

Centre for Southeast Asian & Pacific Studies

SV University College of Arts

Sri Venkateswara University :: Tirupati

M.A. TOURISM

M.A. Tourism course in SVU College of Arts, S.V. University, is designed in such a way to prepare the students for managerial positions in Consultancies, Policy making, Tour operations, Travel Agencies, Small and Medium Enterprises and the students should be able to work in travel and tourism related organizations.

Programme Outcomes

- To equip students with a broad knowledge on the growth of tourism.
- To encourage understanding and applicability of changing trends in tourism.
- To describe the interrelationship between travel, tourism and hospitality industries.
- To develop management skills and to provide necessary Administrative, Communicative, IT, product and Resource skills to effectively handle Tourism activities.
- To acquire better and viable marketing and product innovation strategies.
- To communicate key ideas in written texts and oral presentations
- To adopt tourism practices locally and globally
- To respect Indian heritage and apply ethical principles and follow environmental responsibilities for tourism conservation.
- To develop socially, responsible business leaders in Tourism development.
- To Acquiring knowledge and develop the ability to work hard.

- To promote entrepreneurial skills among students, for promoting a better ecosystem of business.
- To recognize the need and use ability to engage in independent and life-long learning in the context of changing trends in tourism.

Programme Special Outcomes

- Explain, apply and also demonstrate travel and tourism knowledge in a professional way for a successful career in the Tourism industry;
- Communicate effectively using written, oral and nonverbal techniques, including the use of technology in the gathering and presentation of information;
- Demonstrate their knowledge in launching Travel agency and usage of travel reservations and software skills.

		I SEMESTER		
T-101	THEORETICAL CONCEPTS OF TOURISM		CREDITS -4	
Sessional Marks	20	End semester Examinations Marks		80
Objectives:				
<ul style="list-style-type: none"> ➤ Students will learn the fundamentals of Tourism and its allied activities like Travel, Accommodation and Transport ➤ Student will also learn about the noted international travel agencies ➤ Develop the ability to know the functions and obligations of different Tourism organisations 				
Unit I	Tourism: Definition, Meaning, Nature and Scope of Tourism – Types of Tourism – Motivations – Travel in ancient, medieval and modern times			
Unit II	Elements of Tourism: Accommodation – Transport – Catering – Entertainment			
Unit III	Travel Agency: Role of Travel Agency – Thomas Cook – The Grand Circular Tour – The American Express Company – Profile of Modern Travel Agency – Setting up of a Travel Agency – The Tour Operator – Group Inclusive Tour – IATA Accreditation - Travel Trade Authority – UFTAA – WATA – ASTA			
Unit IV	Tourism Organizations: The Need for Organization – Types of Organizations – UN Conference Recommendations – The National Tourist Organization – Functions of the National Tourist Organization – Tourism Organizations in India – Early History – IUOTO – WTO – PATA – European Travel Commission –			

IOTO

Unit V Tourism Promotion: Advertising – Publicity – Public Relations – Sales Support – Modern Trends

Suggested Readings

1. Bhatia A. K., *Tourism Development*, Sterling PublishersPvt,Ltd, New Delhi, 2007
2. Bhatia A.K., *International Tourism Management*, Sterling PublishersPvt,Ltd, New Delhi,2006
3. BiswanathGhosh, *Tourism and Travel Management*, Vikas Publishing House PvtLtd., New Delhi, 1998
4. Seth, P. N., *Successful Tourism Management*, Sterling PublishersPvt,Ltd, NewDelhi,1987
5. Seth, P.N and Sushma Seth Bhat, *An Introduction to Travel and Tourism*, Sterling PublishersPvt, Ltd, New Delhi, 2006
6. Mario D’Souza (ed), *Tourism Development and Management*, MangalDeepPublications, Jaipur, 1998
7. Michael M. Coltman, *Introduction to Travel and Tourism: An International Approach*, Wiley, London, 1989
8. Punia, B.K., *Tourism Management: Problems and Prospects*, AshishPublishinghouse, New Delhi, 1997
9. Vanama, P. K., *Trends in Tourism*, Prabhu Publishers, Chennai, 2005

Course Outcomes:

- 1) Understand the Nature, Meaning and Scope of Tourism.
- 2) Students understand the different aspects in tourism.
- 3) Earn knowledge about national and international tourism organisations

I SEMESTER		
T-102	PLANNING AND DEVELOPMENT OF TOURISM	CREDITS -4
Sessional Marks	20	End semester Examinations Marks 80

Objectives:

- Course offers to know the importance of Planning in Tourism and they learn about national and international tourism policies.
- Student will also learn the Role of Public and private sectors in tourism promotion activities
- Gain knowledge on the alternative adventure tourism destinations in Himalayas and Bhutan

Unit I Concept of Planning: Need for Tourism Planning – Consequences of unplanned Development – Process of Planning

- Unit II Formulating Tourism policy: Role of government, Public and private Sectors – Role of international, national and local Tourism organizations in carrying out Tourism policy
- Unit III Tourism Development: Linkage between planning and Tourism Development; Public and Private sectors- their role in Tourism Development
- Unit IV Tourism in India at different levels: Different approaches - Planning for special interest – Adventure and alternative forms of Tourism – Case studies – Garhwal, Himalayas, Bhutan – Environmental Tourism
- Unit V Tourism Policy of India: National Action Plan on Tourism (1992) – Draft National Tourism Policy (1997) – Concept of National Tourism Board – Tourism in the states of India – Case study of Tourism policies of State Governments – Andhra Pradesh, Rajasthan, Himachal Pradesh and Goa

Suggested Readings

1. Gunn, Clare A., *Tourism Planning: Basics, Concepts, Cases*, Taylor and Francis, London, 1994
2. Hollaway J.C., *the Business of Tourism*, Financial Times Prentice Hall, New Jersey, 2006
3. Inskip, Edward, *Tourism Planning: An Integrated and Sustainable Development Approach*, VNR, New York, 1991
4. Mill and Morrison, *The Tourism System: An Introductory Text*, Prentice-Hall, New Jersey, 1992
5. Poynter James M., *Tour Design – Marketing and Management*, Prentice Hall, New Jersey, 1993
6. Seth, P. N., *Successful Tourism Management*, Sterling Publishers, Pvt, Ltd, New Delhi, 1987

Course Outcomes:

- 1) Students gain knowledge in proper planning in tourism.
- 2) Evaluate public and private sectors role in tourism.
- 3) Interpret the dimension of National policies of policies of tourism in India.

I SEMESTER		
T-103	INDIAN HERITAGE AND CULTURE	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
Objectives:		
➤ Students learn the brief Indian history from Ancient to Modern times		

- Understand the importance of unique Indian Heritage architecture of different religions
- Distinguish the festivals of North India and South India

Unit I Unit I Brief Outline of Indian History and Culture: Ancient, Medieval and Modern Times.

Unit II Indian Architecture: Salient Features - North Indian Architecture –Deccan and South Indian Architecture

Unit III Indian Paintings and Sculptural Art: Jain, Buddhist and Hindu Art.

Unit IV Selected Heritage sites: Museums, Palaces, Forts and other Monuments

Unit V Religious rituals and Festivals: Important festivals in North India – South Indian Traditions and Customs - Functions

Suggested Readings

1. Agarwala, V.S., *The Heritage of Indian Art*, Publication Division, Govt. of India, New Delhi, 1964
2. Alderson, W.T. and S.P., *Law Interpretation for Historic Sites*, American Association for State and Local History, Nashville, 1986. (Second edition)
3. Ambrose Kay, *Classical Dance & Customs of India*, Adam & Charlie Black, London, 1950
4. Bandyopadhyaya, S., *Music of India*, Taraporevala, Bombay, 1958
5. Basham, A.L., *The Wonder that was India*, 3rdEdn, London, 1967
6. Basham, A.L.,(Ed) *A Cultural History of India*, Oxford University Press, NewDelhi, 1975
7. Bram, P., (Ed), *Indian Paintings*, YMCA Publishing House, Calcutta, 1963
8. Ghosh, D.P., *Studies in Museum and Museology in India*, Indian Publication, Calcutta, 1968
9. *Indian Handicrafts*, Publications Division, New Delhi 1969
10. Heinrich Zimmer, *The Art of Indian Asia: Its Mythology and Transformations*, Vol. I, Princeton University Press, New York (3rdEdn), 1968
11. Majumdar, R.C., (Ed), *History and Culture of the Indian People*, Vol. I and II, Bombay, 1965
12. Stella Kamrsh, *The Art of India*, Phaidon Press, London, 1963

Course Outcomes

- 1) To understand briefly the ancient, medieval and modern Indian history.
- 2) To understand and distinguish different types of architecture.
- 3) To understand different religions, festivals, fairs, traditions and customs in India.

