY, TOURISM AND TRAVEL MANAGEMENT
SELF-FINANCED STREAM – SHIFT - II
TAMBARAM EAST, CHENNAI – 600 059**



**NEW SYLLABUS
(Effect from 2019 onwards)**

**B.Sc (GEOGRAPHY, TOURISM AND TRAVEL
MANAGEMENT)**

Department of Geography, Tourism and Travel Management

Semester	Subject		Hours per week	Credits	
I	Foundational Courses		English	4	3
			Language	4	3
			Value Education	2	1
	General Course		Effective Map Reading	4	2
	Core Papers	Major	Physical Geography	5	5
			Aspects of Tourism – I	5	5
	Allied – 1	Fundamentals of Cartography	6	5	
II	Foundational Courses		English	4	3
			Language	4	3
			Value Education	2	1
	General Course		Effective Map Reading	4	2
	Core Papers	Major	Aspects of Tourism – II	5	5
			Techniques in Mapping and Data Representation – Practical - I	5	5
	Allied – 2	Socio-Economic and Cultural Geography	6	5	
III	Foundational Courses		English	4	3
			Language	4	3
			Personality Development	2	
	Interdisciplinary		Fundamentals of Geospatial Technology	4	3
	Core Papers	Major	Indian Geography	5	5
			Communication and Presentation Skills - Practical II	5	5
	Allied – 3	History of India	6	5	
IV	Foundational Courses		English	4	3
			Language	4	3
			Personality Development	2	2
	Environmental Studies			4	3
	Core Papers	Major	Basics of Statistics	5	5
			Tourism Mapping Techniques - Practical III	5	5
	Allied – 4	Cultural Heritage of India	6	5	
V	General Elective		Basic Principles of Tourism	4	3
	Core Courses	Major	World Regional Geography	6	5
			Principles of Human Geography	5	5
			Fundamentals of Hospitality Management	6	5
			Tourism Marketing	5	5
			Travel Forms and Airlines Ticketing – Practical - IV	4	3
VI	A Skill based programme		Language Course (Korean)	6	5
	Major		Geoinformatics	6	5
			Geography and Planning	6	5
			Eco - Tourism Principles and Practices	6	5
			Air Cargo Management - Practical - V	6	5
			Tourism Impacts and Disaster Management	6	5
	Optional Paper		Event Management	6	5

SEMESTER - I
General Course: EFFECTIVE MAP READING

Credits: 2

Hours: 4

Course Outcomes:

- 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 Books:

- 1. Ramesh Mishra., (2010), “Fundamental of Cartography”, Concept Publishing Company, New Delhi.**
- 2. Zulfequar Ahmad Khan M.D., (1998) “Text Book of Practical Geography”, Concept Publishing Company, New Delhi.**

References 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

Credits: 5

Major: PHYSICAL GEOGRAPHY

Hours: 5

Course Outcomes:

1. To introduce the physical elements of Geography
2. To acquaint the learners with major concepts of Geography

Unit - 1

Geomorphology (I): Structure of the Earth - Layers of the Earth: (Crust, Mantle, Core); Movements of the Earth (Plate Tectonics, Endogenetic Forces - Folding and Faulting; Exogenetic Forces - Tectonic and Gradational Forces); Landforms (Mountains, Plateaus, Plains)

Unit - 2

Geomorphology (II): Rocks (Igneous, Sedimentary, Metamorphic), Earthquakes and Volcanoes - Types, Distribution and Effects; Weathering - Types; Gradation and Agents of Gradation (Running Water, Moving Ice, Wind, Sea Waves, Underground Water).

Unit - 3

Climatology (I): Composition and Structure of the Atmosphere (Troposphere, Stratosphere, Mesosphere, Ionosphere, Exosphere), Insolation - Heating Processes (Conduction, Convection, advection and Radiation); Temperature - Horizontal Distribution, the distribution of temperature, Heat Zones of the Earth.

Unit - 4

Climatology (II): Atmospheric Pressure - Pressure Belts, Winds (Primary, Secondary and Local Winds), Humidity and Precipitation, Types of Rainfall, Forms of Condensation, Concept of Climatic Change - ElNino.

Unit - 5

Oceanography: General Structure of Submarine Relief; Oceans (Pacific, Atlantic, Indian); Temperature of Ocean Water; Salinity of Ocean Water; Movement of Ocean Waters (Wave and Tides and Ocean Currents), Types and Distribution of Ocean Deposits, Coral Reefs.

Field Visit: A One Day Field Visit to Places of Geographical Interest in and Around Chennai (Adyar River Estuary/ Pulicat Lagoon/ East Coast/ St. Thomas Mount/Pallavaram Monad Knocks/Thiruneermalai/Sriperumpudhur Sedimentary Rocks)

Text Books:

1. *Majid Hussain (2010), "Fundamentals of Physical Geography", Rawat Publications, New Delhi*
2. *Savindra Singh (2013), "Physical Geography", Pravalika Publications, New Delhi*

References Books:

1. *Alan Strahler and Arthur Strahler (2009), "Physical Geography". Wiley.*
2. *Gerald, S (1963), "General Oceanography: An Introduction", John Willey & Sons.*
3. *Lal, D.S (1986), "Climatology", Chaitanya Publishing House, Allahabd.*
4. *Thornbury W. D., (1968), "Principles of Geomorphology", Wiley & Sons, U.S.A.*
5. *Wooldridge W. S. and Morgan R. S., (1959), "An Outline of Geomorphology: The Physical Basis of Geography", Longmans.*

Web Sources:

1. www.physicalgeography.net
2. www.earthonlinemedia.com

SEMESTER - I

Credits: 5

Major: ASPECTS OF TOURISM -I

Hours: 5

Course Outcomes:

1. Understands the components of tourism
2. To get familiar with the tourist attractions in Tamil Nadu
3. To know the National and International Tourism Organisation

Unit - 1

History of Travel: Trade, Religion, Adventure and Pleasure. Transport Development - Rail, Ship and Air – Travel in the 20th Century - Concept of Annual Holidays & Paid Holidays - Evolution of Demand for Tourism

Unit - 2

Tourism Concepts: Definition of Traveller – Tourist - Excursionist –Tourism - Basic Components of Tourism - Attraction, Accommodation, Amenities, Accessibility and Awareness – Factors influencing Tourism: Geographical, Historical and Cultural factors.

Unit - 3

Typology of Tourists: Cohen's Classification of Tourists - Organised Mass Tourist, Individual Mass Tourist, Explorers and Drifters - Plog's Classification of Tourists: Psychocentric and Allocentric Tourists - Travel Motivations - Push and Pull Motivational factors of Tourism.

Unit - 4

Tourism Attractions in Tamil Nadu: Topslip –Valparai - Parambikulan National Park - Pitchavaram –Hogenakkal Falls –Nilgiris – Mudumalai Wildlife Sanctuary- Kanyakumari - Vandalore Zoo – Mahabalipuram – Ganagai konda cholapuram –Thanjavur Big Temple – Chettinad Palace and Cuisine.

Unit – 5

International and National Organisations in Tourism: Roles and Functions of World Tourism Organization (WTO) – Pacific Asia Travel Association (PATA) - International Air Transport Association (IATA) – Indian Tourism Development Corporation (ITDC) - Federation of Hotel and Restaurants Associations of India (FHRAI) – Tamil Nadu Tourism Development Corporation (TTDC)

❖ **Field Visit to India International Travel Mart (IITM) / ITDC, Chennai**

Text Books:

1. **Bhatia, A.K (2009)**, “*International Tourism Management*”, Sterling Publications, New Delhi.
2. **Swain and Mishra (2011)**, “*Principles of Tourism*”, Oxford University Press, New Delhi

References Books:

1. **Bhatia, A.K (2012)**, “*The Business of Travel Agency and Tour Operations Management*”, Sterling Publications, New Delhi.
2. **Bhatia, A.K (2014)**, “*Tourism Development - Principles & Practice*”, Sterling Publications, New Delhi.
3. **Negi, J (2008)**, “*Travel Agency and Tour Operation, Concepts and Principles*”, Kanishkha Publishers, New Delhi.
4. **PranNath Seth, (2008)**, “*Successful Tourism Management: Fundamentals of Tourism*”, Sterling Publications, New Delhi.

Web Sources:

1. https://www.academia.edu/14264572/Basic_Concept_on_Tourism
2. <https://bieap.gov.in/Pdf/TTPaperIIYR2.pdf>
3. [Encyclopedia of tourism routledge world reference.pdf](https://www.routledge.com/world-reference/pdf/Encyclopedia_of_tourism_routledge_world_reference.pdf)

SEMESTER - I
Allied - I: FUNDAMENTALS OF CARTOGRAPHY

Credits: 5

Hours: 6

Course Outcomes:

- 1. Understands the elements of Map Construction**
- 2. Understands the concepts of Cartography**
- 3. Learns the role of computers in Cartography**

Unit - 1

Cartography- Cartography as Communication System –Map – Importance of Map - Types of Map - Map Symbolisation – Mapping Qualitative and Quantitative Data using Point, Line and Area Symbols – Conventional Signs and Symbols.

Unit - 2

Cartographic Elements – Scale –Types of Scale – Representation of Directions – Projection - Principles and Characteristics of Projection, Types of Projection (Conical, Cylindrical and Zenithal Projection) – Uses of Projection.

Unit - 3

Cartographic Generalisation – Selection of Details – Elements of Generalisation – Simplification – Classification and Data Manipulation – Toponymy – Elements of Typographic Design – Methods of Lettering – Position of Letters.

Unit - 4

Maps Design – Objective – Scope of Design - Graphic Elements – Visual Variables (Primary and Secondary Variables) – Design Principles – Map Layout.

Unit - 5

Remote Sensing, Components of Remote Sensing, Application of Remote Sensing – GIS, Components of GIS, Application of GIS – GPS – Application of GPS.

Text Books:

- 1. Ramesh Mishra, (1998), “Fundamentals of Cartography”, Concept Publishing Company, New Delhi.**
- 2. Robinson, H., Joel, L., Morrison Philip, C., Mulkreke, A., John Kimerling and Staphen, C. Guptil (1995), “Elements of Cartography”, John Wiley & Sons, U.S.A**

References Books:

- 1. Judith Tynor, (1992), “Introduction to Thematic Cartography”, Concept Publishing Company, New Delhi.**
- 2. Singh, R.L. and Rana P.B.Singh (2011), “Elements of Practical Geography”, Kalyani Publishers, New Delhi.**

Web Sources:

- 1. www.icsm.gov.au**
- 2. www.gisgeography.com**
- 3. www.grindgis.com**
- 4. www.gps.g**

SEMESTER - II

General Course: EFFECTIVE MAP READING

Credits: 2

Hours: 4

Course Outcomes:

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 Books:

1. *Ramesh Mishra., (2010), “Fundamental of Cartography”, Concept Publishing Company, New Delhi.*
2. *Zulfquar Ahmad Khan M.D., (1998) “Text Book of Practical Geography”, Concept Publishing Company, New Delhi*

References Books:

1. *Anji Reddy. M., (2001), “Remote Sensing and Geographical Information System”, BS Publication, Hyderabad.*
2. *Pijushkantisaha and ParthaBasu., (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 - II
Major: ASPECTS OF TOURISM - II

Credits: 5

Hours: 5

Course Outcomes:

1. Know to prepare itinerary for different kinds of tourists
2. Understands the functions of Travel agent in the tour operations
3. Understands the basics of Itinerary Planning

Unit - 1

Tourism Product - Definition of Tourism Product - Characteristics of Tourism Product- Classification of Tourism Product – Natural tourism product, Man-made Tourism Product, Symbiotic Tourism Product, Event Based Tourism Product and Site Based Tourism Product.

Unit - 2

Tourism Destinations in India - Natural Tourism Products in India: Beach Tourism Destinations, Mountain Tourism Destinations and Tourism in National Parks - Man-made Tourism Products in India: Monuments, Museums, Fairs and Festivals, and Theme Parks in India - UNESCO's World Heritage Sites in India.

Unit - 3

Types and Forms of Tourism - Definition: Domestic and International Tourism - Long Haul and Short Haul Tourism – Leisure Tourism – Pilgrimage Tourism. Special Interest Tourism: Adventure Tourism - Eco-Tourism - Cultural Tourism - Desert Tourism - Agro Tourism - Culinary Tourism – Medical Tourism - Sustainable Tourism

Unit - 4

Travel Agency & Tour Operations - Meaning of Travel Agent and Tour Operator -Types of Travel Agency- Roles of Large Travel Agent - Characteristics of a Professional Travel Agent, Types of Tour Operator-Inbound, Outbound, Domestic, Ground and Specialized. Diversified Role of Tour Operators – MICE Tourism.

Unit - 5

Itinerary Planning & IT in Tourism - Meaning, Principles of Itinerary Planning - Resources for Planning Itineraries– Guidelines for Itinerary Preparation. Role of Information Technology in the Tourism related Services - Computerised Reservation System (CRS) and Global Distribution System (GDS).

Text Books:

1. *Vasudevan V et al., (2007), "An Introduction to the Business of Tourism", Sage Publications, New Delhi*
2. *PranNath Seth, (2012), "An Introduction to Travel and Tourism", Sterling Publications, New Delhi*

References Books:

1. *Bhatia, A.K (2014), "The Business of Travel Agency & Tour Operations Management", Sterling Publications, New Delhi.*
2. *Marc Mancini, (2000), "Conducting Tours: A Practical Guide", Cengage Learning Publications, New Zealand.*
3. *Negi, J (2004), "Travel Agency and Tour Operation, Concepts and Principals", Kaniksha Publishers, New Delhi.*
4. *PranNath Seth, (2008), "Successful Tourism Management: Fundamentals of Tourism", Sterling Publications, New Delhi.*
5. *Thandavan, R. and G., Revathy (2006), "Tourism Product", Dominant Publishers, New Delhi.*

Web Sources:

1. www.cbd_good_practice_guide_tourism_booklet_wen_en.pdf
2. <http://www.tourism.wa.gov.au/jumpstartguide/totb5Asoftourism.html>
3. <http://www.psscive.nic.in/pdf>

SEMESTER - II

Major: **TECHNIQUES IN MAPPING AND DATA REPRESENTATION - PRACTICAL-I**

Credits: 5

Hours: 5

Course Outcomes:

1. To know the fundamentals of Mapping
2. To understand the methods of representing the data
3. To develop the skills of diagrammatic representation of data

Unit -1

Maps - Types of Maps - Scale - Construction of Scale (Statement, Representative Fraction, Line Scale, Time Scale, Pace Scale), Bearing and Direction, Conventional Signs and Symbols
Weather Symbols.

Unit - 2

Distance Measurement using Thread Method and Area Calculation using Square Method.
Map Enlargement and Reduction using Square Method.

Unit - 3

Representation of Relief features: Contours and Profile; Representation of Climatic Data:
Climatic Graph, Climograph, Hyther Graph and Wind Rose Diagram.

Unit - 4

Projections- Construction of Simple Conical Projection with One Standard Parallel,
Cylindrical Equal Area Projection, Mercator's Projection, Gnomonic Projection.

Unit - 5

Representation of Socio-economic Data using Excel: Bar diagrams, Divided Circle, Graded
Circles and Spheres; Techniques of Thematic Mapping: Choropleth Map, Dot Map, and Flow
Map.

- ❖ Students have to submit a bonafide practical record and observation note with the class exercises during the examination. A minimum of 75% of lab attendance is required.

