

**S.V.U COLLEGE OF ARTS**  
**SRI VENKATESWARA UNIVERSITY: TIRUPATI**



**Course**

**M.A. TOURISM**

**Choice Based Credit System (CBCS)**

**2018-2019**

### **Centre's Vision**

- Make the Centre, as a Premiere Area Studies Centre in India, which could offer adequate knowledge in Higher Education on foreign areas pertaining to their geography, polity, history and cultures.

### **Centre's Mission**

- Enlighten the students in several aspects from unidisciplinary approach to multidisciplinary study.
- To train in the knowledge of practical value to students, scholars, and researchers about different important regions of the world.
- To hone the abilities of Area Studies students for deeper understanding of international issues and respond with empathetic to the global crisis.

### **PSOs:**

- Students get acquaint with the meaning, significance and application of Area Studies as a distinctive approach in international affairs
- Comprehend multilateral approaches in global peace and conflict resolution processes as ways of dealing with national and international issues
- Apply both multidisciplinary and interdisciplinary research methods to deal with problems like traditional and non-traditional threats and challenges
- Preparing students on topics like regional cooperation, international relations, globalization and national security

**Centre for Southeast Asian and Pacific Studies**  
**SRI VENKATESWARA UNIVERSITY: TIRUPATI**  
**SVU COLLEGE OF ARTS**

(Syllabus Common for S V University College and affiliated by SVU Area)  
 2018-19

**M.A. Tourism (SF)**

**SEMESTER -I**

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1	T 101	Theoretical Concepts of Tourism	6	4	Core	20	80	100
2	T 102	Planning and Development of Tourism	6	4		20	80	100
3	T 103	Indian Heritage and Culture	6	4		20	80	100
4	T 104	Art and Architecture of North India	6	4		20	80	100
5	T 105	Cultural Tourism in India	6	4	GE	20	80	100
6	T 106	Human Values and Professional Ethics	6	4	OE	20	80	100
		<b>Total</b>	<b>36</b>	<b>24</b>		<b>120</b>	<b>480</b>	<b>600</b>

**\*All CORE Papers are Mandatory**

- **Compulsory Foundation - Choose one paper**
- **Elective Foundation - Choose one paper.**
- **Interested students may register for MOOC with the approval of the concerned DDC but it will be considered for the award of the grade as open elective only giving extra credits.**

**SEMESTER -II**

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1	T 201	Historical Application of Tourism in India	6	4	Core	20	80	100
2	T 202	Tourism Management	6	4		20	80	100
3	T 203	World Tourism Geography	6	4		20	80	100
4	T 204	Art and Architecture of South India	6	4		20	80	100
5	T 205	Cultural Tourism in Andhra Pradesh	6	4	GE	20	80	100
6	T 206	Human Values and Professional Ethics II	6	4	OE	20	80	100
		<b>Total</b>	<b>36</b>	<b>24</b>		<b>120</b>	<b>480</b>	<b>600</b>

**\*All CORE Papers are Mandatory**

- **Compulsory Foundation - Choose one paper**
- **Elective Foundation - Choose one paper.**
- **Interested students may register for MOOC with the approval of the concerned DDC but it will be considered for the award of the grade as open elective only giving extra credits.**

### SEMESTER -III

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1	T 301	Travel Agency and Tour Operations Management (TMP)	6	4	Core	20	80	100
2	T 302	Emerging Trends in Tourism (MP)	6	4		20	80	100
3	T 303	Airline Ticketing and Information Management (MPJ)	6	4		20	80	100
4	T 304 a	<b>Tourism Research Methods (GVKR)</b>	6	4	Generic Elective	20	80	100
	T 304 b	<b>Transport Management (ALC)</b>						
	T 304 c	<b>Communicative English for Tourism and Hospitality</b>						
	T 304 d	<b>Tour Guide</b>						
5	T 305 a	Heritage Management	6	4	Open Elective	20	80	100
	T 305 b	<b>Tourism Economics (VRB)</b>						
<b>Total</b>			<b>36</b>	<b>24</b>		<b>120</b>	<b>480</b>	<b>600</b>

\* All CORE Papers are Mandatory

- Generic Elective - Choose two
- Open Electives are for the Students of other Departments. Minimum One Paper should be opted. Extra credits may be earned by opting for more number of open electives depending on the interest of the student through self study.
- Interested students may register for MOOC with the approval of the concerned DDC.