I SEMESTER		
T-104	ART AND ARCHITECTURE OF NORTH INDIA	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
Objectives:		
<ul style="list-style-type: none"> ➤ Students will learn Evolution and developments of Indian Architecture from Indus to Mughal period. ➤ Comprehend on the important Art schools evolved in India. ➤ This course gives an opportunity to understand the Painting styles and dance forms in different regions 		
Unit I	Unit I Indus Civilization: Seals - Pottery - Painting – Sculpture – Art and Architecture	
Unit II	Mauryan Art and Architecture: Erection of Pillars -Caves and Stupas - Sanchi, Saranath, Bodh Gaya	
Unit III	Gupta’s Art and Architecture: Temple constructions -Gandhara and Mathura School of Art –Paintings at Ajanta and Ellora- Metallurgy	
Unit IV	Indo- Islamic Architecture: Qutub Minar- Fatehpur Sikri – Taj Mahal - Red Fort Painting - Ajantha - Mughals, Rajasthani, Pahari, Kangra, Mewar and Bundi.	
Unit V	Music: Hindustani- Carnatic-Dances-Kathakali, Odessy, Manipuri, Kathak, Bharatnatyam, MohiniAttam and Kuchipudi - Folklore Dances - Instruments: Veena, Sarod, Tabla, Mridangam, Sitar and Violin	
Suggested Readings		
<ol style="list-style-type: none"> 1. Brown, Percy, <i>Indian Architecture, Buddhist and Hindu Architecture</i> - Volume I and II, Read Books Design, New Delhi, 2010 2. Mahalingam, T. V., <i>Readings in South Indian History, B.R. Publication, New Delhi, 2006</i> 3. SwamySadananda, <i>Origin and Early History of Saivism in South India, University of Madras, Chennai, 1939</i> 4. Sastri, K. A. N., <i>A History of South India, Oxford University Press, Chennai, 2000</i> 		
Course outcomes:		
<ol style="list-style-type: none"> 1) To understand briefly the ancient, medieval and modern Indian history. 2) To understand and distinguish different types of architecture. 3) To understand different religions, festivals, fairs, traditions and customs in India. 		



	I SEMESTER	
T-105	CULTURAL TOURISM IN INDIA	CREDITS -4
Sessional Marks	20	End semester Examinations Marks 80
Objectives:		
<ul style="list-style-type: none">➤ This course gives a specific understand on the Cultural Tourism destinations of India➤ Comprehensive grasp over the Physical Geography and Climatological conditions of the Country➤ Students also learn the cultural tourism resources like from Pre historic caves to Modern Art Galleries and different Handicrafts of the country.		
Unit I	Natural Resources: Physical Features of India – Mountains, Hills, Rivers, Valleys, Forests, Climate – Deserts, Snow, Beaches, Flora and Fauna	
Unit II	Archaeological and Historical Resources: Archaeological sites, Pre-historic, Proto-historic caves, Historical sites- Ancient, Medieval and Modern Structures- Multi-purpose Projects	
Unit III	Cultural Resources: Important Religious Centres, Shrines- Pilgrimage Centres, Fairs and Festivals. Centres of Yoga and Meditation, Indian Dance forms, Music – Classical and Folk.	
Unit IV	Various Types of Handicrafts: cane work, Pottery, Terracotta, Carpets, Textiles _Kalamkari, Costumes, brass, Silver, Stone cutting, Ornaments, art of cookery - Varieties of food: North Indian and South Indian dishes	
Unit V	Modern Centres of Handicrafts: Art Galleries, National and State Emporiums - Eco- Tourism: Forests, Zoological Parks, Gardens - Medical TourismAyurvedic, Nature cure centres -Yoga and Meditation Centres.	
Suggested Readings		
<ol style="list-style-type: none">1. Gupta, S.P, Krishna, Cultural Tourism in India: Museums, Monuments & Art: Theory and Practice, D,K, Print World, New Delhi, 20022. GhoshShopna, Introducing Geography-2, Dorling Kindersley Pvt, Ltd, New Delhi, 20093. Chakrabarthy, D.K., India: An Archaeological History, Beginning to Early Foundation, Oxford University Press, London, 2009		

4. Gokulsing, K.M., WimalDissanayake, Popular Culture in Globalised India, Taylor & Francis, UK, 2008
5. Kamala Devi, C., Handicrafts of India, ICCR, New Delhi, 1995
6. Acharya, Ram, *Tourism & Cultural Heritage of India*, RGSA Publishers, Delhi, 2007
7. Bhardwaj, S.M., Hindu Places of Pilgrimage in India: A Study in Cultural Geography, Thomson Press, Faridabad, 1983
8. Archaeological Remains, Monuments and Museums, ASI, New Delhi, 2006

Course Outcomes

- 1) Students know Physical features of India especially useful for tourism
- 2) Categorize important Pre-historic, Medieval, modern and multipurpose sites.
- 3) Gain knowledge on various forms of handicrafts, textiles, ornaments, cuisines and art galleries

I SEMESTER		
T-106	HUMAN VALUES AND PROFESSIONAL ETHICS-I	CREDITS -4
Sessional Marks 20		End semester Examinations Marks 80
Objectives:		
<ol style="list-style-type: none"> 1) To comprehend on the definition and natural ethics of different professions 2) Student will learn about various types of moral rights, obligations, justice and behaviour 3) The student Identify, describe, and compare the teachings of Vedas and Puranas 		
<p>I. Definition and Nature of Ethics-Its relation to Religion, Politics, Business, Law Medicine and Environment. Need and Importance of Professional Ethics-Goals- Ethical Values in various Professions.</p>		
<p>II. Nature of Values-Good and Bad, Ends and Means, actual and potential Values, Objective and Subjective Values, Analysis of basic moral concepts- right, ought, duty, obligation, justice, responsibility and freedom, Good behavior and respect</p> <p>For elders, Character and Conduct.</p>		
<p>III. Individual and Society:</p> <p>Ahimsa (Non-Violence), Satya (Truth), Brahmacharya (Celibacy), Asteya (Non possession) and Aparigraha (Non-stealing). Purusharthas (Cardinal virtues)-Dharma (Righteousness), Artha (Wealth), Kama (Fulfillment Bodily Desires), Moksha (Liberation).</p>		

IV. Bhagavad Gita-(a) Niskama karma. (b) Buddhism-The Four Noble Truths-Arya astange marga, (c) Jainism-mahavratas and anuvratas. Values Embedded in Various Religions, Religious Tolerance, Gandhian Ethics.

V. Crime and Theories of punishment-(a) Reformative, Retributive and Deterrent. (b) Views on man and Yajnavalkya.

Suggested Readings

1. John S Mackenjkje: A manual of ethics.
2. "The Ethics of Management" by Larue Tone Hosmer, Richard D. Irwin Inc.
3. "Management Ethics – integrity at work" by Joseph A. Petrick and John F. Quinn, Response Books: New Delhi.
4. "Ethics in Management" by S.A. Sherlekas, Himalaya Publishing House.
5. Harold H. Titus: Ethics for Today.
6. Maitra, S.K. Hindu Ethics.
7. William Lilly: Introduction to Ethics.
8. Sinha: A Manual of Ethics.
9. Manu: Manu Dharma Sastra or the Institute of Manu: Comprising the Indian System of Duties.
10. Susruta Samhita: Tr. Kaviraj Kunjanlal, Kunjalal Brishagratha, Chowkamba Sanskrit series, Vol I,II and III, Varnasi Voll OO, 16-20, 21-32 and 74-77 only.
11. Caraka Samhita: Tr. Dr. Ram Karan Sarma and Vaidya Bhagavan Dash, Chowkambha Sanskrit Series office, Varanasi I, II, III Vol I PP 183-1991.
12. Ethics; Theory and Contemporary Issues, Barbara Mackinnon, Wadsworth/Thomson Learning, 2001.
13. Analyzing Moral Issues, Judith A. Boss Mayfield Publishing Company, 1999.
14. An Introduction to Applied Ethics (Ed) John H. Piet and Ayodhya Prasad, Como Publications.
15. Text book for Intermediate logic, Ethics and Human Values, board of intermediate Education & Telugu Academic Hyderabad.