Text Books:

1. *Khan M.Z.A (2010), "Text Book of Practical Geography", Concept Publishing Company.*
2. *Ramesh Misra (2010), "Fundamental of Cartography", Concept Publishing Company, New Delhi.*

References Books:

1. *Ashis Sarkar (2015), "A Practical Geography", Mittal Books*
2. *Kaushik Chavan (2012), "Practical Geography", Crescent Publishing House*
3. *Singh R. L (2009), "Elements of Practical Geography", Kalyani Publishers, New Delhi*

Web Sources:

1. www.ga.gov.au/scientific-topics/national-location
2. www.sfu.ca/hickin/mapshttp://www.psscive.nic.in/pdf
3. www.brighthubengineering.com
4. <https://www.topfreebooks.org/tag/remote-sensing>

SEMESTER - II

Allied - II: SOCIO-ECONOMIC AND CULTURAL GEOGRAPHY

Credits: 5

Hours: 6

Course Outcomes:

1. To know the concepts of Economic and Cultural Geography
2. To understand the various economic functions
3. To familiarize with different cultures in the World

Unit - 1

Agriculture: Geographic Factors Influencing Agriculture-World Agricultural Types – Farm Mechanization. **Forest Resources:** Lumbering - Sericulture-Classification of Forests - Problems of Deforestation - Forest Conservation and Management.

Unit - 2

Manufacturing Industries and World Trade: Classification of Industries - Factors influencing the Location of Industries - Major Industrial Regions of the World - Major Trading Zones and Trading Blocks, E-Trade and E-Commerce.

Unit - 3

Races and Evolution of Culture: Classification of Races (Caucasoid, Mongoloid, Negroid, Oceanic, American Indian) - Characteristics of Races - Evolution of Culture.

Unit - 4

Languages: Linguistic Classification (The Indo-European family, The Latin family, The Balto Slavic family, The Sino Tibetan family, the Semito- Hamitic family, The African family) - **Religion** (Christianity, Hinduism, Islam, Buddhism, Judaism, Jainism).

Unit - 5

Music & Dance: Types of Music (Classical Music, Indian and Western Music, Rock Music) Classical Dances of the World - Classical Dances of India.

Text Books:

1. *Goh Chen Leong, Gillianc Morgan (2009), "Human and Economic Geography", John Wiley and Sons, U.S.A.*
2. *Siddhartha, K (2010), "Economic Geography", Concept Publishing Company, New Delhi*

References Books:

1. *Jawaharlal Guha, (2009), "Economic Geography", Kalyani Publishers, New Delhi.*
2. *John H Dunning (2002), "Regions, Globalization and the Knowledge based Economy", Oxford University Press, United Kingdom.*
3. *Sharma, T.C (2010), "Economic and Commercial Geography", Concept Publishing Company.*

Web Sources:

1. www.springer.com/gp/book
2. www.emotionalgeography.com
3. www.nationalgeographic.org

SEMESTER - III

Inter-Disciplinary: FUNDAMENTALS OF GEOSPATIAL TECHNOLOGY

Credits: 3

Hours: 4

Course Outcomes:

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*

References 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 - III
Major: INDIAN GEOGRAPHY

Credits: 5

Hours: 5

Course Outcomes:

1. To know the fundamentals of Geography of India
2. To explore the interrelationship between Physical and Cultural Geography
3. To realize the growth of population and its implication

Unit -1

Physical Aspects: Physiographic Regions- Mechanism of Indian Monsoons and Rainfall Patterns - Climatic Regions - Natural Vegetation - Soil Types and their distribution - Drainage System.

Unit-2

Agriculture: Factors influencing Agriculture - Types of Agriculture - Green Revolution and its Implications - Significance of dry Farming - Concepts of White Revolution - Blue Revolution and Evergreen Revolution.

Unit -3

Resources: Land - Surface and Ground Water - Energy - Minerals - Biotic and Marine Resources. **Industry:** Industrial Regionalization - New industrial Policies - Characteristics of Special Economic Zones.

Unit -4

Transportation: Types of Roads - Railway Zones - Inland Waterways - Major Ports - Major Airports and Pipeline Networks. **Trade-** Volume of Foreign Trade, Problems related to slow Growth of Trade, Composition of Exports and Imports.

Unit- 5

Population: Growth, Distribution and Density of Population - Demographic Attributes (Sex-Ratio, Age Structure, Literacy Rate, Dependency Ratio) - Migration (Inter-Regional, Intra-Regional and International) - Population problems and Policies.

Text Books:

1. *Khullar, D.R (2011), "India: A Comprehensive Geography", Kalyani Publishers, New Delhi.*
2. *Majid Hussain, (2014), "Geography of India", McGraw Hill Publication, New Delhi.*

References Books:

1. *Peter Jackson and David Atkinson (2007), "Urban Planning in India", Rawat Publications, New Delhi.*
2. *Saxena, H.M (2016), "India and World Geography", Rawat Publications, New Delhi*
3. *Singh, R.L (1971), "India: A Regional Geography", National Geographical Society of India*

Web Sources:

1. www.mapsofindia.com
2. www.indiabook.com
3. <https://india.gov.in/indiaglance/profile>

SEMESTER - III

Major: COMMUNICATION AND PRESENTATION SKILLS - PRACTICAL - II

Credits: 5

Hours: 5

Course Outcomes:

1. To enhance communication and presentation skills
2. Conquer stage fright, nervousness and anxiety
3. How to employ visual aids
4. To organize the tour

Unit -1

Scientific Writing - Technical Writing - Magazine - Webpage - Newspaper - Format, Content and Design.

Unit-2

Tour Report Writing: One Day Tour Report – Five to Ten Days Tour Report - Report Purpose and Functionality.

Unit - 3

Designing and Content Organization: Brochure - Notice - Publicity - Advertisements - Flyers - Posters.

Unit -4

Communication Styles – Slide Presentation.

Unit - 5

Format of Letter Writing - E-Mail- Google and other Social Media Platforms.

- * **One Day Field Visit**
- * **Educational Study Tour**
- * **Students have to submit a bonafide practical record and observation note of their class exercises during the examination. A minimum of 75% of lab attendance is mandatory.**

Text Books:

1. **Ramesh Mishra, (2014), “Fundamental of Cartography”, Concept Publishing Company, New Delhi.**
2. **Sidhartha, K. and S. Mukherjee (2009), “Geography through Maps”, Kisalaya Publications Pvt. Limited, New Delhi.**

References Books:

1. **John Adair,& Neil Thomas(2003), “The Concise Adair on Communication and Presentation Skills”, Thorogood Publishing Ltd., London**
2. **Khan, M.Z.A (2001), “Text Book of Practical Geography”, Concept Publishing Company, New Delhi**
3. **Singh, R.L (2011), “Elements of Practical Geography”, Kalyani Publishers, New Delhi**

Web Sources:

1. <https://design.tudsplus.com/articles>
2. www.indrustables.com/id
3. <https://www.thebalance.com>
4. www.dmst.aueb

SEMESTER - III

Allied - III: HISTORY OF INDIA

Credits: 5

Hours: 6

Course Outcomes:

1. Learns the significance of Indus valley civilisation and various dynasties
2. Overall study of ancient , medieval and ancient history of India
3. To know about the British rule and important National Movement in India

Unit - 1

Prehistory - Indus Valley Civilization: Town Planning - Art & Craft - Important Sites: Harappa, Mohenjo - Daro, Kalibangan, Lothal - Fall of Civilization.

Unit - 2

Aryan Migration, Vedic Age, Jainism and Buddhism, Alexander's Invasion, Mauryan Empire: Chandra Gupta Maurya, Asoka – Sangam Age: Polity and Society – Gupta Age: Chandragupta I – Samudragupta – Harsha

Unit - 3

Arab Conquest of Sindh – Muhammad Ghori's Conquest - Establishment of Delhi Sultanate – Balban – Alauddin Khilji – Mohammed bin Tughlaq - Administration of Sultanate – The Vijayanagar Kingdom: Krishnadeva Raya - Foundation of Bahmini Kingdom.

Unit - 4

The Mughal Empire - Babar: Conquest and Establishment of the Empire; Akbar - Administration - Land Revenue - Mansabdari System; Aurangzeb: Military Campaigns – Internal Revolts - Wars with Rajputs and Marathas.

Unit - 5

Advent of Europeans - Missionary Impact: Education, Medicine – Consolidation of British Rule in India: Battle of Plassey - Social Reform Movement - Revolt of 1857 - The Indian National Congress: Moderates versus Extremists - Rowlatt Act - Jallianwallabagh Massacre – Gandhian Phase: Non-Cooperation Movement - Civil Disobedient Movement, Quit India Movement – Partition of India.

Text Books:

1. *Chandra, B (1998), "Modern India", Pitambar Publishing, New Delhi.*
2. *Chandra, S (2009), "Medieval India from Sultanate to the Mughals", Har Anand Publications, New Delhi.*

References Books:

1. *Fuste, & Mehta (1988), "Indian History and Culture", Pitambar Publishing, New Delhi.*
2. *Jackson, P (2000), "The Delhi Sultanate: A Political and Military History", Cambridge, New York*
3. *Jha, D.N. (2004), "Early India: A Concise History", Manohar Publishers, New Delhi*
4. *Sharma, S. R (2007), "Mughal Empire in India 1526-1761, Atlantic Publishers, New Delhi*

Web Sources:

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

SEMESTER - IV

Inter-Disciplinary: FUNDAMENTALS OF GEOSPATIAL TECHNOLOGY

Credits: 3

Hours: 4

Course Outcomes:

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*

References 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 - IV

Major: BASICS OF STATISTICS

Credits: 5

Hours: 5

Course Outcomes:

1. To learn concept and tools for working with data
2. To equip students with quantitative skills
3. Based on the acquired knowledge to interpret the meaning of the calculated statistical indicators

Unit - 1

Data Collection: Data – Data Types- Primary and Secondary Data - Classification and Tabulation of Data – Parts of tables-Types of Tables - Frequency Distribution: Histogram, Frequency Polygon, frequency curve and Ogive. Limitations of diagrams and graph.

Unit - 2

Measures of Central Tendency & Dispersion: Introduction, Arithmetic Mean, Median and Mode, Range, Quartile Deviation, Mean Deviation, Standard Deviation (Absolute and Relative Measures) and Lorenz Curve. Weighted arithmetic mean - Geometric mean and Harmonic mean.

Unit - 3

Correlation and Regression: Introduction, Types of Correlation- Karl Pearson's Coefficient of Correlation and Spearman's Rank Correlation, Scatter Diagram. Regression: Introduction, Regression Line and Regression Equation- Regression equation Y on X, Regression equation X on Y .Time series & Trend Estimation

Unit - 4

Sampling: Introduction and Types of Sampling – Probability Sampling and Non-Probability sampling- standard error and sampling distribution.

Unit - 5

Testing of Hypothesis - Small Sample - Chi square test, ANOVA Table, F Test & T Test – Large sample Z Test - Statistical application using computer Packages (Geography and Tourism) - Spreadsheet, Open Source Software

❖ **Pattern – 60 % Problems and 40% Theory**

Text Book:

1. *Gupta S.P. (2012), "Statistical Methods" Sultan Chand Publications, Chennai*

References Books:

1. *Gupta, (2005), "Business Statistics", Laxmi Publications, (P) Ltd, New Delhi.*
2. *Khan, M.Z.A (2001), "Text Book of Practical Geography", Concept Publishing Company, New Delhi.*
3. *Khandelwal, S.K (2011), "Business Statistics", International Book House Pvt. Ltd. New Delhi.*
4. *Tubian, P. C. and Vishal Pandey (2009), "Quantitative Techniques: Theory and Problems", Pearson Edition.*

Web Sources:

1. [https://statistics.laerd.com/measures-central-tendency.](https://statistics.laerd.com/measures-central-tendency)
2. www.statisticssolutions.com/correlation-pearson-kendall-spearman
3. www.statisticallysignificantconsulting.com/statistical-tests.html

SEMESTER - IV

Major: TOURISM MAPPING TECHNIQUES – PRACTICAL-III

Credits: 5

Hours: 5

Course Outcomes:

1. To know the various Tour Destinations
2. To know various skills to interpret the importance of Tourism Spots
3. To Map various tour spots in Tamil Nadu and India

Unit - 1

Interpretation: Indian Toposheet and Tourist Map.

Unit - 2

Collection of Data- Types of Data - Classification of Data, Tabulation of Data, and Analysis of Data.

Unit - 3

Digital Mapping and Data Capture: Scanning Maps, Digitization, Creating Layers and Themes, Merging Attribute Data, Overlay, and Map Layout, Print.

Unit - 4

Thematic Maps for Attractions: Adventure - Trekking, Sailing, Hiking Trails, Mountaineering, Ballooning, Camping Maps, Ecotourism, Sanctuaries, Museum, Pilgrimage Centre.

Unit - 5

Using Maps: Heritage Centre, Recreation, Music, Dance, Fairs and Festivals, Cuisine, Hotels, Resorts, Beaches, Hill Stations, Shopping Centre, and Health Services.

- * Students have to submit a bonafide practical record and observation note of their class exercises during the examination. A minimum of 75% of lab attendance is mandatory.

Text Books:

1. *Sidhartha, K. and S. Mukherjee (2009), "Geography through Maps", Kisalaya Publications Pvt. Limited, New Delhi.*
2. *Singh, R.L (2011), "Elements of Practical Geography", Kalyani Publishers, New Delhi.*

References Books:

1. *Ambujam & Anantharaman, (2011), "Temples of Western India", Westland Ltd., Chennai.*
2. *PijushKantiSaha & ParthaBasu, (2010), "Advanced Practical Geography" Publisher Books & Allied (p) Ltd. Kolkata.*

Web Sources:

1. www.tamilnadutourism.org
2. <https://www.tourmyindia.com>
3. <https://www.topfreebooks.org/tag/remote-sensing>
4. www.transindiatravels.com

SEMESTER - IV
Allied - IV: CULTURAL HERITAGE OF INDIA

Credits: 5

Hours: 6

Course Outcomes:

- 1. Learn about the various schools of temple architecture of India**
- 2. Learn about the influence of Turks, Persians and Europeans in Indian Architecture**

Unit - 1

Mauryan Art - Stupas- Pillars - Caves – Post-Mauryan Art -Amaravati School of Art, Gandhara School of Art, Mathura School of Art.

Unit - 2

Schools of Temple Architecture: Gupta Art -Pallava Art -Chalukyan Art - Hoysala Art - Chandela Art -Vijayanagara Art - Rajasthan Art(Temples) -Rashtrakuta Art - Chola Art - Nayak Art.

Unit - 3

Indo-Islamic Art and Architecture: Features of Islamic Art - Important Monuments of Delhi Sultan: Quwwat-Ul-Islam Masjid, QutubMinar, QadamRasool Mosque, Alai Darwaza, Siri Fort.

Unit - 4

Mughal Architecture - Agra Fort, Delhi Fort, Humayun's Tomb, FatehpurSikri, TajMahal
Post-Mughal Architecture - Punjab Style - Golden Temple; Rajput Art and Paintings.

Unit - 5

European Influence on Indian Art - The Portuguese Influence: Churches of Goa - The Danish Influence: Tranquebar - French Influence: Churches in Pondicherry - The British Influence - Indo-Saracenic Style.