### SEMESTER -IV

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1	T 401	Tourism Marketing	6	4	Core	20	80	100
2	T 402	Tourism and Hospitality Management	6	4		20	80	100
3	T 403	Environment and Tourism	6	4		20	80	100
4	T 404 a	<b>Health and Medical Tourism</b>	6	4	Generic Elective	20	80	100
	T 404 b	<b>Dissertation + Viva</b>						
	T 404 c	<b>German Language</b>						
	T 404 d	<b>Hindi Language</b>						
5	T 405 a	<b>Adventure Tourism</b>	6	4	Open Elective	20	80	100
	T 405 b	<b>Event Management</b>						
<b>Total</b>			<b>36</b>	<b>24</b>		<b>120</b>	<b>480</b>	<b>600</b>

\* All CORE Papers are Mandatory

- Generic Elective - Choose two
- Open Electives are for the Students of other Departments. Minimum One Paper should be opted. Extra credits may be earned by opting for more number of open electives depending on the interest of the student through self study.
- Interested students may register for MOOC with the approval of the concerned DDC.

**Note:** 1. The minimum credits per semester will be 24 and total minimum credits for all the Semesters will be 96.  
2. The Internal Students have to take at least one Open Elective in 3<sup>rd</sup> & 4<sup>th</sup> Semesters from the Open Electives offered by other Departments in the University or other Universities in the State or Country either personally or through MOOCs.

**Evaluation:** The Dissertation is for 80 Marks and the Viva- Voce Exam will be for 20 Marks.  
Two Internal Tests will be held for each paper in each Semester.  
The Average of the Two Tests will be taken.

## SEMESTER I

### T-101: THEORETICAL CONCEPTS OF TOURISM

(Revised Syllabus)

(to come into effect from the academic year 2017-2018)

#### Objectives:

- 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 organizations

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 Publishers Pvt. Ltd., New Delhi, 2007
2. Bhatia A.K., *International Tourism Management*, Sterling Publishers Pvt. Ltd., New Delhi, 2006
3. Biswanath Ghosh, *Tourism and Travel Management*, Vikas Publishing House Pvt. Ltd., New Delhi, 1998
4. Seth, P. N., *Successful Tourism Management*, Sterling Publishers Pvt. Ltd., New Delhi, 1987
5. Seth, P.N and Sushma Seth Bhat, *An Introduction to Travel and Tourism*, Sterling Publishers Pvt. Ltd, New Delhi, 2006

6. Mario D' Souza (ed.), *Tourism Development and Management*, Mangal Deep Publications, 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*, Ashish Publishing House, 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

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H						M					M
CO2	H	H			M							
CO3	H				H		M	L				L

H=High, M=Middle, L=Low

## T-102: PLANNING AND DEVELOPMENT OF TOURISM

(Revised Syllabus)

(to come into effect from the academic year 2016-2017)

### Objectives:

- To know the importance of concepts and planning of tourism.
- Students comprehend the linkages with government and private sectors in Tourism
- Develop analytical views on policies of national governments and international bodies.

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. Learn about organized planning in the tourism industry.
2. Gain knowledge on the resolutions of state governments towards tourism in their states.
3. Know the significance of planning policies of international institutions.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	H	M		M					M	
CO2	H	M	M	H	M		M		M			M
CO3	H			H		H	H					L

H=High, M=Middle, L=Low

## T-103: INDIAN HERITAGE AND CULTURE

(Revised Syllabus)

(to come into effect from the academic year 2016-2017)

### 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	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*, 2<sup>nd</sup> edn. Nashville, 1986
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*, 3<sup>rd</sup> edn, London, 1967
6. Basham, A.L.,(ed.) *A Cultural History of India*, Oxford University Press, New Delhi, 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, 3<sup>rd</sup> edn, 1968
11. Majumdar, R.C., (ed.), *History and Culture of the Indian People*, Vol. I & II, Bombay, 1965
12. Stella, Kamrishi, *The Art of India*, Phaidon Press, London, 1963

### Course Outcomes

- 1 Students will be in a position to distinguish between different art forms in India.
- 2 Colonial Heritage of India is one of the important aspects in Indian Tourism.
- 3 Importance of different religions in India and tourist Places related to them.



## CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H							H		L		
CO2	H							H				L
CO3	H			M				H				

H=High, M=Middle, L=Low

### T. 104: ART AND ARCHITECTURE OF NORTH INDIA

(Revised Syllabus)

(to come into effect from the academic year 2016-2017)

#### Objectives:

- Students will learn Evolution and developments of Indian Architecture from ancient to Mughal period.
- Comprehend on the important schools of Art and Architecture evolved in India.
- This course gives an opportunity to know about different forts and palaces in India

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 - TajMahal - Red Fort - Painting - Ajantha - Mughals, Rajasthani, Pahari, Kangra, Mewar and Bundi
Unit V	Music: Hindustani – Carnatic – Dances - Kathakali, Odessy, Manipuri, Kathak, Bharatanatyam, MohiniAttam and Kuchipudi - Folklore Dances – Instruments - Veena, Sarod, Tabla, Mridangam, Sitar and Violin

#### Suggested Readings

1. Brown, Percy, *Indian Architecture, Buddhist and Hindu Architecture - Volume I & II*, Read Books Design, New Delhi, 2010
2. Mahalingam, T. V., *Readings in South Indian History*, B.R. Publications, New Delhi, 2006
3. Swamy Sadananda, *Origin and Early History of Saivism in South India*, University of Madras, Chennai, 1939

4. Sastri, K. A. N., *A History of South India*, Oxford University Press, Chennai, 2000

**Course outcomes:**

- 1) Understand briefly the different art forms in India.
- 2) Students understand and distinguish different types of architecture.
- 3) Learn about most famous forts and palaces in India.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H				L			H	M			
CO2	H							L				
CO3	H							M		M		

H=High, M=Middle, L=Low

**T. 105: CULTURAL TOURISM IN INDIA**

(Revised Syllabus)

(to come into effect from the academic year 2016-2017)

**Objectives:**

- Students will learn importance of Indian culture
- Comprehend on the cultural resources for making of tourism products.
- This will help the student to understand importance of Handicrafts.

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 Tourism - Ayurvedic, Nature cure centres -Yoga and Meditation Centres

## Suggested Readings

1. Gupta, S. P., *Krishna, Cultural Tourism in India: Museums, Monuments & Art: Theory and Practice*, D. K. Print World, New Delhi, 2002
2. Ghosh Shopna, *Introducing Geography-2*, Dorling Kindersley Pvt. Ltd, New Delhi, 2009
3. Chakrabarthy, D.K., *India: An Archaeological History: Beginning to Early Foundation*, Oxford University Press, London, 2009
4. Gokulsing, K.M., Wimal Dissanayake, *Popular Culture in Globalised India*, Taylor & Francis, London, 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 gain knowledge on Indian culture .
- 2) Evaluate the cultural resources to utilize as a tourism products. .
- 3) Interpret the techniques of handicrafts.

## CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	H		H							
CO2	H		M				L					
CO3	H	H								M		H

H=High, M=Middle, L=Low

## T. 106. Human Values and Professional Ethics - I (Common to all Courses)

## SEMESTER II

### T. 201: HISTORICAL APPLICATION OF TOURISM IN INDIA

(Revised Syllabus)

(to come into effect from the academic year 2016-2017)

#### Objectives:

- This course gives a specific understand on the development of Tourism through ages
- Comprehensive grasp over the Tourism development in the Country
- Students also learn major tourist circuits in the country .