Course Outcomes:

- 1) Students outline ethics, politics, religion, business and profession.
- 2) Knows the value of morals, concepts and identifies good and bad
- 3) Identifies values embedded in various religions and Gandhian Ethics

II SEMESTER		
T-201	HISTORICAL APPLICATION OF TOURISM IN INDIA	CREDITS -4
Sessional Marks	20	End semester Examinations Marks
		80
Objectives:		
<ul style="list-style-type: none"> ➤ Students will learn about evolution of Tourism in ancient, medieval and modern times. ➤ Gain knowledge on the important heritage centres of India ➤ Students know the important tourism circuits based on heritage and eco- tourism centers. 		
Unit I	History of Tourism in India: Origin and growth of religious Tourism in ancient, medieval and modern times	
Unit II	Types of Tourist destination in India –Monuments- Museums- Hill resorts Sarais- Beaches- Wild life Sanctuaries	
Unit III	Important Heritage Centres of India A. Delhi- Agra-Jaipur B. Sanchi-Khajuraho C. Belur-Halebidu- Hampi D. Mahabalipuram – Kanchipuram- Tanjore	
Unit IV	Tourist Centres of Andhra Pradesh A. Vishakapatanam Circuit B. Amravati- NagrajunaKonda Circuit C. Kurnool Circuit D. Tirupati Circuit E. Warangal Circuit	
Unit V	Socio- Cultural Heritage of Andhra Pradesh: Performing Arts- Fairs and Festivals, Folk Cultures- Handicrafts	
Suggested Readings		
1.Arya, R.P., <i>Incredible India : Tourist and Travel guide</i> , India Map Service,New Delhi, 2007 2.Babu, P.George, <i>Tourist and Tourism</i> , Abjith Publications, Delhi, 2006 3.Batia, G.S., <i>Tourism in the 21th Century</i> , Anmol Publications, Delhi, 1996 4.Bhardwaj, S.M., <i>Hindu Places of Pilgrimage in India, , A study of Cultural Geography</i> , Thomas press limited, Fairabad, 1983 5.Bhatia,A.K., <i>Tourism Development: Principles and Practices</i> , Sterling		

- Publishers, New Delhi, 2007
6. Bhatia A.K., *Tourism in India: History and Development*, Sterling Publishers, New Delhi, 1978
 7. Biswanath Gosh, *Tourism and Travel Management*, Vikas Publishers, New Delhi, 1998
 8. Brajesh Kumar, *Pilgrimage Centres of India*, Diamond Pocket books Pvt. Ltd, New Delhi, 2000
 9. Dorman. C Priyan, *Global Tourism Directory of India*, Global Communications, New Delhi, 1989
 10. Ganguly, P. Adwaita, *India Travel Guide, Spiritual Tourism and Ground Realities, Vol-1*, Vedantic Research Publications, New Delhi, 2007
 11. Husain, S. A., *The National Culture of India*, NBT, New Delhi, 2008

Outcomes

- 1) Gain knowledge on the concept of tourism in Ancient and Medieval times.
- 2) Examine and analyse different tourist destinations in India.
- 3) To know important Heritage sites in India as well as in Andhra and Telangana

	II SEMESTER	
T-202	TOURISM MANAGEMENT	CREDITS -4
Sessional Marks	20	End semester Examinations Marks
		80

Objectives:

- Students will learn the importance of management skills in Tourism.
- To comprehend on the financial management based on the market environment.
- Students will learn the abilities of Human Resource management in Tourism industry.

Unit I	Definition of Management Concept: Development of management-managerial skills of Tourism-management of Tourism-components of Tourism-accommodation-attractions-accessibility-management of environment.
Unit II	Management of Tourism Marketing: Segmentation-marketing mix-tour pricing-types of demand and supply and marketing research.
Unit III	Management of Human Resources: Co-ordination - special training-technical skills-guide services-event management like exhibitions-meetings-fairs and festivals.
Unit IV	Financial Management: Accounting-book keeping - Requirement of finance for development-promotion and administration-sources of finance-public and private, investments-Sectoral investment and foreign investment.
Unit V	Tourism planning: Role of govt. and non-govt. organisations-approaches to tourism planning-tourism policies and issues-tourism and regional development

Suggested Readings

1. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd, New Delhi, 1983
2. Douglas Pearce, *Tourism Today - A Geographical Analysis*, Longman, London, 1987
3. Javid Akthar, *Tourism Management in India*, Ashis Publications, Delhi, 1990
4. Kunal Chatopadhyaya, *Economic Impact of Tourism and Development*, Kanishka Publications, Delhi, 1997
5. Lesley Pender, Richard Sharply, *The Management of Tourism*, Sage, New Delhi, 2005
6. Medlik, D., *Managing Tourism*, Butt Worth Heinann Ltd, Britain, 1995
7. Pran Seth, *Successful Tourism Management*, Sterling Publishers Pvt. Ltd., New Delhi, 1985

Outcomes

- 1) Demonstrate managerial skills and to manage the Tourism environment
- 2) Apply the marketing skills and understanding demand and supply.
- 3) Acquire skills of using Human Resources in Tourism Development

II SEMESTER		
T-203	WORLD TOURISM GEOGRAPHY	CREDITS -4
Sessional Marks	20	End semester Examinations Marks
		80
Objectives:		
<ul style="list-style-type: none"> ➤ To understand, analyse and evaluate the importance of Physical features of different parts of the World through Tourism perspectives ➤ Students will be able to understand the relationship between Geography and Tourism ➤ Student will also learn the usage of different maps for the requirement of tour groups. 		
Unit-I	Introduction to Geography: Meaning and definition – Relationship between Tourism and Geography – Forms of Geography – Meaning and Definitions and Features of Tourism Geography – Importance of geography on Tourism – Geography as a Tourist Attraction	
Unit-II	Indian Geography: Physical and political features of Indian subcontinent- Climatic conditions prevailing in India- Tourism attractions in different states and territories of India.	
Unit-III	Political and Physical features of World Geography: Destinations in North America – Canada – Central America –Europe –Russia	
Unit IV	Maps and Map Study: Meaning and Definition of Maps – Globes – Distinction between Maps and Globes – Types of Maps – General Maps and Thematic Maps Tourism Maps – Topographic Maps – Latitude, Longitude, GMT, equator, Tropic Of Cancer and Tropic of Capricorn – Identification of Tourist Attractions and Cities on	

Maps

**UNIT V Aviation Geography: IATA Traffic Conferences – Important Tourist Circuits
And Popular Itineraries of Middle East – Far East – Asia Pacific**

Suggested Reading

1. Alan, A. Law, World Geography of Travel and Tourism: A Regional Approach, Butterworth
2. Boniface, B & Chris Cooper, World Wide Destinations: The Geography of Travel and Tourism, 2009
3. Burton, R., The Geography of Travel and Tourism Guide to Places of the World, Reader Digest
4. Hudman, L & Richard Jackson, Geography of Travel and Tourism, Thomson, 2003
5. Husain, M., World Geography, Rawat publications, 2011
International Atlas, Penguin Publications, New Delhi
6. Robinson, A Geography of Tourism
7. Sinha, P. C., Tourism Geography, Anmol Publications, New Delhi
8. Lloyd E, Hudman, Richard, Geography of Travel and Tourism, Thomson Learning, USA, 2003

Outcomes

- 1) Students learn the features and importance of Geography in Tourism
- 2) Acquire knowledge on different Geographical conditions of India
- 3) Gain skills in reading different type of maps related to Tourism

II SEMESTER		
T-204	ART AND ARCHITECTURE OF SOUTH INDIA	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
Objectives: <ul style="list-style-type: none">➤ Students will know the Architecture and Sculptural features of South India➤ Assess Temple Architecture of different dynasties in South India like Cholas, Pallavas and Vijayanagara rulers.➤ Students comprehend the importance of Sculptures and Paintings on the temples walls.		
Unit-I	Unit I Excavations: Arikamedu and Adichanailur - Artifacts - Seals and Pottery - Coins.	
Unit II	Andhra: Amaravathi- NagarjunaKonda, Pancharamas – Karnataka - Temple at	

	Aihole, Cave Temple at Badami, Virupaksha at Pattadakal, Rashtrakuta - Ellora Temples- Hoysalas - Chennakesava Temples.
Unit III	Pallavas: Mahabalipuram- Kailasanatha Temple- Temple of Cholas - Brahadeshwara, GangaikondaCholapuram, Pharasuram Temple- Vijayanagar- Virupaksha&Vitalaswami Temple - Hampi.
Unit IV	Sculptures: Bronze Sculptures of South India – Pallava, Chola and Vijayanagar – Paintings - Sittanavasal – Tanjore- Lepakshi.
Unit V	Fine Arts: Music -Dances- Bharathanatyam, Kuchipudi, Mohiniattam, Kathak- Bagavathamela.

Suggested Readings:

1. Brown, Percy, *Indian Architecture, Buddhist and Hindu Architecture* -
2. Volume I & II, Read Books Design, New Delhi, 2010
3. Krishna Deva, *Temples of North India*, NBT, New Delhi, 2000
4. Mahalingam, T. V., *Readings in South Indian History*, B.R. Publications, New Delhi, 2006
5. Sastri, K. A. N., *A History of South India*, Oxford University Press, Chennai, 2000
6. Srinivasan, K.R., *Temples of South India*, NBT, New Delhi, 2013
7. Swamy Sadananda, *Origin and Early History of Saivism in South India*, University of Madras, Chennai, 1939

Outcomes

- 1) Gain the knowledge of art and architecture in Amaravathi, Nagarjuna Konda and Pancharamas
- 2) Comprehend on Pallavas, Cholas and Vijayanagara styles of architecture and paintings in different South Indian Temples
- 3) Differentiate South Indian music and dances like Bharathanatyam, Kuchipudi, Mohiniattam and Kathak

	II SEMESTER	
T-205	CULTURAL TOURISM IN ANDHRA PRADESH	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	

Objectives:

- Gain knowledge on the important sources and brief history of Andhra
- Students will learn culture of Andhra like Dress, Ornaments and food habits of the

Andhra people

- Student will know the Dance, Music, Handicrafts of the region. This understanding will help the students to identify the potential cultural tourism resources of Andhra Pradesh.