Text Books:

- 1. Fuste, & Mehta (1988), "Indian History and Culture", Pitambar Publishing, New Delhi.**
- 2. Nagaswamy, R (2003), "Facets of South Indian Art and Architecture", Aryan Books International, New Delhi.**

References Books:

- 1. Brown, and Percy, (2010), "Indian Architecture (Buddhist and Hindu Period)", New Delhi.**
- 2. Irfan Jameel Dhar, (1988), "Art and Architecture in Delhi Sultanate", Pitambar Publishing, New Delhi.**
- 3. Tomory Edith, (2002), "A History of Fine Art in India and West", Orient Longman, Chennai.**

Web Sources:

- 1. <http://www.templenet.com/temparc.html>**
- 2. <http://www.ncert.nic.in/ncerts/l/kefa106.pdf>**
- 3. <http://officersiasacademy.blogspot.in/2016/02/temple-architecture-and-sculpture-part1.html>**
- 4. <http://officersiasacademy.blogspot.in/2016/02/indo-islamic-arc-p-1.html>**

SEMESTER –V

Credits: 3 General Elective: BASIC PRINCIPLES OF TOURISM Hours: 4

Course Outcomes:

1. To understand different forms of Tourism
2. Learn the various travel documents for travel abroad
3. To know the various tourism Products of India
4. To know about the basics of Itinerary Planning

Unit - 1

Tourism Concepts: Definition of Tourism - Traveller – Tourist - Excursionist. Travel Motivations - Push and Pull Motivational factors of Tourism. Basic Components of Tourism - Transport, Attraction, Accommodation. Elements of Tourism: Pleasing weather – Amenities – Accessibility - Historical and Cultural factors.

Unit - 2

Types and Forms of Tourism - Definition: Domestic and International Tourism - Long Haul and Short Haul Tourism – Leisure Tourism – Pilgrimage Tourism. Special Interest Tourism: Adventure Tourism - Eco-Tourism - Cultural Tourism - Desert Tourism - Agro Tourism - Culinary Tourism – Medical Tourism - Sustainable Tourism

Unit - 3

Travel Agency & Tour Operations - Meaning of Travel Agent and Tour Operator -Types of Travel Agency- Roles of Large Travel Agent - Characteristics of a Professional Travel Agent, Types of Tour Operator-Inbound, Outbound, Domestic, Ground and Specialized. Diversified Role of Tour Operators - Principles of Itinerary Planning - Resources for Planning Itineraries– Guidelines for Itinerary Preparation.

Unit - 4

Travel Documents – Passport – VISA - Health Certificates- Tax- Customs – Currency - Travel Insurance-Role of information technology in the tourism related services - Computerised Reservation System (CRS) and Global Distribution System (GDS).

Unit - 5

Overview of Cabin Crew Functions- Role of DGCA on cabin attendant’s job functions - Cabin Crew Functions – Duties and Responsibilities - Special Services Handled on Board by Cabin Attendants

Text Book:

1. **Bhatia, A.K (2016)**, “*Tourism Management*”, Sterling Publications, New Delhi.

References Books:

1. **Bhatia, A.K (2014)**, “*The Business of Travel Agency & Tour Operations Management*”, Sterling Publications, New Delhi.
2. **Marc Mancini, (2000)**, “*Conducting Tours: A Practical Guide*”, Cengage Learning Publications, New Zealand.
3. **Negi, J (2004)**, “*Travel Agency and Tour Operation, Concepts and Principals*”, Kaniksha Publishers, New Delhi.
4. **PranNath Seth, (2008)**, “*Successful Tourism Management: Fundamentals of Tourism*”, Sterling Publications, New Delhi.
5. **Thandavan, R. and Revathy, G (2006)**, “*Tourism Product*”, Dominant Publishers, New Delhi.

Web Sources:

1. https://www.academia.edu/14264572/Basic_Concept_on_Tourism
2. <http://bieap.gov.in/Pdf/TTPaperIIYR2.pdf>
3. <http://recreation-tourism.blogspot.in/2011/08/tourism-product.html>

SEMESTER –V

Major: WORLD REGIONAL GEOGRAPHY

Credits: 5

Hours: 6

Course Outcomes:

1. To get an overview of the physiography of different Continents
2. To understand the distribution of resources in various Countries
3. To know the contemporary issues in World Geography

Unit - 1

Asia: Terrain Pattern, Drainage, Climate, Natural Vegetation, Soils, Spatial Distribution of Population and Economic Base (Agriculture, Industry, Trade and Commerce) of the Continent in General - Regional Studies of South, South East, East, Middle East and Central Asia.

Unit - 2

Europe: Terrain Pattern, Drainage, Climate, Natural Vegetation, Soils, Spatial Distribution of Population and Economic Base (Agriculture, Industry, Trade and Commerce) of the Continent of Europe. Regional Studies of British Isles, New South Wales, North Ireland, European Union, Eastern Europe, Mediterranean Realm.

Unit - 3

North & South America: Terrain Pattern, Drainage, Climate, Natural Vegetation, Soils, Spatial Distribution of Population and Economic Base (Agriculture, Industry, Trade and Commerce) of the Continents - Regional Studies of the USA, Canada, Latin America, Brazil, Chile and Peru and Argentina.

Unit - 4

Africa: Terrain Pattern, Drainage, Climate, Natural Vegetation, Soils, Spatial Distribution of Population and Economic Base (Agriculture, Industry, Trade and Commerce) of the Continent - Regional Studies of North Africa, Sub-Sahara and Southern Africa.

Unit - 5

Australia and Oceania: Land (Great Australian Desert, Great Barrier Reef, Uluru, Great Dividing Range), Climate, Spatial Distribution of Population and Economic Base (Agriculture, Industry, Trade and Commerce). Regional Studies of Australia, New Zealand, Polynesia, Micronesia and Antarctica; Contemporary Issues in World Geography: Globalization, W.T.O. and World Summit, UN Environment Programmes (UNEP) and UN Development Programmes.

Text Books:

1. *Majid Husain (2016), "World Geography", MK Books India.*
2. *Siddhartha, K & S. Mukherjee (2001), "Geography through Maps", Kisalaya, New Delhi*

References Books:

1. *Cole. J (1996), "A Geography of the World's Major Regions", Routledge, London.*
2. *Jackson R.H. and Hudman, L.E (1991), "World Regional Geography", John Wiley, Newyork.*
3. *Richard G. Boehm (1996), "World Geography", McGraw-Hill/Glencoe.*
4. *Subhah Mehtani & Amarjit Sinha (2010), "Geography of the World". Commonwealth Publishers Pvt. Ltd. New Delhi.*
5. *Ward P.W. and Miller, A (1989), "World Regional Geography", John Wiley, New York.*

Web Sources:

1. <https://geographyeducation.org>
2. <https://www.roughguides.com/destinations/asia>
3. <https://www.roughguides.com/country/australia>

SEMESTER –V

Major: PRINCIPLES OF HUMAN GEOGRAPHY

Credits: 5

Hours: 5

Course Outcomes:

1. To know the concepts of Human Geography
2. To understand the various functions of Settlements
3. To realize the growth of population and its impacts

Unit - 1

Perspectives in Human Geography: Man and Environment -Ecosystem - Interaction with Environment - Determinism, Possibilism, Probabilism and Humanism.

Unit - 2

Population Geography: Growth and distribution of World Population - Factors influencing the Distribution of World Population - Demographic attributes of developed/ developing and Third World Countries - Concepts of Over-Under-and Optimum Population - World Population Problems and Policies - Population Theories (Concepts of Malthus and Demographic Transition Model).

Unit - 3

Migration and Theories of Population: Causes and Consequences of Migration - Pattern of Migration (Rural to Rural, Rural to Urban, Urban to Urban, Urban to Rural); Recent International Migration - Migration Theories (Lee's Model and Zelinsky's Mobility Transition Model)

Unit - 4

Settlement Geography: Classification of Settlements - Patterns and Functions of Rural Settlements - Hierarchy of Urban Settlements - Urban Morphology- Morphology of Indian Cities.

Unit - 5

Urban Geography: Functional Classification of Towns - CBD -Spheres of Urban Influence - Rural Urban Fringe-Central Place Theory-Primate City Concept - Urban Sprawl - Satellite Towns - Problems of Urbanization.

Text Books:

1. Chandana, (2008), "Population Geography", Kalyani Publications, New Delhi.
2. Majid Hussain, (2002), "Human Geography", Rawat Publications, New Delhi.

References Books:

1. Erin, H and Alexander B. Murphy (2012), "Human Geography", Wiley and Sons, U.S.A.
2. Siddharatha. K. and S. Mukherjee (2001), "Cities Urbanisation and Urban System", Kisalaya Publications, New Delhi.
3. Singh, R.Y (2000), "Geography of Settlements" Rawat Publications, New Delhi.

Web Sources:

1. www.geography.learnonthenet.com
2. www.prb.org/urbanization
3. www.zeepedia.com

SEMESTER –V

Major: FUNDAMENTALS OF HOSPITALITY MANAGEMENT

Credits: 5

Hours: 6

Course Outcomes:

1. Learn the basic concept of hospitality industry
2. Learn the latest trend of network in hospitality industry
3. To understand the functions of different units in the Hotel Industry

Unit - 1

Definition of Hotel - Scope of Hospitality Industry - Evolution of Hotel Industry-Hotel Chains-Classification of Hotels-Based on Location, Number of Rooms, Ownership, Pricing Plan, Types of Clientele, Length of Guest Stay, Facilities offered - other Lodging Innovations-Star Rating System.

Unit - 2

Hotel Organization: Luxury Hotel Structure and Small Hotel Structure-Major Department and Organization Chart of Hotel, Functions of various Departments in Hotel.

Unit - 3

Basic Functions of Front Office - Various Sections in Front Office - Social Skills required for Receptionist- Room Plans- Types of Rooms-Sources of Reservation - Various Mode of Reservation.

Unit - 4

Hospitality: Lodging, Food & Beverage, Restaurant, Room Reservation - Registration- Allotment of Rooms - Guest Arrival Procedure - Scanty Baggage Procedure - Guest Departure Procedure - Bill Settlement - Handling Guest Mail and Message - Left Baggage - Handling Complaint.

Unit - 5

Trends in Hospitality Industry – Case Study of Major Hotel Chains in India – Taj, Oberoi, ITC Welcome 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. *Saurabh Dixit, (2012), "Introduction to Tourism and Hospitality Management", APH Publishing House, New Delhi.*
2. *Sudhir Andrew, (2007), "Introduction to Tourism and Hospitality Industry", Tata Mc. Graw Hill Publishing Company, New Delhi*

References Books:

1. *Jagmohan Negi. Gaurav. M.J. and Suniti (2011), "Housekeeping Operations and Management Procedure and Techniques", Kanishka Publishers, New Delhi.*
2. *Sudhir Andrew, (2007), "Hotel Housekeeping Operations", Tata Mc. Graw-Hill Publishing Company, New Delhi.*
3. *Sudhir Andrew, (2007), "Hotel Front Office Operations", Tata Mc. Graw-Hill Publishing Company, New Delhi.*

Web Sources:

1. <http://infoanil.blogspot.in/2015/12/introduction-to-various-departments-of.html>
2. <http://setupmyhotel.com/job-description-for-hotels/front-office/324-guest-relation.html>
3. http://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/nss-curriculum/tourism-and-hospitality-studies/Introduction_to_Hospitality_Eng.pdf

SEMESTER –V
Major: TOURISM MARKETING

Credits: 5

Hours: 5

Course Outcomes:

- 1. Learn the concepts of Marketing**
- 2. To know about the marketing strategies carried out by the tourism services**

Unit - 1

Marketing - Core Concepts in Marketing – Product Market - Marketing in Tourism - Tourism Market -Special Features of Tourism Marketing – Destination Branding - Internet Marketing: Direct Email Marketing, Banner Ad, Travel Blog.

Unit - 2

Tourist Behaviour -Factors influencing Tourist behaviour – Allocentric and Psychocentric Tourist - Tourist Buying Process -Organizational Buyer Behaviour - Global Trends in Tourist behaviour.

Unit - 3

Tourism Market Segmentation - Marketing Segmentation - Geographic, Demographic and Psychographic Segmentation; Growing Market Segments - Trade Fairs: National and International

Unit - 4

Marketing Mix in Tourism - Concepts of Marketing Mix-Extended Marketing Mix-Marketing Communication - Advertising, Public Relations, Sales Promotion & Publicity – Service Marketing.

Unit - 5

Marketing Research - Marketing Research - Categories of Applied Research in Tourism - Stages in the Research Process - Research Methodology - Sampling- Common Research Errors - Limitations of Marketing Research.

Text Books:

- 1. Kotler P. et. al.,(2017), “Marketing for Hospitality and Tourism” Pearson, England**
- 2. Barkat A M A (2015), “Travel and Tourism Management” PHI Learning Private Limited, Delhi**
- 3. Dasgupta D (2010), “Tourism Marketing”, Pearson, Chennai**

References Books:

- 1. Chaudhary, M (2010), “Tourism Marketing”, Oxford University Press, New Delhi.**
- 2. Christopher Holloway, J (2004), “Marketing for Tourism”, Prentice Hall, England.**
- 3. Hudson, S (2007), “Tourism and Hospitality Marketing: A Global Perspective”, Sage Publications, New Delhi.**
- 4. Middleton, V. and Clarke, J (2001), “Marketing in Travel and Tourism”, Butterworth-Heinemann, New Delhi.**
- 5. Neelamegham, S (1998), “Marketing in India: Cases and Readings”, Vikas Publications, New Delhi.**

Web Sources:

- 1. <http://booksite.elsevier.com/samplechapters/9780750644716/9780750644716.PDF>**
- 2. <http://www3.ekf.tuke.sk/cers/files/zbornik2014/PDF/Misunova.pdf>**
- 3. <http://www.worldtourismdirectory.com>**

SEMESTER –V

Major: TRAVEL FORMS AND AIRLINES TICKETING – PRACTICAL - IV

Credits: 3

Hours: 4

Course Outcomes:

1. To know about the basics of Travel Formalities
2. To understand the concepts of IATA Geography and Global Indicators for Air Ticketing
3. Understand various travel documents required for international tour

Unit - 1

Travel Formalities – Passport- Types of Passport- Visa-Types of Visa- Check List for obtaining Travel Documents- Health Certificates - Immunization – Taxes-Customs - Travel Insurance- Insurance Claim.

Unit - 2

IATA Geography - IATA Traffic Conferences - IATA Three-letter City Codes - Airport Codes-Airline Codes -World Time Zones - Elapsed Time - International Date Line

Unit - 3

IATA Global Indicators - Types of Journey - One Way, Round Trip, Circle Trip, Open Jaw-Origin Open Jaw, Turnaround Open Jaw and Double Open Jaw journey - Airport Formalities, Boarding Procedures and Baggage Concept.

Unit - 4

Fare Construction and Calculation - One Way through Fare Construction – Round Trip and Circle Trip Fare Construction-Normal Fare and Special Fare Calculation.

Unit-5

E – Ticket: Electronic Ticket - Data Elements - Coupon Status Indicator Codes – Smart Cards – Electronic Miscellaneous Document (EMD).

Text Book:

1. *IATA, (2014), “Foundation in Travel and Tourism Course Textbook - 1” Montreal. Travel Information Manual.*

References Books:

1. *Bhatia, A.K (2014), “The Business of Travel Agency & Tour Operations Management”, Sterling Publications, New Delhi.*
2. *Deepa Garg, (2009), “Travel Agency & Ticketing”, Mohit Publications, New Delhi.*
3. *Negi, J (2005), “Air Travel Ticketing and Fare Construction”, Kanishka Publications New Delhi.*

Web Sources:

1. www.iatatravelcentre.com
2. www.iata.o

SEMESTER -VI
Major: GEOINFORMATICS

Credits: 5

Hours: 6

Course Outcomes:

- 1. To know the concepts of Remote Sensing and GIS**
- 2. To explore the interrelationship between Geography and Geoinformatics**
- 3. To know the applications of Geoinformatics**

Unit - 1

GIS: - Evolution of GIS - Components of GIS - Spatial and Non-Spatial Data - Spatial Data Model (Raster and Vector).

