

SRI VENKATESWARA UNIVERSITY

**B.A. TOURISM
IV SEMESTER**

UNDER CBCS W.E.F.2021-22

BA. (History, Epigraphy and Tourism and Museology)

IInd year: IVth Semester – Tourism

Paper IV: Tourism Resources and Development in Andhra Pradesh

SYLLABUS

- Unit - I :** Physical features of Andhra Pradesh – Climatic Conditions – Tourism Resources and policies- Development of Tourism in Andhra Pradesh – Role of APTDC in the promotion of Tourism.
- Unit - II :** Tourism in Andhra Pradesh - Advertising and Publicity – Tourism literature – Role of Print and Electronic Media – Tour operations – Tourist Guides – Private Partnership in the promotion of Tourism – Package Tours – Transport and Development of various types of Accommodation.
- Unit – III :** Pilgrimage Tourism – Tirupati – Mahanandi – Mantralayam –Tripurantakam- Ahobilam – Sri Kalahasti – Simhachalam – Amaravati – Annavaram – Kanipakam – Mangalagiri - Vijayawada – Mopidevi - Hamsaladevi.
- Unit - IV :** Heritage Tourism – Vijayawada Buddhist Circuit – Visakhapatnam Buddhist Circuit – Archaeological and Historical monuments as Tourist attractions.
- Unit - V :** Cultural Tourism – Music and Dance - Performing Arts – Kuchipudi –Puppet Play - Andhra Natyam; Fairs and Festivals – Ugadi, Vinayaka Chaviti, Dasara, Dipavali, Sankranthi, Ramzan, Christmas; Art Galleries – Museums.

Suggested Readings

1. A.K. Bhatia Tourism Development – Principles and Practices
2. A.K. Bhatia Tourism in India
3. P.N. Seth Successful Tourism Management
4. George Young Tourism – Blessing or Blight
5. Ram Acharya Tourism in India
6. F.R. Allchin Cultural Tourism in India – its Scope and Development
7. E. Sivanagi Reddy Andhrapradeshlo Tourism Vanarulu, Avakasalu (Telugu)
8. B. Rajendra Prasad Art of South India – Andhra Pradesh
9. VBT Sundari and V.V.Vara Prasad Indian Culture and Tourism
10. Comprehensive History of Andhra Pradesh Vols: I to V

B.A., (History, Epigraphy and Tourism and Museology) UG/CBCS/2015-16
IInd Year: IVth Semester – Tourism

Paper III: Tourism Resources and Development in Andhra Pradesh

Time: 3 hours

MODEL QUESTION PAPER

Max Marks: 75

SECTION –A

Answer any **FIVE** of the following
Each Question carries **Five** Marks

5X5=25 Marks

1. Physical Features of Andhra Pradesh.
ఆంధ్రప్రదేశ్ భౌగోళిక లక్షణాలు
2. Tourism Policies.
పర్యాటక విధాన నిర్ణయాలు
3. Tourist Guide.
పర్యాటక మార్గ దర్శకుడు
4. Package Tours.
పాకేజీ పర్యాటకాలు
5. Annavaram as pilgrimage centre.
సీతలగిరి పర్యాటక కేంద్రంగా తిన్నవరం
6. Bhavikonda Buddhist site.
భావికొండ బౌద్ధ స్థూపం
7. Gudimallam.
గుడిమల్లం
8. Kuchipudi Dance.
కూచిపూడి నాట్యం

M. Srinivasulu Reddy
Chairman BPS

SECTION - B
Answer **ALL** the questions
Each Question carries **TEN** marks

5X10=50 Marks

9. a. Write a note on the Tourism resources of Andhra Pradesh.

ఆంధ్రప్రదేశ్‌లోని పర్యాటక వనరుల సురితరణ రాయంఢి

OR

- b. Examine the development of Tourism in Andhra Pradesh.

ఆంధ్రప్రదేశ్‌లోని పర్యాటక రంగ లభివృద్ధిని వివరించండి

10. a. Write an essay on the role of Advertising and Publicity in the promotion of Tourism.

పర్యాటక రంగ లభివృద్ధిలో (ఉకటనల, ప్రచారణల పాత్ర సురితరణ) పాత్ర పడుతుండడం రాయంఢి

OR

- b. Discuss the role of Print and electronic Media in the development of Tourism.