Unit I Sources: Influence of geography on the history of Andhra Pradesh—Land and People - Brief survey of Political conditions in Ancient, Medieval and Modern Andhra Pradesh

Unit II Dress & Ornaments, Food Habits of Andhras: Folk costumes and Ornaments- Development of religious ideas- Early religious ideas, Jainism & Buddhism, Saivism and Vaishnavism, Socio- Cultural role of Temple & Mathas- Impact of Islam - Cultural Movements - Sufi and Bhakti.

Unit III Literary Heritage: Development of Telugu Literature – the Kakatiya, Vijayanagara and the Qutub Shahis period- Literary Glory of Andhra

Unit IV Development of Performing Arts:
a) Classical dance forms of Andhras
b) Music: Musical Instruments- different schools
c) Handicrafts of Andhra
d) Folk art and performances
e) Textiles and Kalamkari works

Unit V Cultural Contribution: Chalukyas, Kakatias and Vijayanagara dynasties- The impact of Muslim Culture on the Society

Suggested Readings

1. Arya, R.P., *Incredible India : Tourist and Travel guide*, India Map Service, New Delhi, 2007
2. Batia, G.S., *Tourism in the 21th Century*, Anmol Publications, Delhi, 1996
3. Dorman. C Priyan, *Global Tourism Directory of India*, Global Communications, New Delhi, 1989
4. Ganguly, P. Adwaita, *India Travel Guide, Spiritual Tourism and Ground Realities, Vol-1*, Vedantic Research Publications, New Delhi, 2007
5. Hanumantha Rao, B.S.L., *Religion in Andhra : A Survey of Religious Developments in Andhra from early times up to AD 1325*, Welcome Press, Hyderabad, 1973
6. Hanumantha Rao, B.S.L., *Socio-Cultural History of Ancient and Medieval Andhra*, Telugu University, Hyderabad, 199

Outcomes

- 1) Students understand Geographical features and History of Andhra Pradesh
- 2) Learn about cuisine, dress, ornaments and folk arts.
- 3) Gain knowledge on various dance forms, music and handicrafts in Andhra Pradesh

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II SEMESTER		
T-206	HUMAN VALUES AND PROFESSIONAL ETHICS - II	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
<p>Objectives:</p> <ol style="list-style-type: none"> 1) Know the concepts of value education and family values 2) Students learn healthcare ethics and social justice in health care 3) Analyse the ways to protect environment and responsibilities of Media in maintaining social ethics <p>I. Value Education-Definition – relevance to present day – Concept of Human Values – self introspection – Self esteem. Family values – Components, structure and responsibilities of family – Neutralization of anger – Adjustability- Threats of family life – Status of women in family and society – Caring for needy and elderly- Time allotment for sharing ideas and concerns.</p> <p>II. Medical ethics- Views of Charaka, Suchruta and Hippocrates on moral responsibility of medical practitioners. Code of ethics for medical and healthcare professionals. Euthanasia, Ethical obligation to animals, Ethical issues in relation to health care professionals and patients. Social justice in health care, human cloning. Problems of abortion. Ethical issues in genetic engineering and Ethical issues raised by new biological technology or knowledge.</p> <p>III. Business ethics- Ethical standards of business-Immoral and illegal practices and their solutions. Characterizes of ethical problems in management, ethical theories, causes of unethical behavior, ethical abuses and work ethics.</p> <p>IV. Environmental ethic- Ethical theory, man and nature-Ecological crisis. Pest control, pollution and waste, Climate change, Energy and population. Justice and environmental health.</p> <p>V. Social ethics- Organ trade, Human trafficking, Human rights violation and social disparities, Feminist ethics, Surrogacy/pregnancy. Ethics of media – Impact of Newspapers, Television, Movies and Internet.</p> <p>Suggested Readings</p> <ol style="list-style-type: none"> 1. 1 John S Mackenkjie: A manual of ethics. 		

2. "The Ethics of Management" by Larue Tone Hosmer, Richard D. Irwin Inc.
3. "Management Ethics – integrity at work" by Joseph A. Petrick and John F. Quinn, Response Books: New Delhi.
4. "Ethics in Management" by S.A. Sherlekas, Himalaya Publishing House.
5. Harold H. Titus: Ethics for Today.
6. Maitra, S.K. Hindu Ethics.
7. William Lilly: Introduction to Ethics.
8. Sinha: A Manual of Ethics.
9. Manu: Manu Dharma Sastra or the Institute of Manu: Comprising the Indian System of Duties.
10. Susruta Samhita: Tr. Kaviraj Kunjanlal, Kunjalal Brishagratha, Chowkamba Sanskrit series, Vol I, II and III, Varanasi Voll OO, 16-20, 21-32 and 74-77 only.
11. Caraka Samhita: Tr. Dr. Ram Karan Sarma and Vaidya Bhagavan Dash, Chowkambha Sanskrit Series office, Varanasi I, II, III Vol I PP 183-1991.
12. Ethics; Theory and Contemporary Issues, Barbara Mackinnon, Wadsworth/Thomson Learning, 2001.
13. Analyzing Moral Issues, Judith A. Boss Mayfield Publishing Company, 1999.
14. An Introduction to Applied Ethics (Ed) John H. Piet and Ayodhya Prasad, Como Publications.
15. Text book for Intermediate logic, Ethics and Human Values, board of intermediate Education & Telugu Academic Hyderabad.

Course Outcomes:

- 1) Equip students with value education, self esteem, and family values
- 2) Knows the responsibilities and value of Medical and Business ethics.
- 3) Learn social ethics and know the value of human rights

III SEMESTER		
T-301	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	CREDITS -4
Sessional Marks	20	End semester Examinations Marks
		80
<p>Objectives:</p> <ul style="list-style-type: none"> ➤ Students will learn the role of travel agencies in Tourism and its linkages with other agencies. ➤ Gain the skill of Itinerary preparation and Tour formulation process. ➤ Comprehend the functions of a travel agency and Rules and Regulations of the agency approval besides domestic travel operators <p>Unit I: Travel Agency: History and Growth – Emergence of Thomas Cook and American Express –Types of Travel Agency and Tour Operation – Wholesale and Retail Travel Agency - Setting up of a Travel Agency – Linkages with different</p>		

Transport Systems

Unit II: Functions of a Travel Agency: Tour Operations Planning – Domestic and International – Types of Tour – Tour Formulation and Design Process – Group Tour Planning

Unit III: Tour Package: Meaning, Types and forms of Tour Package – Tariffs – Vouchers – Hotel and Airline and Exchange Order – Merits and Demerits of Package Tour – Special Tour Packages

Unit IV: IATA Rules: Govt. Rules for Approval and Regulations for Accreditation – Documentation, Entrepreneurial skill for Travel, Tourism and Hospitality – Problems of Entrepreneurship in Travel Trade

Unit V: Itinerary Preparation: Domestic and International – Preparation of common interest Tour Itinerary and costing – Sample Tour Itinerary of Thomas Cook, Cox & Kings and SITA Travels

Suggested Readings

1. Chand, M., Management of Travel Agency and Tour Operation, Anmol Publications, New Delhi,
2. Holloway, J. C., The Business of Tourism, Macdonald & Evans, London, 1982
3. Negi, J. M. S., Travel Agency Operation, Concepts and Principles, Kanishka, New Delhi, 2005
4. Negi, J., Tourist Guide and Tour Operation: Planning and Organising, Kanishka, New Delhi, 2005
5. Victor, T. C., Marketing and Selling of Airline Products, London, 2004

Outcomes

- 1) Gain knowledge of history of travel agency, nature, and form of travel.
- 2) Build an understanding of functions performed by the Travel agency and tour operator.
- 3) Comprehend the International rules and regulations of travel agencies.