Unit - 2

Remote Sensing: Types of Remote Sensing - Components of Remote Sensing - Platform and Sensors - Concepts of Remote Sensing – Marginal Information of Satellite Images.

Unit - 3

Aerial Photograph: Types of Aerial Photographs - Basic Elements of Image Interpretation - Marginal Information of Aerial Photos – Comparison of Aerial Photo and Satellite Image.

Unit - 4

GNSS & GPS: GPS - Basic functions of GPS – Types of GPS - GNSS – Basic functions of GNSS – Comparison of GPS and GNSS.

Unit - 5

Applications: Remote Sensing - Geographical Information System and GPS.

❖ Institutional / Industrial Visit

Text Books:

- 1. Burrough, P. A (1998), “Geographical Information System”, Oxford University Press, London.**
- 2. Ian Heywood, (1998), “An Introduction to Geographical Information System”, Longman, London.**

References Books:

- 1. Clarke, (2001), “Getting Started with Geographical Information System”, Prentice Hall, New Jersey.**
- 2. Faser Taylor, D. R (1997), “Geographical Information System”, Pergamen Press, Oxford, London.**
- 3. Siddique, M. A (2006), “Introduction to Geographical Information System”, Sharda Pustak Bhawan, Allahabad.**

Web Sources:

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

SEMESTER -VI
Major: GEOGRAPHY AND PLANNING

Credits: 5

Hours: 6

Course Outcomes:

1. To know the scope and importance of geography in planning
2. To know the types of plans in India
3. To understand various fields in planning and the job prospects

Unit - 1

Geography and Planning Scope and importance of Geography in Planning; contribution of Geography in planning and decision making; Use of Various Geographic tools in Planning (Surveying, Mapping, Population projections and Geoinformatics). Benefits of Planning; Human values in Planning

Unit - 2

Components of Planning: Basic concepts of Urban and Regional Planning, Housing and Community Planning, Infrastructure Planning (Planning for Utilities and Services), Traffic and Transportation Planning, Ecology and Environmental Planning, Land use and spatial Strategy Planning, Landscape Planning and Real Estate Planning and RERA.

Unit - 3

Hierarchy and Types of Plans: Hierarchy and types of plans for urban and rural development – Master Plan, Zonal Plan, Sub-Zonal Plan, Local Area Plan, Sector Plan and Neighbourhood Plan: Statutory requirements for various plans. Case studies of some planned Indian cities: Chandigarh, NOIDA, (Navi) Mumbai, Jaipur, Chennai (KK Nagar), Auroville (Pondicherry)

Unit - 4

Governance in Planning: Role of Central Government, Planning Commission, NITI Aayog, State Governments and Local bodies in India; District Planning Committees and Metropolitan Planning Committees, State Urban Development Authorities of India, DTCP and other organizations.

Unit - 5

Job Prospects: Job Prospects for Geographers in the area of Planning – Government, Non-Government and Private Organizations. Basic and Advanced studies in Planning.

Text Books:

1. *Puri, V.K & Mahesh Chand (1963), "Regional Planning in India", Allied Publishers.*
2. *Samir M. A. Hussain (1996), "Introduction to Regional Planning", University of Khartoum*

References Books:

1. *John Glasson and Tim Marshall (2008), "Urban and Regional Planning", Routledge, New York.*
2. *Thomas Walter Freeman (1974), "Geography and planning", Hutchinson.*
3. *TCPO (1996), "Urban and regional planning and Development in India", TCPO, New Delhi.*

Web Sources:

1. <http://www.guilford.com/browse/geography/urban-geography-planning>
2. www.planindia.org
3. une.au.libguides.com/geoplan/books

SEMESTER -VI

Major: ECOTOURISM PRINCIPLES AND PRACTICES

Credits: 5

Hours: 6

Course Outcomes:

1. Learn the basics of Ecotourism
2. To know about the Ecotourism venues in India
3. Learn the social-cultural aspects of ecotourism

Unit - 1

Introduction to Ecotourism: Objectives – Eco Tourism Concept - Principles, Guidelines for Nature Tour operators - Stake holders in Ecotourism: Travel agents, Tourists, Role of Ministry of Environment and Forests, Ministry of Tourism and Culture, Forest departments, Ethnic communities, Hospitality Industry.

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.

Unit - 3

Ecotourism Planning and Development: Guidelines for ecotourism by the Ministry of Environment and Forests, Obtaining official permits, Use of information technology, developing blogs and websites related to Ecotourism, Financial and Human resources.

Unit - 4

Socio-Cultural aspects: Code of conduct and Ecotourism ethics, Tourist behavioral pattern and ethnic communities. Major tribal communities in India. Ethnic food and ethnic products. Knowledge of following Tribal communities in Tamil Nadu: Malayali, Toda, kurumba, Paniya, Irular and Kattunayakkan.

Unit - 5

Selected Case Studies: Periyar tiger reserve, Pichavaram, Eravikulam National Park, Kaziranga National Park, Anaimalai, Point Calimere Wildlife and Bird Sanctuary.

❖ Educational Tour to Eco-Tourism Destination

Text Book:

1. *Kulwant Singh Pathania (2008), "Ecotourism", Regal Publications.*

References Books:

1. *BidhanKantiDas (2017), "Rethinking Tribe in Indian Context: Realities, Issues & Challenges", Rawat Publishers.*
2. *LalitaSharm. (2001), "Introduction to Ecotourism", Centrum Press*
3. *RatandeepSingh (2003), "Indian Ecotourism", Kanishka Publishers*
4. *Seema Bhat (2011), "Ecotourism development in India", Foundation Books*

Web sources:

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

SEMESTER -VI

Major: AIR CARGO MANAGEMENT- PRACTICAL - V

Credits: 5

Hours: 6

Course Outcomes:

1. To know the concepts of Logistics
2. To understand the operations of Air Cargo Agent
3. To develop the skill of preparing Airway Bill

Unit - 1

Concept of Logistics – Role of ICAO - IATA Cargo Agent- Cargo Account Settlement Systems (CASS) – Import and Export Operations of CASS.

Unit - 2

Air Freight Forwarder /Consolidator– Consolidator’s Services and Rate Structure – Break Bulk Agent’s Duties – Documents required for air Transportation: Air waybill & Master Air waybill – Labelling.

Unit - 3

Air Cargo Agent Operations – Shipment Preparation - Documentation – Clearance Procedure - Cargo in Bond - Bonded Warehouse - Trucking Services - Packing Services - Dangerous Goods and Live Animal Covering Regulations - Liability in Air Transportation.

Unit - 4

Types of Cargo – Loading and Unloading Cargo – Equipment used to Transport Cargo – Export and Import Handling System of Cargo – Particulars of Air waybill - Functions of Air waybill.

Unit - 5

Air Cargo Rates and Charges: Chargeable Weight, Gross Weight, Volume Weight – Types of Rates and Charges: Special Commodity Rate, General Cargo Rate – Class Rates of Commodity - General Rules of Cargo Rates and Charges.

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

Text Books:

1. *Agrawal, D.K (2003), “Textbook of Logistics and Supply Chain Management”, Mac-Millan India Ltd., New Delhi.*
2. *IATA. , “International Air Cargo Management Module”.*

References Books:

1. *Christopher, M (2011), “Logistics & Supply Chain Management, 4th Ed. (Financial Time Series)”, FT Press, U.K.*
2. *Donald Waters., “Logistics: An Introduction to Supply Chain Management”.*
3. *Raghuram, G. & N. Rangaraj (2011), “Logistics and Supply Chain Management - Cases and Concepts”, Mac-Millan India Ltd., New Delhi.*
4. *Shah, J (2009), “Supply Chain Management: Text and Cases, 1st Edition”, Pearson, New Delhi.*

Web Sources:

1. http://www.customgl.com/pdf/AIR_CARGO_BASICS.pdf
2. <http://www.iata.org/training/subject-areas/Pages/cargo.aspx>
3. <http://blog.chrobinson.com/freight-services/air-freight-basics-global-supply-chain>

SEMESTER -VI

MAJOR: TOURISM IMPACTS AND DISASTER MANAGEMENT

Credits: 5

Hours: 6

Course Outcomes:

1. Learn about the impacts of tourism and know the ways to mitigate
2. To learn about the measures to promote sustainable tourism.
3. To understand the positive and negative impact of tourism in the destination.

Unit – 1

Economic and Social Impacts: Tourism and Economic Significance - Multiplier Effect - Potential Problems in Tourism based Economies - Leakages, Inflationary effect, Over-Dependency in Tourism. Tourism and Community Development - Elements of Culture to Attract Tourist -Demonstration Effect - Commodification of Culture- Doxey's Index of Tourist Irritation.

Unit - 2

Environmental Impacts: Impact of Coastal Tourism, Mountain Tourism, Wildlife Tourism - Case Study of Unplanned Tourism Development - Tourist Product Life Cycle- Carrying Capacity and Sustainability - Definition of Carrying Capacity - Types of Carrying Capacity - Factors Affecting Carrying Capacity - Sustainable Tourism: Definition - Principles of Sustainable Tourism - Case Study of Successful Tourism Destination.

Unit - 3

Understanding Disaster: Concept of disaster – natural and man-made hazards – characteristics and damage potential of natural hazards –dimensions of vulnerability – vulnerability assessment.

Unit - 4

Disaster management mechanism: Concepts of risk management and crisis management - Disaster management cycle - Response and Recovery - Development, Prevention, Mitigation and Preparedness planning for relief.

Unit - 5

Planning for disaster management: Strategies for disaster management planning- Steps for formulating a disaster risk reduction plan - Disaster management Act and Policy in India - Organizational structure for disaster management in India - Preparation of state and district disaster management plans.

Text Book:

1. **Mason, P (2016)**, *“Tourism Impacts, Planning and Management”*, Routledge, New York.
2. **Carter, W. N (1991)**, *“Disaster Management: A Disaster Management Handbook”*, Asian Development Bank, Bangkok.

References Books:

1. **Bhatia, A.K (2014)**, *“Tourism Development- Principles & Practices”*, Sterling Publications, New Delhi.
2. **Prerna Kaushal, & Shashi Prabha Sharma (2011)**, *“Ecological and Environmental Impact of Tourism”*, Kanishka Publishers, New Delhi.
3. **Chakrabarty, U. K (2007)**, *“Industrial Disaster Management and Emergency Response”*, Asian Books Pvt. Ltd., New Delhi.

Web Sources:

1. http://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/nss-curriculum/tourism-and-hospitality-studies/cTourism_English_19_June.pdf
2. <http://unesdoc.unesco.org/images/0012/001216/121600eo.pdf>
3. http://tourism_and_sustainabilitybook.pdf

Optional Paper: EVENT MANAGEMENT

Credits: 5

Hours: 6

Course Outcomes:

1. To know the audience and market 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 Book:

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

References Books:

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

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>

MADRAS CHRISTIAN COLLEGE (AUTONOMOUS)
DEPARTMENT OF GEOGRAPHY, TOURISM AND TRAVEL MANAGEMENT
SELF-FINANCED STREAM – SHIFT - II
TAMBARAM EAST, CHENNAI – 600 059



NEW SYLLABUS
(Effect from 2019 onwards)

B.Voc (HOSPITALITY AND TOURISM)

B.Voc Hospitality and Tourism

PAPER	GC/ SC	SUBJECT	MARKS			CREDITS	T/P	HOURS/ WEEK	HOURS/ SEMESTER
			CA	ESE	TOTAL				
SEMESTER I									
Part I	GC	Language I	25	75	100	4	T	4	60
Part II	GC	English I	25	75	100	4	T	4	60
Part III (1)	GC	General Course / BT/AT *	25	75	100	2	T	2	30
Part III (2)	GC	Value Education I	25	75	100	2	T	2	30
Part IV Major-I	SC	Fundamentals of Tourism	25	75	100	6	T/P	6	90
Part IV Major- II	SC	Introduction to Hospitality Industry	25	75	100	6	T/P	6	90
Part IV Allied-I	SC	Mapping Techniques for Tourism -I	40	60	100	5	P	6	90

SEMESTER II									
Part I	GC	Language II	25	75	100	4	T	4	60
Part II	GC	English II	25	75	100	4	T	4	60
Part III (1)	GC	General Course / BT/AT *	25	75	100	2	T	2	30
Part III (2)	GC	Value Education II	25	75	100	2	T	2	30
Extension Activities	GC	NSS/NCC/Sports/Scrub Society	-	-	-	1	-	-	-
Part IV Major-III	SC	Front Office Management	25	75	100	6	T/P	6	90
Part IV Major- IV	SC	Travel Agency and Tour Operation Business	25	75	100	6	T/P	6	90
Part IV Allied-II	SC	Mapping Techniques for Tourism -II	40	60	100	5	P	6	90

SEMESTER III									
Part I	GC	Language III	25	75	100	4	T	4	60
Part II	GC	English III	25	75	100	4	T	4	60
Part III (3) EVS	GC	Environmental Studies	25	75	100	2	T	4	60
Part IV Major-V	SC	Heritage of India	25	75	100	6	T/P	6	75
Part IV Major- VI	SC	Housekeeping Management	25	75	100	6	T/P	6	75
Part IV Allied-III	SC	Guiding and Interpretation for Tourism	40	60	100	5	P	6	90

SEMESTER IV									
Part I	GC	Language IV	25	75	100	4	T	4	60
Part II	GC	English IV	25	75	100	4	T	4	60
Part III (4) SS	GC	Soft Skills I	40	60	100	6	P	4	60
Part IV Major-VII	SC	Tour Packaging, Planning and Costing	25	75	100	6	T/P	6	75
Part IV Major- VIII	SC	Indian Art and Architecture	25	75	100	6	T/P	6	75
Part IV Allied-IV	SC	Food Production	40	60	100	5	P	6	90

SEMESTER V									
Part III (4) SS	GC	Soft Skills II	40	60	100	6	P	6	90
Part IV Major IX	SC	Aviation and Air Cargo Management	40	60	100	6	P	6	60
Part IV Major X	SC	Eco Tourism and Sustainability	25	75	100	6	T/P	6	60
Part IV Major-XI	SC	IT Trends and E Tourism	40	60	100	6	P	6	90
Part IV Major XII	SC	Food and Beverage	40	60	100	6	P	6	90

SEMESTER VI									
Part IV Major XII	SC	Logistics Management	25	75	100	6	T/P	6	90
Part IV Major XIV	SC	Entrepreneurship	25	75	100	6	T/P	6	90
Part IV Major XV	SC	Event Management	25	75	100	6	P	6	90
Part IV Project / Internship	SC	Internship (Students to gain hands on Experience in logistics, Tourism Sectors and Hotel Management) submit a Report With the Certificate from the Industry	20	80	100	15	P	12 hours	180
		Total				180			

❖ General Course Papers – List of Papers (Non Major Elective)

1. Basics of Tourism
2. Tourism Products of India
3. Effective Map Reading
4. Fundamentals of Geospatial Technology
5. Medical Tourism

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", Kishalaya 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”, Kanishkha 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, Califronia.*

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: **BASICS 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**

**MADRAS CHRISTIAN COLLEGE (AUTONOMOUS)
DEPARTMENT OF GEOGRAPHY, TOURISM AND TRAVEL MANAGEMENT
SELF-FINANCED STREAM – SHIFT - II
TAMBARAM EAST, CHENNAI – 600 059**



**NEW SYLLABUS
(Effect from 2021 onwards)**

B.Sc (HOSPITALITY AND TOURISM)

MADRAS CHRISTIAN COLLEGE

CHOICE BASED CREDIT SYSTEM - CBCS

Bachelor of Science (Hospitality and Tourism) Three Years
Under the Faculty of Geography, Tourism and Travel Management (Shift II)

REGULATIONS AND SYLLABUS
(effective from the academic year 2021 - 2022)

OBJECTIVE

The main objectives of the program are as follows:

1. To develop the conceptual and practical skills of the students aimed at the intellectual pursuit of knowledge.
2. To ensure that the graduates of higher education system have adequate knowledge and skills for Hospitality and Tourism Industry
3. To incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well-groomed graduate.
4. To embed the competencies required for specific job roles in the higher education system for creating employable.
5. To enable the graduates completing B.Sc. Hospitality and Tourism to make a meaningful participation in pioneering efforts of offering an education relevant to the needs of the society.