పర్యాటక రంగ లభివృద్ధిలో ప్రచారణ, ప్ర సార మాధ్యమాల పాత్ర పడుతుండడం కర్తవ్యం

11. a. Write about Mahanandi as an important centre of pilgrimage tourism.

పాత పర్యాటక కేంద్రంగా కలిగి ఉండటం మహానంది ప్రాముఖ్యతను సురితరణం చేస్తుంది

OR

- b. Write a note on Hamsaladivi as a tourist destination.

పాత పర్యాటక కేంద్రంగా మారిన దీనిపై పాత్ర పడుతుంది.

12. a. Explain the nature and importance of Heritage Tourism.

పారంపర్య పర్యాటక స్వభావం, ప్రాముఖ్యతను వివరించండి.

OR

- b. Explain the importance of Historical monuments as Tourism attractions.

పర్యాటక ఆకర్షణలకు సారథిక కట్టకాల ప్రాముఖ్యతను వివరించండి

13. a. Write a note on Andhra Natyam.

ఆంధ్ర నాట్యంపై పాత్ర పడుతుంది.

OR

- b. Write a note on fairs and festivals of Andhra Pradesh.

ఆంధ్ర ప్రదేశ్‌లోని సూర్యం, వంతుకలపై పాత్ర పడుతుంది.

Nthiravudh
CHAIRMAN
Board of Studies
Dept. of A.I.H.C. & Archaeology
S. V. University
TIRUPATI-2

SR`I VENKATESWARA UNIVERSITY

B.A. TOURISM

IV SEMESTER

(Under CBCS W.E.F. 2021-22)

B.A., (History, Epigraphy and Tourism & Museology)

Paper-V–STUDY OF SELECT MUSEUMS

SYLLABUS

Unit – I	Different of Museums – Archaeological, Religious, Sciences and Social Sciences their importance.	12 periods
Unit – II	Role of various bodies in establishing Museum – Central Government, State Government, Local Bodies like Municipality, Managed by Trusts, Private Temples	12 periods
Unit – III	Study of Important Museum – National Museum, New Delhi, Salarjung Museum, Hyderabad., Museum of Man-Bhopal, Indian Museum-Kolkata , Madras State Government Museum, Egmoie, Madras	12 periods
Unit – IV	Select Archaeological site Museums in India Sanchi, Mathura, Mahabalipuram, Hampi	12 periods
Unit – V	Select Archaeological site Museums in Andhra Pradesh, Amaravathi, Nagarjunakonda, Bapu Museum (Vijayawada), Kadapa, Chandragiri, Temple Museum Sri Venkateswara Museum of Temple Art & Sculpture, Tirumala	12 periods

Suggested Readings:

1. Basu, M N : Museums in India
2. Sivaramurthy C : Directory of Museums
3. Biswas T.K. : Museum and Education
4. Smith and Bakshi : Modern Museum
5. Hand Book : Government Museum, Madras

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MODEL PAPER Question paper

B.A., (History, Epigraphy and Tourism & Museology)

Paper - V -STUDY OF SELECT MUSEUMS

Max Marks = 75

Time : 3 Hrs.

Section - A

Answer any FIVE of the following questions

Each question carries FIVE Marks 5 X 5 = 25 Marks

- 1) Archaeological Museum.
- 2) Site Museum.
- 3) National Museum.
- 4) Trustee Museum.
- 5) Temple Museum.
- 6) Mahabalipuram Museum.
- 7) HampiMuseum.
- 8) Tirumala Tirupati Devasthanams, Museum.

Section - B

Answer any FIVE of the following questions :

Each question carries TEN Marks

5 X 10=50 Marks

9)a) Explain the origin and development of Archaeological Museums in India.

or

b) Discuss the History and Development of Science & Technology Museums in India.

10) a) Write a note on National Museums and nature of its collections with reference

to National Museum Delhi.

or

b). Write an essay on Indian Museum, Calcutta.

11) a)Describe the importance of madras state museum, Egmore, Madras.

or

b) Discuss the collections and cultural significance of Museum of Man, Bhopal.

12) a) Explain the collections and historical significance of Sanchi Museum.

or

b) Discuss the significance of Mathura Museum.

13) a) Discuss the importance of Nagarjunakonda Museum.

or

b) Write a note on Amaravathi Museum.