III SEMESTER		
T-302	EMERGING TRENDS IN TOURISM	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
Objectives:		
<ul style="list-style-type: none">➤ This course enables Students to learn the emerging concepts like Adventure Tourism, Eco-tourism and Theme Parks etc.➤ Student will also learn the Socio, Economic and Environmental impacts of tourism.➤ Students will know different kinds of Acts passed towards Tourism in the country		

Unit I: Adventure Tourism: Concept of Adventure – Types of Adventure Sports and Tourism – Land based Adventure – Trekking, Mountaineering, Rock Climbing – Water based Adventure – Water Surfing, White Water Rafting, Para-sailing and Air based Adventure – Parachute Jumping, Gliding, Para-gliding

Unit II: Eco-Tourism and Sustainable Tourism: Concept of Eco-Tourism and Sustainable Tourism and its Management – Impacts of eco-Tourism – Best Practised Eco-Tourism sites in the World – Theme Parks

Unit III: Tourism Impacts: Socio-Cultural Impacts of Tourism – Economic Impact and Environmental Impact and Assessment – Approach to Evaluating Impacts and Control Measures – Measuring Economic Costs and Benefits

Unit IV: Tourism Related Laws: Responsibilities of Travel Agencies – Accommodation, Airways and Surface Transport – Consumer Protection Act, 1986 – Monuments Preservation Act, 1904 – Ancient monuments and Archaeological site and Remains Act, 1972 – Laws Relating to Foreigners Act, 1946 – Foreign Exchange Regulation Act, 1973 – Passport Act, 1967 – Wildlife Protection Act, 1972

Unit V: Tourism Trends: Determinants and Motivations of Tourism Demand – Measuring the Tourism Demand – Tourism statistics – International Tourism – Emerging Trends –Cause of Variation of Tourism Trends

Suggested Readings

1. Steve Taylor (ed) Adventure Tourism: Meaning, Experience and Learning, Rutledge, New York, 2013
2. RobinetJacob&P. Mahadevan, Tourism Products of India, Abijiet Publishers, New Delhi, 2012
3. Mountains of India: Tourism, Adventure and Pilgrimage, Indus Publications, New Delhi, 2000
4. Tim Gale, Jenniefer Hill (Edt), Eco – Tourism and Environmental Sustainability: Principles and Practies, Ashis Publications, New Delhi, 2004
5. Hall, CM & S. J. Page, The Geography of Tourism and Recreation, Rutledge
6. Pearce, D. G. & R. W. Butler, Contemporary Issues in Tourism Development, Rutledge

Outcomes

- 1) Students will learn about different types of Tourism.
- 2) Build an Understanding of socio, cultural and economic impacts of tourism.
- 3) To learn Tourism related laws, responsibilities and different acts related to tourism.

III SEMESTER		
T-303	AIRLINE TICKETING AND INFORMATION MANAGEMENT	CREDITS -4
Sessional Marks	20	End semester Examinations Marks
		80
<p>Objectives:</p> <ul style="list-style-type: none"> ➤ Examine the Air travel polices, Airfare Calculations and IATA ➤ Comprehend on the necessary Travel services in Air travel ➤ Student will also learn the use of gadgets and information technology in Tourism <p>Unit I: Introduction: IATA – Aims and objectives – International Aviation Organization - IATA Traffic Conference – Areas – Their Codes –International Time Calculation International Dateline – standard Time – Local Time</p> <p>Unit II: Air Travel Policies: Passenger Care Flight Distances – Passenger Capacity and Seating – Food Beverages Service – Air policies – Reservation Policies Towards Children – Disabled Passengers – Standard of Travel, Cancellation and Delays – Baggage Allowance – Weight Concept – Pet Transport Policy – Special Meals – Class of Service</p> <p>Unit III: Airfare Calculation: Guidelines for International Tariff Rules – Basic Elements of Airfare – Fare Basis – minimum stay – Validity Dates – Combinability – RoalingPenalties – Horizontal and Vertical Fare Structures – Special Air Fares – Mileage System – Circle Trip Calculation – Back Haul One Day Tours – Mixed Class Travel Fare – Class Differential – Fill of Flight Coupons – Air Cargo Rules – Alterations –Re-issuance – Refunds – Agency Commission – Machine and manual Ticketing –Stop over Indicators – Minimum Connecting Times</p> <p>Unit IV: Modern Information Techniques in Tourism: Email Networking – Roaming – Cellular Phone – GPS – Mobile Mapping</p> <p>Unit V: Sample Survey: Travel information offices – Computer application in Travel Agency– Tourist Data banks and Office management – Tour operation and Ticket Reservation</p> <p>Suggested Readings</p> <p>1. Bhatia, A. K., Tourism Development: Principles and Practices, Sterling Publishers Pvt. Ltd., New</p>		

Delhi, 1982

2. Seth,PranNath, Successful Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi, 1998
3. Sing, L.K., Foreign Exchange Management and Airline Ticketing, ISHA Books, Delhi, 2008
4. Diederiks, H. An Introduction to Air Law, Kluwer Law International, Netherlands, 2006
5. Pablo Mendes De Leon (Edt), Air Transport Law and Policy in the 1990s, MartinusNijhoff Publishers, London, 1991
6. Epstein, A Gerald, Capital Flight and Capital Controls in Developing Countries: An Introduction, Edward Elgar Publishing Ltd, UK, 2005
7. Bhatia, A.K., International Tourism Management, Sterling Publishers Private Ltd, New Delhi, 2001
- 8.

Course Outcomes

- 1) Students know about IATA and its functions
- 2) Gain knowledge and use of information technology in tourism industry
- 3) To know about tour office management skills and tour desks.

III SEMESTER		
T-304.a	TOURISM RESEARCH METHODS	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	

Objectives:

- Students will learn the Research methods in Tourism and Specific problems in Tourism
- Evaluate the difference between qualitative and quantitative methods
- Students will able to learn the skills of report writing and questionnaire design.

Unit I: Introduction to Research: Nature, Scope and Purpose of Tourism Research – Theoretical Perspectives – Methodology and Research Methods – Historical Developments and Current Debates in Tourism Research – Specific Problems in Tourism Research

Unit II: Research Problems: Management Problems – Tourism Management Information Systems – Measurements – Conceptual and Operational Definitions – Validity and Reliability – Qualitative and Quantitative Measurement – Surveys – Sampling Questionnaire Design and Execution

Unit III: Quantitative Techniques: Time Series Analysis – Correlation and Regression Analysis – Normal Distribution – statistical Testing of Hypotheses – Parametric and Non-Parametric Techniques – Quantitative Techniques in Decision Support – Use of Software in Data Analysis

Unit IV Qualitative Techniques: Case Study Method –Experimentation – Depth Interviews -Participant Observation – Field Work – Focus Group Technique – Projective Techniques – Content Analysis – Historical Analysis in Qualitative Tradition

Unit V: Data Presentation: Presentation of Research Findings – Written and Oral Presentation – Report Writing Tips – Scientific Writing Styles – Tips on Writing Research Proposals

Suggested Readings

1. Artinah, Zainal, SallehMohdRadzietl (ed.), *Current Issues in Hospitality and Tourism Research and Innovations*, CRC Press, London, 2012
2. Bhatia, A.K., *International Tourism Management*, Sterling Publishers Private Ltd, New Delhi, 2001
3. Brent, W. Richie (ed.), *Tourism Research Methods: Integrating Theory with Practice*, CABI Publishing House, London, 2005
4. Brunt, P., *Market Research in Travel and Tourism*, Butterworth Heinemann, London, 1997
5. Engel, J. F. (ed.), *Market Segmentation: Concepts & Application*, Rinechart & Winston, New York, 1972
6. Jennings, G., *Tourism Research*, John Wiley & Sons, London, 2001
7. Michael, V. P., *Research Methodology in Management*, Himalayan Publishing House, New Delhi
8. Ritchie, J. R. B., and Goeldner (eds.), *Tourism and Hospitality Research: A Handbook for Managers and Researchers*, Wiley, London, 1994

Course Outcomes

- 1) To make the student understand the scope of research in tourism sector.
- 2) Students learn different techniques used in Research for tourism sector.
- 3) Gain knowledge in presentation of research findings and prepare projects.

	III SEMESTER		
T-304.b	TRANSPORT MANAGEMENT		CREDITS -4
Sessional Marks 20	End semester Examinations Marks		80
Objectives:			
<ul style="list-style-type: none"> ➤ Through the course students know the role of transport in tourism and different transportation systems. ➤ Student will also learn the skills to draw the fare table and fare structure methods. ➤ Students will learn the Indian Motor Vehicle Act, Vehicle Maintenance and Fuel efficiency methods. 			
Unit – I	Personnel Management: Objectives and functions of Personnel Management, Psycho-logy, Sociology and their relevance to organization - Personality problems- Selection process: job description, employment tests, interviewing,		

	introduction to training objectives, advantages, methods of training, training procedure, psychological tests.
Unit – II	Transport Systems: Introduction to various transport systems - Advantages of Motor Transport- Principal function of Administrative, Traffic, Secretarial and Engineering divisions. chain of responsibility forms of Ownership by State, Municipality, Public body and Private undertakings.
Unit – III	Scheduling and Fare Structure: Principal features of operating costs for transport vehicles with examples of estimating the costs – Fare structure and method of drawing up of a fare table - Various types of fare collecting methods - Basic factors of bus scheduling - Problems on bus scheduling.
Unit – IV	Motor Vehicle Act: Traffic signs, fitness certificate, registration requirements, permit insurance, constructional regulations, description of vehicle-tankers, tippers, delivery vans, recovery vans, Power wagons and fire fighting vehicles. Spread over, running time, test for competence to drive.
Unit – V	Maintenance: Preventive maintenance system in transport industry, tyre maintenance procedures. Causes for uneven tyre wear - remedies, maintenance procedure for better fuel economy - Design of bus depot layout.
Suggested Readings	
<ol style="list-style-type: none"> 1. Government Motor Vehicle Act, Eastern Book Company, Lucknow, 1989 2. John Duke, Fleet Management, McGraw-Hill Co, New York,1984. 3. Kitchin.L.D., Bus Operation, Illiffee and Sons Co., London, III edition, 1992 	
<ol style="list-style-type: none"> 1. The motor vehicle Act, 1939 	
Course Outcomes	
<ol style="list-style-type: none"> 1) Learn functions of personal management, problem solving and methods of training. 2) Comprehend knowledge on various systems of transport, maintenance of government and private transport systems. 3) Will gain knowledge about Motor Vehicle Act. 	