DURATION

- (i) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters and the third academic year the fifth and sixth semesters respectively.
- (ii) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working 'days for each semester.

ELIGIBILITY FOR ADMISSION

Candidates for admission to the first year of the Degree of Bachelor of Science in Hospitality and Tourism shall be required to have passed the Higher Secondary Examinations [Regular Academic Stream (10+2)] conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras.

ELIGIBILITY FOR THE AWARD OF DEGREE

A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed earning 150 credits and also fulfilled the such conditions as have been prescribed thereof.

COURSE OF STUDY (As Per TANSICHE Guidelines)

The main Subject of Study for Bachelor Degree Course shall consist of the following.

PART – I TAMIL/OTHER LANGUAGES

PART – II ENGLISH

PART – III CORE SUBJECTS

ALLIED SUBJECTS

PART – IV

- a) Those who have not studied Tamil up to XII Std. and taken a Non-Tamil language under Part – I shall take Tamil comprising of two courses (level will be at VI Standard)
- b) Those who have studied Tamil up to XII std. and taken a Non-Tamil language under Part – I shall take Advanced Tamil comprising of two courses.
- c) Others who do not come under a + b can choose non-major elective comprising two courses.
- d) Personality Development
- e) Environment Studies / Interdisciplinary
- f) Value Education

PART – V Extension Activities

(NSS/NCC)

LEARNING METHODOLOGY

In order to make possible effective learning, the following methodology is required to be followed by colleges offering the program.

- a. Class room teaching, Smart board
- b. Scrap Book , Group Discussion, Seminars, Field visits
- c. Industry Learning through Internship

CLASS STRENGTH

In order to ensure successfulness of the program, maximum class strength shall be 50 students.

NUMBER OF CREDITS

The total credit for the course shall be 150 the following formula is used for conversion of time into credit.

- a) One credit is equivalent of 15 periods of 60 minutes each for theory, workshops / lab and tutorials.
- b) For self-learning based on e-content such as MOOC or otherwise the credit weightage for equivalent hours of study is 50% or less of that for lectures / workshops.

EXTENSION ACTIVITIES (PART V)

A Candidate shall be awarded a maximum of 1 credit for compulsory Extension Service.

All Students shall have to enroll for NSS/NCC/NSO or Scrub Society and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before 31st March in a year. If a student lacks 40 hours attendance in the first year, he/she shall have to compensate the same during the subsequent years.

Students who complete minimum attendance of 40 hours in one year will get half a credit and those who complete the attendance of 80 or more hours in two years will get one credit.

The following procedure is to be followed for Continuous Assessment Marks

Theory / Practical Papers

CA Marks 50 marks

(Best two tests out of three tests)

Passing minimum

A Candidate shall be declared to have passed:

- a) There shall be no Passing Minimum for Continuous Assessment tests.
- b) For End of Semester examination, passing minimum shall be of 40% (Forty Percentage) of the maximum marks prescribed for the paper for each paper/Practical/Project/ Internship and Viva-Voce.
- c) In the aggregate (ESE + ICA) the passing minimum shall be of 40%.

- d) He/She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical's wherever prescribed as per the scheme of examinations by earning 150 credits in Parts. (He/She shall also fulfil the extension activities prescribed earning a minimum of 1 credit to qualify for the Degree).

Requirements for Proceeding to Subsequent Semester

- i. Candidates shall register their names for the first Semester examination after the admission in UG courses.
- ii. Candidates shall be permitted to proceed from the first Semester up to final Semester irrespective of their failure in any of the Semester examination subject to the condition that the candidates should register for all the arrear subjects of earlier Semesters along with the current (subsequent) Semester subjects.
- iii. Candidates shall be eligible to go to the subsequent Semester, only if they earn sufficient attendance as prescribed thereof by the Syndicate from time to time.

Provided in case of a candidate earning less than 50% of attendance in any one of the Semesters due to any extraordinary circumstances such as medical grounds, such candidates who shall produce medical certificate issued by the Authorized Medical Attendant (AMA). Duly certified by the Principal of the College, shall be permitted to proceed to the next Semester and to complete the course of study. Such Candidates shall have to repeat the missed Semester by Re- joining after completion of the final semester of the course, after paying the fee for the break of study as prescribed by the university from time to time.

VIII. Classification of Successful Candidates

Part - I Tamil/Other Languages

TAMIL/OTHER LANGUAGES: Successful candidates passing the Examination for the Language and securing the marks (i) 60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the first and second class, respectively. All other successful candidates shall be declared to have passed the examination in the third class.

Part - II English

English: Successful candidates passing the examinations for English and securing the marks (i) 60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate shall

be declared to have passed the examination in the first and second class respectively. All other successful candidates shall be declared to have passed the examination in the third class.

Part - III Consisting of CORE SUBJECTS, ALLIED SUBJECTS & ELECTIVE with three courses

Successful candidates passing the examinations for Core Courses together and securing the marks (I) 60 percent and above (II) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Core courses together shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examinations in the THIRD CLASS.

Part - IV Course of study

Consisting of sub items 1 (a), (b), & (c), 2, 3 and furnished in the Regulations 4 part-IV supra.

Part - V Extension Activities

Successful candidate earning of 1 credit shall not be taken into consideration for Classification/ Ranking/ Distinction.

IX. Ranking

Candidates who pass all the examinations prescribed for the course in the first appearance alone are eligible for Ranking/ Distinction; Provided in the case of candidates who pass all the examinations prescribed course with a break in the First Appearance due to the reasons as furnished in the Regulations 7.(iii) Supra are only eligible for classification.

PATTERN OF QUESTION PAPER FOR UG (E.S.E)

TOTAL MARKS: 100

DURATION: 3 HOURS

SECTION : A – Answer all the questions (10x2=20 marks)

SECTION : B – Answer any FIVE questions (5x8=40 marks)

SECTION : C – Answer any TWO questions (2x20 = 40 marks)

Total : 100 marks

Grading System:

Minimum Credits to be earned

For three year programme 150 credits (Part I and II: Languages Part III Major, Elective Part IV Personality Development and Part V Extension activates)

Marks and grade:

The following table gives the marks grade points letter grades and classification to indicate the performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in a course /paper)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
40-49	4.0-4.9	C	Satisfactory
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

As given in the mark statement

C_i =Credits earned for course i in any Semester.

G_i =grade point obtained for course i in any Semester.

n = refers to the Semester in which such courses were credited.

For a Semester:

GRADE POINT AVERAGE [GPA] = $\frac{\sum C_i G_i}{\sum C_i}$

Sum of the multiplication of grade points – The credits of the courses

GPA = $\frac{\text{Sum of the multiplication of grade points – The credits of the courses}}{\text{Sum of credits of the courses in a Semester}}$

For the entire program

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

Sum of the multiplication of grade points –the credits of the entire programme

CGPA = -----

Sum of credits of the courses of the entire programme

CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
9.5-10.0	O+	I class -Exemplary
9.0 and above but below 9.5	O	
8.5and above but below 9.0	D++	I class with Distinction
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0and above but below 7.5	A++	I class
6.5and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	II class
5.0 and above but below 5.5	B	
4.5 and above but below 4.5	C+	III class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	Re –appear

*The candidates who have passed in the first appearance and within the prescribed Semester of UG programme (major, allied and Elective courses alone) are eligible

MARKING SYSTEM

Continuous Assessment (CA)

- The best two marks of three CA tests will be taken.
- There is no minimum pass mark for CA.
- Each CA test is for 2 hours with a maximum mark of 50 marks.

End of Semester examination (ESE)

- Exam conducted at the end of each Semester with a maximum of 100 marks.
- A minimum of 40 marks is mandatory for a pass in the ESE.
- A minimum of 40 marks in the average of the CA and ESE is mandatory for a pass in the paper.
- Each ESE is for Three Hours.

Pattern of Assessment: ICA Test – III (III.CA)

MOOC Platform (SWAYAM/NPTEL) or courses offered by NSDC/NATS

Rubrics	Mark
Industrial Competence	10
Attendance	10
Course Completion Certificate	10
Course Report	10
Viva-Voce	10
Total	50

INTERNSHIP

Internship is an integral part of the three year B.Sc. Hospitality and Tourism undergraduate degree programme. It was designed to bridge the gap between theoretical and practical knowledge and create a natural interest in the practical aspects of the course. This enables the students to face the challenges of hospitality and tourism industry. The training would be under the joint supervision and guidance of the Training Officer of the company and the Faculty member of the course. The details of the training undergone by the students will be clearly documented in the form of a report.

STRUCTURE OF INTERNSHIP PROGRAMME

Year	Month	Organisation	Period	Condition
I	May	Travel Agencies	30 Days	During Summer Vacation
II	December to January 2 nd Week	Hunar Se Rozgar Tak Program – IHM, Govt.of.India (Stipend Internship)	30 to 45 Days	During Christmas Vacation and Pongal Holidays, Once the college reopens first 2hrs OD will be given.
II	May	Hotel Industry	30 Days	During Summer Vacation

SKILL DEVELOPMENT COURSES

The National Skill Development Council, NPTEL or SWAYAM periodically offer skill development courses related to Hospitality and Tourism.

As many as seventeen such certificate courses are identified, that provide skill development in the fields of Hospitality and Tourism. Students of this program (B.Sc. Hospitality and Tourism) are encouraged to choose the field of their interest and pursue a **minimum of six certificate courses** during their degree course programme. III Internal Continuous Assessment marks shall be given for the successful completion of the certificate courses.

The department encourages the students to take up the courses offered by the National Skill Development Council. Since the program B.Sc. Hospitality and Tourism is focused on skill based education, it is mandatory to take up additional skill development courses offered by NPTEL or SWAYAM periodically.

Programme - B.Sc. Hospitality and Tourism

(Effective from the academic year 2021-2022)

Semester	Subjects		Courses	Credits	Hours per Cycle
I	Part - I	Tamil / Other Languages	Language	3	4
	Part - II		English	3	4
	Part - III	(a) Major	Principles of Tourism Management	5	5
			Mapping Techniques for Tourism – I - Practical I	5	5
	Part - IV	(b) Allied	Introduction to Hotel Housekeeping Services	5	6
			(a) General Course	Introduction to Tourism Industry	2
	(d) Value Education	Value Education	1	2	
II	Part - I	Tamil / Other Languages	Language	3	4
	Part - II		English	3	4
	Part - III	(a) Major	Hotel Culinary Operations	5	5
			Mapping Techniques for Tourism – II - Practical II	5	5
	Part - IV	(b) Allied	Travel Agency and Tour Operation Management	5	6
			(a) General Course	Introduction to Tourism Industry	2
	(d) Value Education	Value Education	1	2	
III	Part - I	Tamil / Other Languages	Language	3	4
	Part - II		English	3	4
	Part - III	(a) Major	Hotel Rooms Division Management	5	5
			Culinary Practices - Practical III	5	5
	Part - IV	(b) Allied	Indian Heritage	5	6
			(b) Skill Based	Basics of Hotel Management	3
	Interdisciplinary PD	Personality Development - I		2	
IV	Part - I	Tamil / Other Languages	Language	3	4
	Part - II		English	3	4
	Part - III	(a) Major	Itinerary Planning, Costing and Tour Packaging	5	5
			Food and Beverage Operations – Practical IV	5	5
	Part - IV	(b) Allied	Hotel Guest Room Management Services	5	6
			(b) Skill Based	Personality Development - II	3
	(c) EVS	Environmental Studies	2	4	
V	Part - III	(a) Major	Aviation and Air Cargo Management	5	6
			Eco -Tourism and Sustainable Management	5	5
			Hospitality and Tourism Marketing	5	6
			Customer Relationship Management	5	5
	Part - IV	(b) Skill Based	Computer Training	Information Technology in Tourism Industry – Practical V	3
	General Elective	Regional Cuisines of India	3	4	
VI	Part - III	(a) Major	Logistics Operations and Management	5	6
			Entrepreneurship Management	5	6
			Disaster Management	5	6
			Tourism Geography	5	6
			Tour Guiding and Interpretation for Tourism – Practical VI	5	6
Part - V	Extension Activities		(NCC,NSS,SFA)	1	
Total				150	180

SEMESTER I

PRINCIPLES OF TOURISM MANAGEMENT

Nature of the course: **Major**

Number of hours per cycle: **5**
Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Relate modern and early tourism
- Understand the different tourism terminologies
- Understand tourism and its education
- Describe the tourism characters and components
- Recognize different govt bodies in tourism industry

Unit 1

[15 hours]

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

[15 hours]

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

[15 hours]

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

[15 hours]

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

[15 hours]

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, WTTC and IATA.

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested course offered by NSDC/NATS

- Travel Consultant (THC/Q4404) - NSQF Level 4

Textbooks:

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

Reference:

- Ballabh, A (2005), “Fundamentals of Travel and Tourism”, Akansha Publishing House, New Delhi
- Buhalis, D & Costa, C (2006), “Tourism Management Dynamics”, Rutledge, UK
- Cooper, Fletcher et al, (1993), “Tourism Principles and Practices”, Pitman

Weblinks:

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

SEMESTER I

MAPPING TECHNIQUES FOR TOURISM – I

Nature of the course: **Major** (Practical I)

Number of hours per cycle: **5**

Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- State the fundamentals of World Geography
- Classify the elements of Map Construction
- Understand the role of Technology in Tourism Destination
- Interpret the World Time Zones
- Identify the map signs and symbols

Unit 1

[15 hours]

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

[15 hours]

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

[15 hours]

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

[15 hours]

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

[15 hours]

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

Textbook:

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

Reference:

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

Weblinks:

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

SEMESTER - I

INTRODUCTION TO HOTEL HOUSEKEEPING SERVICES

Nature of the Course: **Allied**

No of hours per cycle: **6**

Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Analyse the importance of housekeeping department in hotel business
- Prepare students to meet the challenges associated with the housekeeping
- Understand the key issues of housekeeping and maintenance management
- Evaluate the complexities and demands of working in the Housekeeping industry
- Create the knowledge of work done at housekeeping department technically.

Unit 1

[18 hours]

Hotel Housekeeping Introduction : Housekeeping –meaning –objectives –Layout –organization structure –and staff duties , Areas of responsibility - Qualities of housekeeping staff -Principles of Housekeeping Cleaning and Hygiene principles, Safety and security principles, comfort and privacy principles.