	III SEMESTER		
T-304.c	COMMUNICATIVE ENGLISH FOR TOURISM AND HOSPITALITY		CREDITS -4
Sessional Marks	20	End semester Examinations Marks	80
Objectives:			
<ul style="list-style-type: none"> ➤ Students will learn importance of Communication skills in Tourism industry and forms of communication. 			

- Student also learn the Professional speaking skills and behavioral patterns.
- Students equip with the skills of writing Business letters, Sales Reports, Survey Reports and Professional brochures.

Unit I:	Understanding Communication -The Communication Process- Forms of Communication –oral and written, verbal and non – verbal (kinesics, proxemics, Paralinguistics Chronemics.) - Barriers in Communication and Classification of Barriers.
Unit II:	Active Listening and Effective Reading – Listening skills- reiteration and Application of Concepts- Reading Skills -reiteration and application of concepts- Listening Comprehension- speeches (general and business) professional texts (based on business reports/work related issues/ current affairs/ environment etc). - Listening and giving Feedback – case studies on interpersonal problems- Reading and analyzing texts of advertisements-Reading comprehension texts (business and work related texts/speech texts/ current affairs etc)
Unit III	Professional Speaking – Speaking skills – reiteration of concepts- Group Discussion with evaluation- Debate- Presentation with evaluation- Jam/ Extempore- Mock Interview and Meetings with evaluation-. Dealing with difficult people – role play based on behavioral patterns- Case Studies and SWOT analysis- Hot Seat with evaluation
Unit IV	Business Writing- Principles of Communicative Writing- Business Letters – application, enquiry, complaints, reservations- E –Mails- CV Writing- Synopsis and Note taking - Reports – a) Graph Sales Report b) Field/Survey Report c) Minutes and Agenda- Professional Brochures- Questionnaires- Writing Proposals
Unit V	Functional Grammar and Business Vocabulary- English for Specific Purposes – vocabulary related to fields of Hospitality, Travel and Tourism, Airlines, Banking, Media, General Corporate- Phrasal Verbs, Word Pairs, Synonyms and Antonyms- Use of Tense and Problems of Concord

Suggested Readings

1. Adair, John, *The Effective Communication*, Jaico Publishing house, Mumbai, 2002
2. Allen, G. M., *Business Communication: Process and Product*, Thomson Asia Pvt. Ltd., Singapore, 2002
3. Andrew, L., *Company to Company*, Cambridge University Press, Cambridge, 2002
4. Ashley, A., *Commercial Correspondence*, Oxford University Press, Oxford, 1992
5. Homer. D., & Peter Strutt, *Words at Work*, Cambridge University Press, Cambridge, 2002
6. **Keith Harding, Paul Henderson, *High Season: English for the Hotel and Tourist Industry*, Oxford University Press, London, 2011**
7. Konar, N., *English Language Laboratories: A Comprehensive Manual*, PHI Learning, New Delhi, 2001
8. **Leo Jones, *Welcome Student's book : English for the Travel and Tourism Industry*, Cambridge University Press, Cambridge, 1998**
10. **Ober, Scot, *Contemporary Business Communication*, 5th edn. Biztantra, New Delhi, 2004**
11. Penrose. J. et. Al., *Advanced Business Communication*, 4th edn. Thomson asia Pvt. Ltd., Singapore, 2001
12. Prasad, P., *Communication Skills*, S. K. Kataria & Sons, Delhi, 1998
13. Raman, M. & Prakash Singh, *Business Communication*, Oxford University Press, Oxford, 2010
14. Raman, M. and Sangeeta Sharma, *Technical Communication*, Oxford University Press, Oxford, 2000
15. Raman, M. and S. Sharma, *Communicative English*, Oxford University Press, Oxford, 2003
16. Sharma, R. C. Krishna Mohan, *Business Correspondence and Report Writing*, Tata McGraw Hill, New York, 1994
17. Sreevalsan, M. C., *Spoken English: English Conversation Practice*, Vikas Publishing House Pvt. Ltd., New Delhi, 2001

Course Outcomes

- 1) Equip students with knowledge of English as a world language.
- 2) Developing Intellectual, Personal and Professional abilities through Communicative skills.
- 3) Develop Translation and Drafting skills

	III SEMESTER	
T-304.d	TOUR GUIDE	CREDITS -4
Sessional Marks 20		End semester Examinations Marks 80

Objectives:

- Students will learn the role and responsibilities and code of conduct of a Tour Guide.
- To demonstrate the learned skills on Tour commentary, destination interpretation and communication.
- Students gain knowledge on the problem solving methods like Accidents, Thefts, Loss of documents and Law and order issues.

Unit- I Tour Guiding: Concept –History-Dimensions and present status - Role and Responsibilities of Tour Guide-Tour Guide Code of Conduct - Personal hygiene and grooming checklist for tour guides- Principles of Tour Guide-How to develop tour guiding skill.

Unit- II Communication for Tour Guiding: Language-Posture and Presentation, Roadblocks in Communication-Speaking - faults-body language for speaking, Tour commentary-Composition and Contains Microphones Technique- Sense of Humour - How to deal with awkward questions - Timing and indications - Apology and Pausing. Linking commentary with what to be seen.

Unit- III Visitor Interpretation: Concept-Principles and types - How to develop good interpretation skill-Popular understanding of a place - Principles of good interpretive practices. Reconstructive and Recreative Interpretation-Personal stereo type.

Unit- IV Interpretation of Nature: Concept-perspective-Approach-Principles of Nature Interpretation - Intrinsic quality of a Resource Hierarchy of Interpretation - Heritage Interpretation.

Unit- V Dealing 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.

Suggested Readings

1. Chand, M.N., Travel Agency Management
2. David Hetchenberg, What time is this place
3. Dellers, Conducting Tours
4. Foster D, Travel Agency & Tour Operations
5. J.N. Negi, Tour Operations and Tour Guiding
6. Negi J.M., Travel Agency and Tour Operation

Course Outcomes

- 1) Students learn role and responsibilities of a tour guide.
- 2) Equip with communication skills, language and posture in front of tourists.
- 3) Learn to deal effectively at the time of emergencies

III SEMESTER		
T-305.a	HERITAGE MANAGEMENT	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
Objectives:		
<ul style="list-style-type: none"> ➤ To know the general features of Indian culture and world famous Heritage sites ➤ Learn to know the Heritage Protection, conservation and Preservation methods ➤ Student also learn the Heritage Management organizations at National and International level. 		
Unit – I	Indian Culture: General Features, Sources, Components and Evolution.	
Unit – II	What is Heritage: Meaning and concept - Criteria for selection of Heritage Sites - Monuments and zone by UNESCO (WHC) - Types of Heritage Property - World famous Heritage sites and Monuments in India and abroad.	
Unit – III	Heritage Management: Objectives and strategies, Protection, Conservation and Preservation – Study of Destination – A Case study of Amaravati Capital of A.P. Heritage Marketing – Destination Development.	
Unit – IV	National and International Organizations: Role of National and International organizations in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs)	
Unit- V	Museums: Concept and classification. (National Museum, New Delhi, Bharat Kala Bhawan, Varanasi, Archaeological Museum, Sarnath - Heritage Hotels and its Classification.	
Suggested Readings:		
<ol style="list-style-type: none"> 1. Allchin, B., et al. Conservation of Indian Heritage, Cosmo Publishers, New Delhi, 1989 2. Ashworth, G. J., the Tourist Historic City. Retrospect and Prospect of Managing the 		

- Heritage City, Pergamon, Oxford, 2000
3. Edward, Tourism Planning: An Integrated and Sustainable Development Approach VNR, New York, 1991
 4. UNESCO-IUCN, Masterworks of Man and Nature, Pantoga, Australia, 1992

Course Outcomes:

- 1) Students will know the rich Indian culture and customs.
- 2) Gain knowledge on the UNESCO heritage concepts and Sites.
- 3) Students will know National and International Heritage Sites.