Unit 2

[18 hours]

Role of Housekeeping in hospitality operations - Types of Hotel – Types of rooms – Inter-departmental Co-ordination of housekeeping with all other departments. Housekeeping Desk Control -Work Records to be maintained in Housekeeping-Hotel Housekeeping Standard Procedures-Setting Maid's Trolley, SOP's for entering guest rooms - Housekeeping cleaning services - Guest Room cleaning procedure - departure room, occupied room, Public Area cleaning.

Unit 3

[18 hours]

Cleaning Agents & Cleaning Equipment - Classification of cleaning equipment, Cleaning Agents - Distribution and controls - Use, care, storage - Housekeeping supplies for Guest room, Bathroom- Cleaning Equipment – Classification - Manual and Mechanical, Types of Cleaning agents - Handling hazards - Fire, Theft, Emergency. New Normal practices in Hotel housekeeping operations - Terms used in Housekeeping.

Unit 4

[18 hours]

Hotel Linen and Laundry – Types of Hotel Linen and their sizes, Layout of Linen Room and their standard sizes , Choice of Fabric Material for Hotel Linen- for guest room and F& B outlets, Types of Laundry services - Guest Laundry valet service, On Premises Laundry (OPL) - Advantages, Equipment used at OPL , OPL - Laundry cycle, Lost and Found Procedure

Unit 5

[18 hours]

Managing Inventories - Par levels - Guest Linen, staff Uniforms - Guest loan items, Guest supplies- in consideration with pandemic situation – Upholstery - Types of Floors – care and considerations - safety and security in housekeeping department. OSHA Regulations.

Assessment: ICA Test III

The Student is encouraged to enrol and complete any one of the online course offered by any MOOC platform (SWAYAM-NPTEL) Following is the suggested course offered by NSDC/NATS

- Housekeeping Trainee_v2 THSC/Q0209-Level-3

Textbooks:

- Sudhir Andrews (2007), “Hotel Housekeeping Management & Operations”, McGraw Hill Education, New Delhi
- Thomas J. A. Jones, (2005), “Professional Management of Housekeeping Operations”, John Wiley & Sons, Inc., New Jersey
- Roy Hater,(1997)Housekeeping Service - in Hotels, Cengage Learning Vocational (13 October 1997)

Reference:

- G. Raghubalan and Smritee Raghubalan (2015), “Hotel Housekeeping: Operations & Management”, 2nd Edition, Oxford University Press, New Delhi
- Pralay Ganguly (2019), “Housekeeping Management in Hotel and Service Industry”,Dreamtech Press, New Delhi

Weblinks:

- [https://www.slideshare.net › rajishrajan1 › hotel Housekeeping](https://www.slideshare.net/rajishrajan1/hotel-Housekeeping)
- [https://www.tutorialspoint.com › hotel housekeeping › hotel housekeeping](https://www.tutorialspoint.com/hotel-housekeeping/hotel-housekeeping)
- [http://www.hospitality-school.com/training- manuals/housekeeping/](http://www.hospitality-school.com/training-manuals/housekeeping/)

SEMESTER I

INTRODUCTION TO TOURISM INDUSTRY

Nature of the Course: **General Course**

Number of hours per cycle: **4**

Credits: **2**

Course Outcome:

After Completing this course, the student would be able to

- Understand Modern and early Tourism
- Remember different tourism terminologies.
- Apply the basic understanding in tourism and its education
- Evaluating various impacts of Tourism
- Analyze the role of various tourism organizations

Unit 1 **[12 hours]**

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 **[12 hours]**

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

Unit 3 **[12 hours]**

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 **[12 hours]**

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 **[12 hours]**

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.

Textbooks:

- Bhatia, A.K (2008), “International Tourism Management”, Sterling Publications, New Delhi.

Reference:

- Ballabh, A (2005), “Fundamentals of Travel and Tourism”, Akansha Publishing House, New Delhi.
- Sipra Mukhopadhyay, (2010), “Tourism Economics”, Ane Books Pvt. Ltd., New Delhi.

Weblinks:

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

SEMESTER II

HOTEL CULINARY OPERATIONS

Nature of the course: **Major**

No of hours per cycle: **5**
Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Understand the importance and history of Catering Industry.
- Comprehend the major nutrients in food.
- Analyse the various Methods of cooking.
- Create knowledge about food costing, legal aspects of culinary Industry.
- Analyse the Food groupings under various segments.

Unit 1

[15 hours]

The Catering Industry – Overview of the Catering Industry, Kitchen Organization Structure – Personal Hygiene – Aims and Objectives of Cooking – Basic principles of Food Production Industry, Balanced Diet, Principles of Menu planning - Points to be consider when planning menu. Classification and Characteristics of raw Materials.

Unit 2

[15 hours]

Kitchen Equipment: Mechanical and Manual, Large & small Equipment, Safety kitchen ,Different cuts of Vegetables, Classification and Characteristics of raw Materials. Flavoring's, seasonings, effect of heat on various foods, texture of food, Culinary terms: preservatives, cooking poultry white and red meat, Fruit & Vegetables, Nuts & dried fruits, Sweet foods & sweetening agents, Spices & condiments, emulsions, colloids, flavor and browning

Unit 3

[15 hours]

Methods of Cooking: Definition, Moist Methods: Basic stocks, Roux, Recipes and quantities required to produce stock, white & brown. Recipes required producing one liter of the following: Béchamel sauce, tomato sauce, Velouté sauce, espagnole sauce, Hollandaise and mayonnaise sauce with the necessary precautions to be observed while preparing with minimum five derivatives of each. Soup – Definition, classification of soups with example in each group.

Unit - 4

[15 hours]

Classification of raw materials into food groups : Cereals, Pulses, Milk & milk products, Eggs, Meat varieties, preservatives, cooking poultry white and red meat, Fruit & Vegetables, Nuts & dried fruits, Sweet foods & sweetening agents, Spices & condiments, emulsions, colloids, flavor and browning.

Unit - 5

[15 hours]

Kitchen planning: FIFO – FILO – Purchase – stores - Food Cost Control, Portion Control, budgetary Control - Safety in Restaurant - Fire Precautions - Food legislation - Principles of food laws - acts regarding preventions food adulteration. Act regard to Food Safety –FSSAI-ISI-AGMARK.

Assessment: ICA-Test -III

The Student is encouraged to enrol and complete any one of the online course offered by any MOOC platform (SWAYAM-NPTEL) Following are the suggested courses offered by NSDC/NATS

- Trainee Chef - THSC/Q2702 – Level - 3
- Commis Chef – THC/Q0406/Level - 2

Text Books:

- Krishna Arora, (2011), “Theory of Cookery”, Frank Brothers & Company, New Delhi
- Thangam E.Philip, (1998), “Modern Cookery for Teaching & Trade Vol. I” Orient Longman, Mumbai

Reference:

- George Borgstrom, (1968), “Principles of Food Science”, Macmillan – New York
- John Fuller, B.T (1977), “Chef Manual of Kitchen Management” Batsford, U.S.A
- N.D.Kapoor, (1983), “Elements of Mercantile Law”, Sultan Chand & Sons, New Delhi

Weblinks:

- https://www.tutorialspoint.com/food_production_operations/food_production_operations_introduction_to_cookery.htm
- <http://legislative.gov.in/sites/default/files/A1955-10.pdf>

SEMESTER II

MAPPING TECHNIQUES FOR TOURISM – II

Nature of the course: **Major** (Practical II)

Number of hours per cycle: **5**
Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Sketch the various Tour Destinations
- Locate Tourist Spots in Tamil Nadu and India
- Execute the applications of Geo-informatics in Tourism
- Construct tourist map.
- Identify the major transports

Unit 1

[15 hours]

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

[15 hours]

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

[15 hours]

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

[15 hours]

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

Unit 5

[15 hours]

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

Textbooks:

- Sidhartha, K. and S. Mukherjee (2009), "Geography through Maps", Kisalaya Publications Pvt. Limited, New Delhi.

Reference:

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

Weblinks:

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

SEMESTER II

TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Nature of the course: **Allied**

Number of hours per cycle: **6**

Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Memorize the History and Growth of Travel Agency
- Operate a Travel Agency and Identify the source of Income
- Distinguish the various types of Packaged tours in Tour Operations
- Understand Consumer Protection Laws
- Relate the modes of reservation in tourism

Unit 1

[18 hours]

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

[18 hours]

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

[18 hours]

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

[18 hours]

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

[18 hours]

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.

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Ticketing Consultant (THC/Q4302) - NSQF Level 5
- Visa Assistance Consultant (THC/Q4303) - NSQF Level 4

Textbooks:

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

Reference:

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

Weblinks:

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

SEMESTER II

INTRODUCTION TO TOURISM INDUSTRY

Nature of the Course: **General Course**

Number of hours per cycle: **4**
Credits: **2**

Course Outcome:

After Completing this course, the student would be able to

- Understand Modern and early Tourism
- Remember different tourism terminologies.
- Apply the basic understanding in tourism and its education
- Evaluating various impacts of Tourism
- Analyze the role of various tourism organizations

Unit 1 **[12 hours]**

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 **[12 hours]**

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

Unit 3 **[12 hours]**

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 **[12 hours]**

Positive and Negative Impacts of Tourism; Socio Cultural, Economic, 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 **[12 hours]**

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.

Textbooks:

- Bhatia, A.K (2008), “International Tourism Management”, Sterling Publications, New Delhi.

Reference:

- Ballabh, A (2005), “Fundamentals of Travel and Tourism”, Akansha Publishing House, New Delhi.
- Sipra Mukhopadhyay, (2010), “Tourism Economics”, Ane Books Pvt. Ltd., New Delhi.

Weblinks:

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

SEMESTER III

HOTEL ROOMS DIVISION MANAGEMENT

Nature of the Course: **Major**

No of hours per cycle: **5**

Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Understanding the skills required for handling guest arrivals and departures.
- Understanding the importance of Communication.
- Develop confidence in handling guest requests and dealing with challenges.
- Comprehend the key functions of each component of the Rooms Division in hotels and their role in providing quality guest service
- Analyse the Methods and modes of payment and settlements of Guest Accounts

Unit 1

[15 hours]

The role and function of the Front of Office: Introduction to the hotel world - Classification of hotel, Front Office organization structure, Attributes of front office staff, Rules of the house for Front Office staff - Basic terminology – Coordination & Communication between the Front Office and the other departments.

Unit 2

[15 hours]

Reservation - Modes of room reservation and source of hotel bookings - System of room reservation - Different forms - Recording room reservation - Introduction to computerized reservation system. Communications – Knowledge of PBX, EPABX, handling the telephone, Method of operation - E-mail, Mobile phones, public address system and websites.

Unit 3

[15 hours]

Reception & Registration – Receiving, Registration and rooming of the guest on arrival, C-Form & FRRO - VIP and VVIP Arrivals and group arrivals - Record registers, forms, Room Rack - Dealing with walk-in guests with scanty baggage - Procedure of crew arrival - Handling of guest, Key handling and control - Handling Guest messages and enquiries - Handling guest baggage

Unit - 4

[15 hours]

Information & Cashiering: Information about the hotel and city postal regulations, modes of Travel and allied information, (wild life Sanctuaries, shopping, monuments, festivals of India) Cashiering - billings – Methods of Payments- various systems of maintaining guest accounts, departure procedure, credit and discounts in hotels, handling of credit cards & contactless Payment practices, Foreign exchange regulations

Unit - 5

[15 hours]

Revenue Management: The concept of Revenue Management-applications in hotel industry- Measuring yield-ARR-RevPAR-Occupancy Ratio-Upselling-ABC-selling methods-Interpersonal communication –Handling emergencies-Pandemic care.

Assessment: ICA Test III

The Student is encouraged to enrol and complete any one of the online course offered by any MOOC platform (SWAYAM-NPTEL) Following is the suggested course offered by NSDC/NATS

- Front Office Trainee – THC/Q0110 – Level - 3

Textbooks:

- Jagmohan Negi (2013), “Hospitality Reception and Front Office (Systems and Procedures)”, Chand & Company, New Delhi
- Manoj Kumar Yadav (2010), “Hotel Front Office: Management and Operations”, Aman Pub, New Delhi
- Sudhir Andrews (2017), “Front Office Management & Operations” , Tata McGraw Hill, New Delhi

Reference:

- James A. Bardi (2012), “Hotel Front Office Management”, 5th Edition, Wiley India Pvt Ltd, New Delhi
- JR Tewari (2009), “ Hotel Front Office: Operations and Management”, Oxford University Press, New Delhi

Weblinks:

- <https://www.abebooks.com>
- <https://tutorialpoint.com>frontoffice management>

SEMESTER III

CULINARY PRACTICES

Nature of the Course: **Major** (Practical - III)

No of Hours per Cycle: **5**

Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Understand the Culinary history and its Origin of various cuisines
- Comprehend the methods of food preparation
- Analyse the Nutritional information to plan a full course menu.
- Create profound knowledge on food preparation of various National and international cuisines
- Understand and cultivate hygienic practices in food handling process

Unit 1

[15 hours]

Culinary History: French & International Cuisines, Indian Cuisine- Regional cuisines of India.
Kitchen Management: The Hierarchy-Departments staffing-Food Premises, Kitchen planning, Purchasing Stores, Kitchen Equipment and Maintenance

Unit 2

[15 hours]

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

[15 hours]

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, Vegetable and Fruit Carving.

Unit 4

[15 hours]

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

[15 hours]

Bakery & Confectionary: scope, role of wheat & flour, raw material used for bread making. Oven & Baking. Methods of bread making, characteristics of good bread, ingredients used in cake making. Types and varieties of cake making method, -commodities used in bakery and confectionary

Assessment: ICA-Test -III

The Student is encouraged to enrol and complete any one of the online course offered by any MOOC platform (SWAYAM-NPTEL) Following are the suggested courses offered by NSDC/NTAS

- Commis Chef - V2 THSC/Q0406-Level-4
- Trainee Chef - V2 THC/Q2702-Level-3

Textbooks:

- Krishna Arora,(2011),”Theory of Cookery”, Frank Brothers & Company, New Delhi

- Thangam E.Philip,(1998),”Modern Cookery for Teaching &Trade Vol-I”Orient Longman, Mumbai

Reference:

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

Weblinks:

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

SEMESTER III

INDIAN HERITAGE

Nature of the Course: **Allied**

Number of hours per cycle: **6**

Credits: **5**

Course Outcome:

After Completing this course, the student would be able to

- Understand the historical heritage of India
- Analyze Tangible and Intangible heritage monuments of India
- Evaluate heritage as a Tourism product
- Understanding intangible heritages
- Applying the knowledge of various heritages in understanding the region

Unit 1

[18 hours]

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

[18 hours]

Tangible Heritage I: Monuments: Amaravati Stupa – Nalanda – Gandhara and Mathura Schools of Art – Mahabalipuram – Brihadeeswara Temple, Thanjavur – Meenakshi Temple, Madurai - Sun Temple, Konark, – Qutb Minar – 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

[18 hours]

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

[18 hours]

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

[18 hours]

Intangible Heritage II: 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

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following course is offered by NSDC/NATS

- Heritage Tour Guide (THC/Q4501) – NSQF Level 4

Textbooks:

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

Reference:

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

Weblinks:

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

SEMESTER III

BASICS OF HOTEL MANAGEMENT

Nature of the Course: **Interdisciplinary**

Number of hours per cycle: **4**

Credits: **3**

Course Outcome:

After Completing this course, the student would be able to

- Understand the history and evolution of hotel industry
- Remember the various types of Accommodations
- Analyze the functions of various department in Hotels
- Evaluate the future trends and role of hotel associations in India
- Understand various trends in Hotel industry

Unit 1

[12 hours]

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

Unit 2

[12 hours]

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

Unit 3

[12 hours]

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

Unit 4

[12 hours]

Sustainability in Hotel Industry: Sustainable Lodging – Green Hotel Initiatives, Sustainable Lodging Model – Sustainable Food and Beverage Operations, Sustainable Restaurants, Sustainable Restaurant Operations.