III SEMESTER		
T-305.b	TOURISM ECONOMICS	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
Objectives:		
<ul style="list-style-type: none"> ➤ Students will learn the principles of Demand and Supply in Tourism chain ➤ Student will also learn the cost benefit analysis of each tourism products. ➤ Students will also understand how tourism helps to develop the global economy in general and Indian economy in particular. 		
Unit- I	Concept of Demand and Supply in Tourism: Demand, Supply Holiday Choice. Consumer Decision Making Process. Determinants and indicators of Demand - Measurement of Demand – Tourism supply, Tourism product - Process of Product Development.	
Unit-II	Pricing in Tourism: Determinants of Price - Types of Price in Tourism -Pricing a New Product - Project Feasibility Study. Cost Benefits Analysis - SWOT Analysis - check list.	
Unit- III	Impact of Tourism: Economic impacts - Social Impacts - Environmental Impacts - Multiplier Effects in Tourism, Environment Impact Assessment (EIA)	
Unit- IV	Public and Private Sector in Tourism: Government Role in Tourism - Community and Tourism. Need for Public – Private Sector Co- Operation in tourism - Regular Role of Government in Tourism.	
Unit- V	Tourism’s Contribution: Role of Tourism in the global economy and in Indian Economy - Tourism Demand Forecasting - Sources of Finance For Tourism -	

TFCI.

Suggested Readings:

1. Baskota, K., Impact of Tourism Local Employment and Income in Three Selected Destinations; Case Studies of Sauraha, Nagarkot and Bhaktapur. Nepal Tourism and Development Review. Vol (2) No. 1, 2012
2. Bull, A., The Economics of Travel and Tourism. Harlow: Longman, 1995
3. Dominick Salvatore, Theory and Problems of Microeconomics, (3rd ed.), Schaum's Outline Series, McGraw-Hill, Inc, Singapore,2000
4. Dwivedi, D. N, Mankiw, N. Gregory,(ed). Microeconomics, (latest ed.), New York: Worth Publishers, 1997
5. Gautam, B.P.,Tourism and Economic Growth in Nepal. NRB Economic Review. Vol- 23-2, 2012
6. Mankiw, N. Gregory, Macroeconomics, (3rd ed.), New York: Worth Publishers, 1997
7. Ministry of Finance, Budget Speech 2013. Kathmandu: Ministry of Finance, Government of Nepal.
8. Ministry of Finance. 2013. Economic Survey 2012/13. Kathmandu: Ministry of Finance, Government of Nepal.
9. Sinclair, M. & Stabler, M., The Economics of Tourism, (1st ed.), Routledge, 1997
10. Tribe, J., The Economics of Recreation, Leisure and Tourism, (4th ed.), Elsevier Ltd, 2011
11. Vanhove, N., The Economics of Tourism Destinations, (1st ed.), Elsevier Limited,2005
12. Williams, A.M., Towards a Political Economy of Tourism, In Lew, 2004
13. Hall, C.M. &Williams, A.M. (Eds.) A Companion to Tourism; Blackwell Publishing, 2003

Course Outcomes:

- 1) Students learn the concepts of demand and supply in tourism.
- 2) Assess the impact of tourism on environment, social and political.
- 3) To evaluate the role of public and private sectors and sources of finances

	IV SEMESTER	
T-401	TOURISM MARKETING	CREDITS -4
Sessional Marks	20	End semester Examinations Marks
		80

Objectives:

- To acquire broad knowledge of marketing in Tourism and Economic importance of Marketing.
- Student will also learn the understanding of market environment based on forecasting.
- Students know the consumer marketing services like hotels, resorts and Travel agencies.

Unit I: Marketing: Core Concepts in Marketing – Needs, Wants, Demands, products, Markets, Marketing Management Philosophies – production, Product, Selling Marketing and Societal Perspectives – Economic Importance of Marketing

Unit II: Analysis and Selection of Market: Measuring and Forecasting Tourism Demand – Forecasting Methods – Managing Capacity and Demand – Market Segmentation

and Positioning

Unit III: Market Environment: Consumer Buying Behaviour – Competitive differentiation and Competitive Marketing Strategies – New Product Development – Product Life Cycle – Customer Satisfaction and Related Strategies in Internal and External Marketing – Interactive and Relationship Marketing

Unit IV: Marketing of Tourism Services: Marketing of Airlines – Hotels – Resorts – Travel Agencies and Other Tourism related Services – Challenges and Strategies.

Unit V: Marketing Skills for Tourism: Creativity – Communication – Self-Motivation – Team Building – Personality Development.

Suggested Readings

1. Devashish Dasgupta, Tourism Marketing, Dorling Kindersley, Pvt, Ltd, New Delhi, 2011
2. Alan Fyall, Brian Garrod, Tourism Marketing: A Collaborative Approach, Channel View Publications, Ltd, 2005
3. Victor Middleton, Marketing in Travel and Tourism, Planta Tree Publication, Great Britain, 2001
4. Alastair, M, Morrison, Marketing and Managing Tourism Destinations, Routledge, Canada, 2013
5. Davidoff, Philip & Doris S. Davidoff, Sales and Marketing for Travel & Tourism, National Publishers of Blackhill Inc, USA, 1990
6. Kotler, Philip, Principles of Marketing Practices, Prentice Hall of India, New Delhi, 1985
7. Wahab, C. R., Tourism Marketing, Tourism International Press, London, 1976
8. Rodoula H, Tsiotsou, Ronald (Eds), Strategic Marketing in Tourism Services, Emerald Group Publishing Ltd, 2012
9. Alf Bennett, Johan Wilhem (Eds.), Introduction to Travel and Tourism Marketing, Creda Communications, London, 2008.

Outcomes

- 1) Able to learn core concepts in management and marketing
- 2) Gain knowledge on the roles and responsibilities of a tour manager
- 3) Students learn marketing skills in tourism and personality building

IV SEMESTER		
T-402	TOURISM AND HOSPITALITY MANAGEMENT	CREDITS -4
Sessional Marks	20	End semester Examinations Marks 80
Objectives:		

- Students will learn about the importance and impact of Hospitality in Tourism
- Gain broad knowledge on the various departments in a Hotel and its functions.
- Students will learn the effective management skills for hotel industry.

- Unit I: Introduction: Overview of Tourism Industry – Concept of Tourism – Economic Importance of Tourism - Impact of Tourism
- Unit II: Introduction to Accommodation Industry: Types of Accommodation – Classification –Accommodation Management – Front Office – House Keeping – Bar and Restaurant
- Unit III: The Room Division: The Food and Beverage Division – The Engineering and Maintenance Division – The Marketing and Sales Division – The A/C Division – The HR Division – The Security Division – Study of the Working of Hotels /Motels/ Restaurants
- Unit IV: Distinctive Characteristics of Hospitality Industry: Seven Ps of Marketing in Hospitality– Product, Price, Place, Promotion, people, Process and physical Evidence
- Unit V: Restaurant Management: Hotel Operations – Food Services – Retail Food services –Industrial Food Services – Healthcare Food Services – Club Food Services – trends in Lodging and Food Services –Future trends in Hospitality Industry - Role of Associations in Hospitality Management

Suggested Readings

1. John C, Crofts, DimitriosBuhalis, Roger March (Edt), Tourism and Hospitality Management, Routledge, New York, 2012
2. Stephen Ball, Susan Horner, Kevin Nield, Contemporary Hospitality and Tourism Management issues in China and India, Elsevier, UK, 2007
3. Andrews, Hotel Front Office Training Manual, Tata Mcgraw Hill, Bombay, 1980
4. Arthur & Gladwell, Hotel Assistant Manager, Jenkins, London
5. Bhatia, A. K., Tourism Development: Principles and Practices, Sterling Publications Pvt. Ltd., New Delhi, 2012
6. Seth, P. N., Successful Tourism Management, Sterling Publications Pvt. Ltd., New Delhi, 2000
7. Prideaus, Gianna Moscardo (Edt), Managing Tourism and Hospitality Services: Theory and International Applications, Biddles Ltd, London, 2005
8. Abraham Pizam (Edt), International Encyclopaedias of Hospitality Management, Rutledge, London, 2009

Course Outcomes

- 1) Students acquire knowledge on the concepts of hospitality.
- 2) To know different types of accommodation and their maintenance.
- 3) Analyse different types of food services and their role in hospitality sector

	IV SEMESTER	
T-403	ENVIRONMENT AND TOURISM	CREDITS -4
Sessional Marks 20		End semester Examinations Marks 80

Objectives:

- Students will learn the importance of Sustainable tourism concepts and Eco-tourism approaches.
- Students comprehend the Management of Eco systems and its application in Tourism
- Develop analytical views on environment policies of the governments

Unit I: Eco-Tourism: Approaches in Sustainable Tourism – Global Initiative under Quebec City and Oslo Conventions – Responsible Tourism – Concept and Global Responses

Unit II Ecology: Definition – History of Development – Eco-System – Functions – Basic Properties – Management of Eco-System and its Application in Tourism

Unit III Tourism and Environment: Types – Natural – Cultural – Evaluation of Scenic Beauty – Wild Life – Bird sanctuaries – Species Project – Theme Park – Amusement Park – Types of Resorts

Unit IV Tourism and Sustainable Development: Definition – Equity and Sustainability – Tourism and Environment Studies – Integrated Energy Planning – Environmental Deterioration – Impact Assessment – Strategies – use of Remote Sensing – Its Impact – Socio, economic, cultural, ecological and Human Pollution

Unit V Alternative Tourism and Environmental Policy: Environmental Policy – Tourism Policy in India – Alternative Tourism – Potentials and Constraints

Suggested Readings

1. Buckley, R., Environmental Impacts of Ecotourism, CABI, London, 2004
2. Chandana, Environmental Awareness, Kalyani Publishers, New Delhi, 1998
3. Chaudhury, S. K., Culture, Ecology and Sustainable Development, Mittal, New Delhi, 2006
4. Chawala, R., Ecology and Tourism Development, Sumit International, New Delhi, 2006
5. Sinha, P. C., Guidelines for Human Environmental Sustainable Development, Global Environment Law, Policy and Action Plan, SBS Publications, New Delhi, 2006
6. Martin Mowforth, Lan Munt, Tourism and Sustainability Development and New Tourism in the Third World, Routledge, 2003
7. Trevor, Sofield H.B., Empowerment for Sustainable Tourism Development, Elsevier, UK, 2003

8. Helen Briassoulis, Jan Van der Straaten, Tourism and Environment : Regional, Economic, Cultural and Policy issues, Kluwer Academic Publishers, Netherlands, 2000
9. Singh, L.K., Ecology, Environment and Tourism, Gayan Publishing House, New Delhi, 2008

Course Outcomes

- 1) Learn about Ecotourism and Sustainable tourism
- 2) Gain knowledge on Eco-Tourism, environment and management of Eco Systems.
- 3) Analyse Social impact of eco tourism on local communities.

IV SEMESTER	
T-404 a	HEALTH AND MEDICAL TOURISM
Sessional Marks 20	End semester Examinations Marks 80
Objectives:	
<ul style="list-style-type: none"> ➤ To gain broad knowledge on the significance of Medical Tourism and Medical Tourism Destinations in India. ➤ Students comprehend on the various Medical Treatments available in India and strategy to attract Global medical Tourists. ➤ To identify and describe the Medical Tourism impact on national economy and the role of Government, Private and Voluntary organizations in tourism promotion. 	
Unit- I	Medical Tourism: Significance- Medical Tourism as Industry- Medical Tourism Destinations – Types and flow of Medical Tourists- Factors Influencing Choice of Medical Tourism Destinations.
Unit- II	Macro Perspective: Effects of Medical Tourism in Nation’s Economy – Development of Supporting Services for Medical Tourism – Role of Government – Private Sector – Voluntary Agencies in Promotion of Medical Tourism.
Unit-III	Marketing Strategy: Strategy formulation to attract and retain National and Global Medical Tourists – Positioning of Indian Medical Services – Traditional and Nontraditional – Pricing of Medical Services.
Unit- IV	Communication: Integrated Communication for Medical Tourists – Online and Offline Communications – Relationship Management with Medical Tourists.
Unit- V	Emerging Trends: Understanding Medical Tourist Satisfaction – Protecting Stakeholder’s interests in Medical Tourism – Emerging Trends.

Suggested Readings:

1. Gupta, Ambuj& Sharma, Vinay, Medical Tourism: On the Growth Track in India
2. Kumar, Medical Tourism in India (Management and Promotion)
3. Michael D. et.al., Medical Tourism – Health Care in The Global Economy
4. (Trends), Americal College of Physician Executive, 2007.
5. Milica Z.,et. Al., Medical Tourism in Developing Countries, Palgrave Macmillan, 2007.
6. Opportunities in Medical Tourism in India, RNCOS E-Services Pvt. Ltd, 2007
7. Raj Pruthi., Medical Tourism in India , Arise Publishers & Distributors, 2006.
8. Reisman, David, Health Tourism: Social Welfare Through International Trade
9. Sarngadharan, M. &Sunanda, V.S., Health Tourism in India
10. Smith, Melanie; &Puczko, Laszlo, Health and Wellness Tourism
11. Todd, Maria, Handbook of Medical Tourism Programme Development ASSOCHM, Health Tourism : The Great Indian Advantage.
12. Todd, Maria, Medical Tourism Facilitator’s Handbook
13. Watson, Stephanie & Stolley, Kathy S., Medical Tourism : A Reference Hand book

Course Outcomes

- 1) Develop understanding of medical tourism, its development over ages as an industry
- 2) Learn the role of government and private sectors in promotion of Medical Tourism
- 3) Identify various issues related to Medical Tourism and Emerging Trends.

	IV SEMESTER	
T-404 b	Dissertation + Viva	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
Objectives:		
<ul style="list-style-type: none">➤ To develop investigative approaches in their course learning on different Tourism products➤ To demonstrate the personal abilities and skills required to specific topics on Tourism sector➤ Students learn the ability to observe different analytical approaches and models of interpretation in their project works.		
Course Outcomes		
<ol style="list-style-type: none">1) To test the knowledge of the student on the subject2) To understand and evaluate the select topic.3) To learn to analyse and present the project effectively.		

	IV SEMESTER	
T-405 a	ADVENTURE TOURISM	CREDITS -4
Sessional Marks	20	End semester Examinations Marks 80
Objectives:		
<ul style="list-style-type: none"> ➤ Gain broad knowledge on the diversified adventure tourism in India. ➤ Students will learn the minimum standards to be followed in Adventure tourism in land based, water based and Aerial based activities ➤ Student gain knowledge on the Adventure Tourism Destinations in India and also Problems and Prospects of the sector 		
Unit-I	Adventure Tourism: Definition, Scope and Nature of adventure Tourism - Popular Tourist Destinations - Land based trekking, Skiing, Mountaineering, Desert Safaris, Car Rallies. Water based rafting, kayaking, canoeing, surfing, water skiing, scuba diving and <i>Air based</i> parasailing, paragliding, ballooning, hand gliding and micro lighting.	
Unit-II	Basic Minimum standards for Adventure Tourism Related Activities: Land based- Mountaineering, Trekking, <i>Water Based</i> ; River running; <i>Aerial Based</i> ; Parasailing, Paragliding, Bungee Jumping. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.	
Unit-III	Adventure Tourism Impacts: Social, Cultural, Economic and Environmental impacts of adventure tourism - Issues from the perspective of different stakeholders - government, local people, tourists and tourism businesses.	
Unit-IV	Adventure Tourism Products and Infrastructure: Marketing and promotional strategies - Problems and issues relevant to the adventure travel and tourism industry - Risk Management.	
Unit-V	Adventure Tourism in India: Uttarakhand and Himachal Pradesh – Issues and considerations - Adventure tourism organizations and training institutes in J&K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM &NIWS) - Indian	

Institute of skiing & mountaineering - Challenges of adventure tourism – Litter, waste, pollution, overbuilding, destruction of flora and fauna.

Suggested Readings:

1. Geoff Crowther , et.al., India - A Travel Survival Kit. Lonely Planet Publication.
1. Gillan Wright, Hill Stations of India - Penguin Books, New Delhi
2. Gupta, V.K., Tourism in India -, Gyan Publishing House, Delhi
3. I.C. Gupta & Dr. Sushama Kasbekar, Tourism Products of India.
4. Pran Nath Seth, India - A Travellers Companion

Course Outcomes

- 1) Explain the status and scope for adventure tourism in India.
- 2) Learn different types of adventure tourism
- 3) Evaluate the role of government and other stakeholders in adventure tourism.

IV SEMESTER		
T-405 b	EVENT MANAGEMENT	CREDITS -4
Sessional Marks 20	End semester Examinations Marks 80	
Objectives:		
<ul style="list-style-type: none"> ➤ Gain broad knowledge on the types of Tourism events and key steps to successful event. ➤ Students know the importance of MICE along with Event Planning, organizing and Marketing. ➤ Students comprehend on the Popular events organized around the globe and its benefits. 		
Unit- I	Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.	
Unit- II	The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.	
Unit- III	Introduction to MICE: Planning MICE, Components of the Conference Market - Characteristics of Conferences and Conventions - MICE as a supplement to Tourism - the nature and demand of Conference markets- The Economic and Social significance of Conventions - process of Convention Management.	
Unit- IV	Event Marketing – Customer care – Marketing equipments and tools – Promotion - Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events	

of National and International importance.

Unit- V Travel Industry Fairs: Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

Suggested Readings:

1. Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning, 2002.
2. Avrich Barry, Event and Entertainment Marketing, Vikas, New Delhi, 1994.
3. Bhatia A.K., Event Management, Sterling Publishers, New Delhi, 2001.
4. David C. Watt, Event Management in Leisure and Tourism, Pearson, 1998.
5. Joe Gold Blatt, Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York. 1997.
6. Leonard H. Hoyle, Event Marketing, John Wiley and Sons, New York, 2002
7. Panwar J.S., Marketing in the New Era, Sage, New Delhi, 1998.

Course Outcomes

- 1) Know the types and importance of event management.
- 2) Understand the managerial and operational aspects pertaining to the MICE industry.
- 3) Learn about customer care, marketing equipment and tools