Unit 5

[12 hours]

Trends in Hotel Industry: Trends in Hotel Operations - Trends in Lodging, Service residence, 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 Founder, Location, Types of Properties, Number of Properties)

Textbooks:

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

Reference:

- Jagmohan Negi, Gaurav. M.J. and Suniti (2011), “Housekeeping Operations and Management Procedure and Techniques”, Kanishka Publishers, New Delhi
- Kasavana M and Brooks R (2012), “Managing Front Office Operations”, Prentice Hall

Weblinks:

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

SEMESTER IV

ITINERARY PLANNING, COSTING AND TOUR PACKAGING

Nature of the course: **Major**

Number of hours per cycle: **5**
Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Understand the science of Tour planning process and Itinerary preparation.
- Comprehend the various types of Itinerary preparation.
- Discuss components of Packaged Tour.
- Understand and develop cost sheet planning and preparation, costing various package tours.
- Analyze and examine the tour packaging strategy.

Unit 1 **[15 hours]**

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 **[15 hours]**

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

Unit 3 **[15 hours]**

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 **[15 hours]**

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 – Pricing: A Key Constituent of Marketing Mix

Unit 5 **[15 hours]**

The Panorama of Package Tours: Product Oriented Package Tour: Health Tours - Beach Tour 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.

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Transport Coordinator (THC/Q4201) - NSQF Level 5
- Ticketing Consultant (THC/Q4302) - NSQF Level 5
- Tour Manager (THC/Q4405) - NSQF Level 6

Textbooks:

- Bhatia, A.K (2012), “The Business of Travel Agency and Tour Operations Management”, Sterling Publications, New Delhi.

- Negi, J (2008), “Travel Agency and Tour Operation, Concepts and Principles”, Kanishkha Publishers, New Delhi

Reference:

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

Weblinks:

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

SEMESTER IV

FOOD AND BEVERAGE OPERATIONS

Nature of the Course: **Major** (Practical - IV)

No of hours per Cycle: **5**
Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Understand range of services offered by various types of food establishments.
- Discuss and demonstrate about Food service and Beverage service standards.
- Comprehend various types of beverages with its service Standards in Hotels.
- Analyse the table setting along with identification of all types of cutlery and crockery
- Discuss and demonstrate the ways of serving alcoholic and Non-alcoholic drinks

Unit -1

[15 hours]

Introduction to Food and Beverage service: Growth of Catering Industry. Types of Hotels- Classification of Catering Establishments (Commercial & Non-Commercial) Food & Beverage Operations –Types of food outlets, Hierarchical Structure of Food and Beverage Service Staff with job Profile in various F&B outlets-Attitudes & Attributes of Food & Beverage personnel, Importance of hygiene in Food & Beverage Service, Basic Etiquettes.

Unit 2

[15 hours]

Food & Beverage Service Equipment: Types & Usage of Equipment - Chinaware, Silverware, Glassware, Table Linen, Types of Food & Beverage Service - Table Service –English / Silver, American, French, Russian Self Service – Buffet & Cafeteria-Specialized Service – Gueridon, Tray, Trolley, Lounge, Room service, Buffet service and Banquet procedures etc. Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars.

Unit 3

[15 hour]

Menu & Accompaniments: Introduction of Menu-- Briefing, Waiters Kit, Mis-en-place & Mis-en-scene, Methods of Food service –Ala Carte & Table D’hote, Menu Planning, considerations and constraints, Menu Terms., Classical French Menu. Classical Foods & its Accompaniments with Cover. Table setting & laying of cover. Rules for waiting at a Table. Billing Methods

Unit 4

[15 hours]

Breakfast & Beverage Service, Billing Types of Breakfasts – Accompaniments - Cover Set up - Service Procedure. Beverages – Introduction - Classification of Liqueurs. Significance of pantry & stillroom in F&B operation, Functions of pantry and sections of pantry. – KOTs (Kitchen Order Ticket) Flow chart of KOT - Presentation of bill.

Unit 5

[15 hours]

Banquets and Bar Management: Banquet booking - banquet service & Layout - Banquet Menus- Banquet Procedures - Types of Setting- Function Prospectus. Alcoholic Beverages - Types – Services - Wine Service, Cocktails Non-Alcoholic Beverages-Mock tails - preparation service.

Assessment: ICA-Test -III

The Student is encouraged to enrol and complete any one of the online course offered by any

MOOC platform (SWAYAM-NPTEL) Following are the suggested courses offered by NSDC/NTAS

- Food and Beverage Service –Steward - THC/Q0301-Level - 4
- Food and Beverage Service Trainee – THC/Q0307-Level - 4

Textbooks

- Dennis Lillicrap(2011),”Food &Beverage service”-Hachette UK
- Sudhir Andrews(2013),Food& Beverage Management”, McGraw-Hill Education (India)Private Limited, New Delhi

Reference:

- Dennis Lillicrap (2014), “Food & Beverage Service”– Hachette UK
- Singaravelavan. R (2012), “Food & Beverage Service”, Oxford University Press, New Delhi
- Vara Prasad & R. Gopi Krishna (2013), “Food & Beverage – F & B Simplified” — Pearson Education, New Delhi

Weblinks:

- https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_types_of_service.htm
- <https://www.slideshare.net/atulji7777/accompaniment-garnish>
- <https://www.studential.com/university/student-cooking/cooking-methods>

SEMESTER IV

HOTEL GUEST ROOM MANAGEMENT SERVICES

Nature of the Course: **Allied**

No of Hours per Cycle: **6**
Credits **5**

Course Outcome:

After completing the course the student would be able to

- Discuss skills required for handling guest arrivals and departures.
- Understanding the importance of Safety and Security practices in Hotels
- Analyse and handling guest requests and dealing with challenges.
- Comprehend the knowledge in Marketing and upselling methods
- Understanding Room Revenue Management and relevant statistical calculations

Unit 1

[18 hours]

Front Office Uniformed Services: Lobby Organization - Lobby Terminology - Bell desk procedures, left luggage Procedure and other duties of front office staff. Competencies of a front office professional – Role of Concierge - Handling Messages - Guest Rack Maintenance.

Unit 2

[18 hours]

GRE-General duties and responsibilities: GRE Log Book - Quality Guest Service – The Quality Movement - Front office Cashier - Duties of front office cashier - Night Audit - Organization chart - Duties of Night Auditor – Check - out and Account settlement.

Unit 3

[18 hours]

Front office Room Management: Establishing Room Rates - Types of rates – Room Rate Methodologies - Forecasting room availability - Forecast Formula - Front office budgeting - Basic tasks of front office heads.

Unit 4

[18 hours]

Safety and Security in Hotels: Developing security program, Key control, and Access Control - Guest Room security - control of persons in properties - Protection assets - Emergency procedures-communications - Laws Governing to hotel Industry in India – Licenses – Associations – HRAAC – Acts – Tax - Employment – Contracts.

Unit - 5

[18 hours]

Service Marketing: Types of Pricing - Hotel Marketing - Importance-5P's of Marketing – Guest Relations Management - Royalty Programme – Branding - Sales Promotion activities - advertisement - Online Marketing - Trends in Marketing - Technical & Safety Trends during pandemic.

Assessment: ICA-Test -III

The Student is encouraged to enrol and complete any one of the online course offered by any MOOC platform (SWAYAM-NPTEL) Following are the suggested courses offered by NSDC/NTDA

1. Front Office Trainee – THC/Q0110 – NSQF – Level - 3
2. Reservation Desk Executive- THC/Q0113-NSQF-Level-4

Textbooks:

- Jagmohan Negi (2013), “Hospitality Reception and Front Office (Systems and Procedures)”, Chand & Company, New Delhi

- Manoj Kumar Yadav (2010), “Hotel Front Office: Management and Operations”, Aman Pub, New Delhi
- Sudhir Andrews (2017), “Front Office Management & Operations”, Tata McGraw Hill, New Delhi.

Reference:

- James A. Bardi (2012), “Hotel Front Office Management”, 5th Edition, Wiley India Pvt Ltd, New Delhi
- JR Tewari (2009), “ Hotel Front Office: Operations and Management”, Oxford University Press, New Delhi
- Michael L.Kesavana ,Richard M.Brooks(1991),2005”Managing Front Office Operations”, Seventh Edition, Educational Institute of the American Hotel & Lodging Association ,USA

Weblinks:

- <https://www.abebooks.com>
- https://www.tutorialspoint.com › front_office_management

SEMESTER IV

BASICS OF HOTEL MANAGEMENT

Nature of the Course: **Interdisciplinary**

Number of hours per cycle: **4**

Credits: **3**

Course Outcome:

After Completing this course, the student would be able to

- Understand the history and evolution of hotel industry
- Remember the various types of Accommodations
- Analyze the functions of various department in Hotels
- Evaluate the future trends and role of hotel associations in India
- Understand various trends in Hotel industry

Unit 1

[12 hours]

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

Unit 2

[12 hours]

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

Unit 3

[12 hours]

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

Unit 4

[12 hours]

Sustainability in Hotel Industry: Sustainable Lodging – Green Hotel Initiatives, Sustainable Lodging Model – Sustainable Food and Beverage Operations, Sustainable Restaurants, Sustainable Restaurant Operations.

Unit 5

[12 hours]

Trends in Hotel Industry: Trends in Hotel Operations - Trends in Lodging, Service residence, 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 Founder, Location, Types of Properties, Number of Properties)

Textbooks:

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

Reference:

- Jagmohan Negi, Gaurav. M.J. and Suniti (2011), “Housekeeping Operations and Management Procedure and Techniques”, Kanishka Publishers, New Delhi
- Kasavana M and Brooks R (2012), “Managing Front Office Operations”, Prentice Hall

Weblinks:

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

SEMESTER V

AVIATION AND AIR CARGO MANAGEMENT

Nature of the course: **Major**

Number of hours per cycle: **6**

Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Demonstrate the work in airport as they get familiarize with all working stations
- List all the terminologies and functions related to aviation and air cargo
- Implement the map reading skills
- Explain the Air Travel Formalities
- Compare Air regulations

Unit 1

[18 hours]

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

[18 hours]

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

[18 hours]

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

[18 hours]

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

[18 hours]

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.

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Airline Customer Service Executive (AAS/Q0301) - NSQF Level 4
- Airline Cargo Assistant (AAS/Q0103) – NSQF Level 4
- Airline Cabin Crew (AAS/Q0605) – NSQF Level 4

Textbooks:

- IATA, (2016), “Foundation in Travel and Tourism”, Course Text Book 5.14 Edition. Montreal, Canada
- John, G. Wensveen (2013), “Air Transportation a Management Perspective” Ashgate, Farnham, United Kingdom

Reference:

- Arsonval Mairiho (2018), “Airline Cabin Crew Training Manual”, Notion Press, Chennai
- Vivek Tiwari(2009), “Encyclopedia of flight & airline ticketing”, Anmol Publications, New Delhi

Weblinks:

- <http://www.iata.org/Pages/default.aspx>
- <http://www.iata.org/publications/timatic/Pages/tim.aspx>

SEMESTER V

ECO - TOURISM AND SUSTAINABLE MANAGEMENT

Nature of the Course: **Major**

Number of hours per cycle: **5**

Credits: **5**

Course Outcome:

After Completing this course, the student would be able to

- Understand the Ecosystem and Properties of Ecosystem
- Remember the importance of Ecotourism Venue
- Understand the Ecotourism Sustainability
- Apply in Tourist Destinations, the concept of Environmental Impact Assessment
- Evaluate the existing Ecotourism models across the world and India

Unit 1

[15 hours]

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

Unit 2

[15 hours]

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

[15 hours]

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

[15 hours]

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

[15 hours]

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

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Naturalist (THC/Q4505) – NSQF Level 4
- Mountaineering Guide (THC/Q4514) – NSQF Level 5
- Ranger Tourism (THC/Q4506) – NSQF Level 4
- Marine Biologist Tourism (THC/Q4503) – NSQF Level 6

Textbooks:

- Nigam C (2008), “Ecotourism and Sustainable Development”, Neha Publishers.
- Ratandeeep Singh (2003), “Indian Ecotourism”, Kanishka Publishers. New Delhi

Reference:

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

Weblinks:

- www.sciencedirect.com
- Business.mapsofindia.com

SEMESTER V

HOSPITALITY AND TOURISM MARKETING

Nature of the Course: **Major**

Number of hours per cycle: **6**
Credits: **5**

Course Outcome:

After Completing this course, the student would be able to

- Understand the basics of Hospitality & Tourism Marketing
- Analyze Tourism Marketing, Process and Market Segmentation
- Evaluate new age Promotion & Digital Marketing
- Apply the existing market knowledge in framing policies
- Remember various new age marketing tools in Tourism and Hospitality

Unit 1

[18 hours]

Introduction to Marketing: Understanding Marketing - Marketing Concepts, Nature and Scope of Marketing - Marketing Mix, Marketing Management Philosophies, and Marketing - Planning and Process. Marketing Environment – Consumer buying behavior (5 Stage Model)

Unit 2

[18 hours]

Understanding Tourism Market and Market Segmentation: Tourism Market, Special features of Tourism Marketing, Market Segmentation of Hospitality and Tourism Market - Selecting Target Market - Identifying & developing market activities of Hospitality and Tourism Market - Marketing Mix for travel, tourism and Hospitality

Unit 3

[18 hours]

Tourist Behavior and Tourism Product Lifecycle - Factors influencing Tourist behavior – Allocentric and Psychocentric Tourist - Tourist Buying Process - Tourism Product life cycle – Marketing Strategies – Branding: Definition – Role of Brand, Destination Branding - Marketing new tourism products.

Unit 4

[18 hours]

Pricing Strategies for Hospitality and Tourism - Setting the price – Determine the Demand – Factors affecting pricing – B2B (Business to Business), C2C (Client to Client), C2B (Client to Business) – Hospitality and Tourism Trade Fairs & Exhibitions: National and International

Unit 5

[18 hours]

New age promotion strategies for Hospitality and Tourism – Digital Marketing: Search Engine Optimization, Social Media Marketing, Blogging and Freelancing - Media, Advertising – Sales Promotion Event – Email Marketing – Travel Blog, Video Blog (Vlog) and YouTube Channel Marketing

Textbooks:

- Christopher Holloway. J(2004), “Marketing for Tourism”, Pearson Education, Canada
- Philip Kotler, Jon Bower, James Maken(2017), “Marketing for Hospitality and Tourism”, 7th Edition, Pearson Education, Harlow, England
- Stephen F. Wilt and Luiz Mountinho(1994), “Tourism Marketing & Management Handbook”, Prentice Hall, England

Reference:

- Romila Chawla (2006), “Tourism Marketing and Communication” Arise Publisher, New

Delhi

- Victor T.C. Middleton Alan Fyaal, Mike Morgan (2009),”_Marketing in Travel and Tourism”, 4th Edition, Butterworth-Heinemann, Oxford, United Kingdom

Weblinks:

- <https://opentextbc.ca/introtourism/chapter/chapter-8-services-marketing/>
- <https://online.csp.edu/blog/business/the-importance-of-marketing-in-the-hospitality-industry>
- https://learn.org/articles/What_is_Hospitality_Marketing.html

SEMESTER V

CUSTOMER RELATIONSHIP MANAGEMENT

Nature of the Course: **Major**

Number of hours per cycle: **5**

Credits: **5**

Course Outcome:

After Completing this course, the student would be able to

- Evaluate the role of customer relationship management in a company management
- Understand the concept of customer relationships
- Analyze customer service from different points of view
- Remember how to plan, implement and manage good customer service
- Apply CRM tools in improving customer satisfaction

Unit 1

[15 hours]

Introduction to CRM: CRM meaning – ingredients CRM - Objectives of CRM, Types of CRM characteristics of CRM, Evolution of customer Relationship ,Customer relationship Theories , CRM Software- buying consideration

Unit 2

[15 hours]

Managing Customers: Empowered Customer – Customer Life Cycle-Types of Customer s- Customer orientation, customer management strategies-Building values for customers-sources of customer values-Phases of customer development. Strategies for customer retention – CRM – tools for customer retention

Unit 3

[15 hours]

Technology Dimensions of CRM: E - CRM business , Features of E-CRM, Advantages of E- CRM, Technologies of e-CRM, voice portals, Web Phones, BOTs, Virtual Customer Representative, Functional components of CRM, Call center, Important CRM software.

Unit 4

[15 hours]

Service Quality: Concept of quality, meaning and definition of service quality , Factors influencing customer expectation and perception, types of service quality, service quality dimensions, Service quality Gaps, Measuring service quality , Benefits of Service quality

Unit 5

[15 hours]

Emerging perspectives of CRM: Employee- Organization Relationship, Employee-Customer Linkage, Essentials of building employee relationship, Service Recovery Management, Customer recall management Customer experience management, Customer relationship management practices in Hotel Industry – Guest History Maintenance, Loyalty Programs, Priority Customers

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Associate-CRM (SSC/Q2202) – NSQF Level 5
- Meet & Greet Officer (THC/Q4205) – NSQF Level 4
- Domestic Data Entry Operator (SSC/Q2212) – NSQF Level 4

Textbooks:

- Alexander Kracklauer, Dirk Seifert, Daniel Mills (2004), Collaborative Customer Relationship Management, Springer Publications, New York
- Srinivasa Rao (2013), Customer Relationship Management, Global Research Publishers, New Delhi

Reference:

- G. Shainesh , Jagdish N Sheth(2017), Customer Relationship Management: Emerging Concepts, Tools and Management, Trinity Publications, New Delhi

Weblinks:

- http://www.pondiuni.edu.in/storage/dde/downloads/markiv_crm.pdf
- [https://www.tutorialspoint.com/customer_relationship_management .pdf](https://www.tutorialspoint.com/customer_relationship_management.pdf)

SEMESTER V

INFORMATION TECHNOLOGY IN TOURISM INDUSTRY

Nature of the Course: **Major** (Practical - V)

Number of hours per cycle: **4**
Credits: **3**

Course Outcome:

After Completing this course, the student would be able to

- Analyze the interrelationship between Tourism Industry and IT
- Understand the various technologies used in Tourism Industry
- Evaluate and familiarize with necessary elements of IT in Tourism
- Understand various prevalent IT tools in tourism industry
- Analyze various successful online travel agencies and travel portals

Unit 1

[12 hours]

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

[12 hours]

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

[12 hours]

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

[12 hours]

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 – Geospatial technology.

Unit 5

[12 hours]

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.

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Basics of Digital Marketing
- Billing Executive (THC/Q5801) – NSQF Level 4
- Domestic IT Helpdesk Attendant (SSC/Q0110) – NSQF Level 4
- Web Developer (SSC/Q0503) – NSQF Level 5

Textbooks:

- Dimitrios Buhalis (2004), “E-Tourism, Information Technology for Strategic Tourism Management”, Prentice Hall, England
- Raja Raman, V (2010), “Fundamental of Computers”, Prentice Hall of India, New Delhi

Reference:

- Alexis & Mathews Leon (2009), “Fundamentals of Information Technology”, Vikas Publishing House Pvt. Limited, New Delhi.
- Beekman G, Rathswohl E (2003), “Computer Confluence”, Prentice Hall, England.
- Peter Norton (2004), “Introduction to Computers”, McGraw Hill Education, New Delhi.

Weblinks:

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

SEMESTER V

REGIONAL CUISINES OF INDIA

Nature of the Course: **General Elective**

Number of hours per cycle: **4**

Credits: **3**

Course Outcome:

After Completing this course, the student would be able to

- Understand the various popular cuisines in India
- Analyze the history and development of Indian cuisines
- Evaluate various influences of Regional cuisines in the world
- Apply the knowledge on Indian cuisines to understand regional cuisines
- Analyze the evolution of Indian cuisines and its colonial influences

Unit I

[12 hours]

Cuisines: History, Concept and development – Factors influencing cuisines – Climatic conditions & geographical conditions influenced cuisines.

Unit II

[12 hours]

South Indian Cuisines: Types of South Indian cuisines – Tamil cuisines, Chettinadu cuisine, Kerala cuisine, Andhra cuisine – Iconic ingredients and dishes in south Indian cuisine.

Unit III

[12 hours]

North Indian Cuisines: Types of North Indian Cuisines – Mughlai Cuisines, Punjabi cuisine, Awadhi cuisine, Nawabi cuisine, Pahadi cuisines (Kashmir/Himanchal/Uttarakhand) – Ingredients and Dishes

Unit IV

[12 hours]

Cuisines of Western & Eastern India: Bengali Cuisine, Rajasthani Cuisine, Marathi Cuisines, Gujarati cuisine, Assamese and Cuisines of Northeast India – Concept of Thali meals

Unit V

[12 hours]

European Influences in regional cuisine: Anglo Indian and Portuguese Indian Cuisines – French Indian Cuisines of Pondicherry

Textbooks:

- Achaya K.T., (2003), “A Historical Dictionary of Indian Food”, Oxford University Press, New Delhi
- A.L Basham., (1998), “A Cultural History of India”, Oxford India, New Delhi.

Reference:

- Nita Mehta (2015), “Regional Cookbook of India”, SNAB Publications, New Delhi

Weblinks:

- <https://tableagent.com/article/an-overview-of-indias-regional-cuisines/>
- <https://www.mapsofindia.com/maps/india/indian-cuisine-map.html>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4592201>
- https://thsc.in/qp_curriculum.php

SEMESTER VI

LOGISTICS OPERATIONS AND MANAGEMENT

Nature of the course: **Major**

Number of hours per cycle: **6**
Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Recognize with Air cargo and Maritime Transport
- Define logistic operations
- Develop model for logistic management
- Implement Air cargo regulations
- Describe the elements and components of logistics

Unit 1

[18 hours]

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

[18 hours]

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

[18 hours]

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

[18 hours]

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

[18 hours]

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 – Laws and Regulations - Cargo Documentation: Air way bill - Irregularity Report - Cargo Transfer Manifesto - Cargo Companies.

Assessment: ICA Test – III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Warehouse, Transport and Inventory Manager (LSC/Q0105) - NSQF Level 4
- Warehouse Supervisor (LSC/Q0102) – NSQF Level 5

Textbooks:

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

Reference:

- Donald Bowersox, “Supply Chain logistics management”.
- Ganapathi, “Logistics Management”

Weblinks:

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

SEMESTER VI

ENTREPRENEURSHIP MANAGEMENT

Nature of the Course: **Major**

Number of hours per cycle: **6**

Credits: **5**

Course Outcome:

After Completing this course, the student would be able to

- Understand the basic concepts of Entrepreneurship and motivation
- Analyze the process of establishing successful businesses
- Remember various information on government support and policies
- Evaluating the role of Government agencies in Entrepreneurship development
- Analyzing the feasibility of various entrepreneurial ventures

Unit 1

[18 hours]

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

Unit 2

[18 hours]

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

[18 hours]

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 - Preparation of Business Plan – Elements of Business Plan

Unit 4

[18 hours]

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

[18 hours]

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.

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Payroll & Employee Data Management (MEP/Q0701) – NSQF Level 4
- Assignment Manager (MEP/Q7203) – NSQF Level 6
- Tariff Procurement Executive (THC/Q4102) – NSQF Level 4

Textbooks:

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

Reference:

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

Weblinks:

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

SEMESTER VI

DISASTER MANAGEMENT

Nature of the Course: **Major**

Number of hours per cycle: **6**
Credits: **5**

Course Outcome:

After Completing this course, the student would be able to

- Analyze the dimensions of disasters caused by nature
- Understand disasters and environmental hazards induced by human activities with emphasis on disaster preparedness, response and recovery.
- Remember the Role of State and National Disaster Management Authorities
- Understanding various SOP's for disaster management
- Evaluating the role of various Disaster management agencies

Unit 1 **[18 hours]**

Introduction to Disaster: Different Types of Disaster - Natural Disaster: Flood, Cyclone, Earthquakes, Landslides, Tsunami, Volcanic eruption etc - Man-made Disaster: Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc. Causes, effects and practical examples for all disasters.

Unit 2 **[18 hours]**

Hazard: Definition; types of hazards; characteristic features, occurrence and impact of different types of hazards viz. natural hazards (including geo hazards), human induced hazards, environmental hazards, bio hazards; Hazard map of India - Risk and Vulnerability Analysis: Risk ,Risk Reduction in Tourism destination, Vulnerability, Strategic Development of destination for Vulnerability Reduction

Unit 3 **[18 hours]**

Disaster Risk Management (DRM) plan for Hospitality/ Tourism: Preparing Hazard-Vulnerability profile; Stakeholder analysis; Disaster risk assessment; Incorporation of Preparedness, Mitigation and Prevention plans - UNISDR mandate in Disaster Relief & Management; IDNDR; Yokohama Strategy

Unit 4 **[18 hours]**

Emergency response: Standard Operation Procedure (SOP) for disaster response; Information Management System; Warning Dissemination; Evacuation; Search and Rescue operations; Relief operations; Emergency Operation Centre (EOC); India Disaster Resource Network; Role of Disaster Response Forces and Community Based Organizations (CBO) and NGOs in emergency response.

Unit 5 **[18 hours]**

Crisis Management: NDMA, TNSDMA - Rescue, relief, rehabilitation and reconstruction; Crisis Management plan; State Disaster Mitigation fund (SDMF), State Disaster response fund (SDRF), National Disaster Response Fund (NDRF), Prime Minister National Relief Fund (PMNRF), Chief Minister Relief Fund (CMRF) – Japanese Disaster Management Model (JDMM)

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Emergency Medical Technician-Basic (HSS/Q2301) – NSQF Level 4
- First Aid & Emergency medicine certificate from Youth Red Cross Society

Textbooks:

- Dr.Mrinalini Pandey (2014),” Disaster Management”, Wiley India Pvt.Ltd, New Delhi
- Tushar Bhattacharya (2012), “Disaster Science and Management”, McGraw Hill Education (India), New Delhi

Reference:

- Jagbir Singh (2007), “Disaster Management: Future Challenges and Opportunities”, K W Publishers, New Delhi
- J. P. Singhal(2019),Disaster Management, Laxmi Publications, New Delhi

Weblinks:

- <https://ndma.gov.in/en/https://www.cdc.gov/features/medicaltourism/>
- <https://www.isro.gov.in/disaster-management-support>
- https://www.undp.org/content/dam/india/docs/disaster_management_in_india.pdf

SEMESTER VI

TOURISM GEOGRAPHY

Nature of the course: **Major**

Number of hours per cycle: **6**

Credits: **5**

Course Outcome:

After completing the course, the student would be able to

- Understand the concept of tourism and how it relates to the field of geography.
- Identify the interactions of tourism with culture, economy, and environment of global destinations.
- Construct and designing the itineraries
- Interpret the land forms
- Analyze the political and physical features with tourism destinations

Unit 1

[18 hours]

Introduction: Scope of Tourism Geography - Importance of Geography in Tourism – Relationship between Tourism and Geography - Recent Trends in Tourism Geography – Tourism Models

Unit 2

[18 hours]

Latitudes & Longitudes: Latitude – Longitude – International Date Line, Time Zones and Calculation of Time, Time Differences, GMT, Flying Time, Standard Time and Daylight Saving Time. – World's Continents – Directions and Bearings - Map Reading

Unit 3

[18 hours]

Continental Geography: America, South America, Europe, Asia, Africa, and Australia (Physiography, Climatic Regions – Natural Vegetation - Tourist Destinations and Attractions) - Impact of Weather and Climate on Tourist Destinations - Popular Itineraries of Selected Countries

Unit 4

[18 hours]

Indian Geography: Physical and Political features of Indian Subcontinent - Climatic Conditions Prevailing in India - Major Indian Rivers - Beaches, Mountains and Hill Stations - Major National Parks, Sanctuaries and Biosphere Reserves - Tourism Attractions in Different States and Territories of India

Unit 5

[18 hours]

Geography of Tamil Nadu: Formation of Tamil Nadu – Location and Size – Western Ghats and Eastern Ghats Hill Stations – Climate – Rivers – Vegetation – Transport and Communication - Heritage Centre, Recreation, Music, Dance, Fairs and Festivals, Cuisine, Hotels, Resorts, Beaches, Shopping Centre, and Health Services.

Textbooks:

- Majid Husain (2016), “World Geography”, MK Books India.
- Siddhartha, K & S. Mukherjee (2001), “Geography through Maps”, Kisalaya, New Delhi

Reference:

- Cole. J (1996), “A Geography of the World's Major Regions”, Routledge, London.
- Richard G. Boehm (1996), “World Geography”, McGraw-Hill/Glencoe.

Weblinks:

- <https://geographyeducation.org>
- <https://www.roughguides.com/destinations/asia>

SEMESTER VI

TOUR GUIDING AND INTERPRETATION FOR TOURISM

Nature of the Course: **Major** (Practical - VI)

Number of hours per cycle: **6**

Credits: **5**

Course Outcome:

After Completing this course, the student would be able to

- Understand the history of Tour Guiding
- Remember the professional aspects of Tour guiding
- Apply Interpretation techniques and developing guiding skills
- Understand the concept of visitor interpretation
- Analyzing various procedures for handling emergencies

Unit 1

[18 hours]

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

[18 hours]

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.

Unit 3

[18 hours]

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

Unit 4

[18 hours]

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

Unit 5

[18 hours]

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.

Assessment: ICA Test - III

The student is encouraged to enroll and complete any 1 of the online courses offered by any MOOC platform (SWAYAM/NPTEL). The following are some of the suggested courses offered by NSDC/NATS

- Tour Escort (THC/Q4402) – NSQF Level 4
- Tour Guide (THC/Q4502) – NSQF Level 4

Textbooks:

- Mohinder C (2007), “Travel Agency Management: An Introductory Text”, Anmol Publication Pvt. Ltd, New Delhi.

- Negi. J (2004), “Travel Agency and Tour Operation, Concepts and Principals”, Kaniksha Publishers, New Delhi.

Reference:

- Foster, D (1985), “Travel Agency & Tour Operation”, Macmillan Press Ltd., London
- Frenmount P (2000) “ How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York
- Pond KL(1993),“The Professional Guide”, Dynamics of Tour Guiding

Weblinks:

- <http://www.audioconexus.com/products/tour-guide-systems>
- http://wikieducator.org/Tour_Guiding