- 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 and Telangana
- 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., *Incredible India : Tourist and Travel guide*, India Map Service, New Delhi, 2007
2. Babu, P.George, *Tourist and Tourism*, Abjith Publications, Delhi, 2006
3. Batia, G.S., *Tourism in the 21th Century*, Anmol Publications, Delhi, 1996
4. Bhardwaj, S.M., *Hindu Places of Pilgrimage in India, , A study of Cultural Geography*, Thomas press limited, Fairabad, 1983
5. Bhatia,A.K., *Tourism Development: Principles and Practices*, 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

### Course Outcomes

- 1) Students know historical development of tourism in India
- 2) Categorize important tourism linkages and destinations.
- 3) Gain knowledge on major tourist circuits

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	L					M	M				
CO2	H						M			L		
CO3	H								M		L	

H=High, M=Middle, L=Low

## T. 202: TOURISM MANAGEMENT

(Revised Syllabus)

(to come into effect from the academic year 2016-2017)

### 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

### Course 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

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H		M	M	L			L				
CO2	H				M					H		
CO3	H											

H=High, M=Middle, L=Low

## **T. 203: WORLD TOURISM GEOGRAPHY**

(Revised Syllabus)

(to come into effect from the academic year 2016-2017)

### **Objectives:**

- Students will learn relationship between Geography and Tourism.
- Gain knowledge on the use of map reading and other tools
- Students know the important tourism attractions in the world

**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 Sub-continent - Climatic conditions prevailing in India- Important Tourist Attractions in 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, London, 2004
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's Digest, 2008
4. Hudman, L & Richard Jackson, *Geography of Travel and Tourism*, Thomson, 2003
5. Husain, M., *World Geography*, Rawat publications, New Delhi, 2011
6. Stephen Williams, *Tourism Geography*, Routledge, London, 1998
7. Sinha, P. C., *Tourism Geography*, Anmol Publications, New Delhi, 2000
8. Lloyd E, Hudman, Richard, *Geography of Travel and Tourism*, Thomson Learning, USA, 2003

### **Outcomes**

- 1) Gain knowledge on the influence of geography on Tourism.
- 2) Examine and learn the use of geographical tools.

3) Know the important definitions and destinations.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H						M			L		
CO2	H									M		
CO3	H		M									L

H=High, M=Middle, L=Low

## T. 204: ART AND ARCHITECTURE OF SOUTH INDIA

(Revised Syllabus)

(to come into effect from the academic year 2016-2017)

### Objectives:

- Students will learn Dravidian Art and architecture
- Comprehend on different regional temple styles in South India.
- This course gives an opportunity to understand the role of fine arts in Tourism

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* - Volume I & II, Read Books Design, New Delhi, 2010
2. Krishna Deva, *Temples of North India*, NBT, New Delhi, 2000
3. Mahalingam, T. V., *Readings in South Indian History*, B.R. Publications, New Delhi, 2006



4. Sastri, K. A. N., *A History of South India*, Oxford University Press, Chennai, 2000
5. Srinivasan, K.R., *Temples of South India*, NBT, New Delhi, 2013
6. Swamy Sadananda, *Origin and Early History of Saivism in South India*, University of Madras, Chennai, 1939

**Course outcomes:**

- 1) Understand briefly the different art forms in India.
- 2) Students understand and distinguish different types of architecture.
- 3) Learn about most famous forts and palaces in India.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H				L			H	M			
CO2	H							L				
CO3	H							M		M		

H=High, M=Middle, L=Low

**T. 205: CULTURAL TOURISM IN ANDHRA PRADESH**

(Revised Syllabus)

(to come into effect from the academic year 2016-2017)

**Objectives:**

- Students will learn culture and life style of Andhra Pradesh
- Understand the Socio- Cultural impacts of Andhra People
- This course gives an opportunity to know literary heritage of the region.

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 Pradesh

- Unit IV            Development of Performing Arts
- Classical Dance Forms of Andhras
  - Music: Musical Instruments - Different Schools
  - Handicrafts of Andhra
  - Folk Art and Performances
  - Textiles and Kalamkari Works
- Unit V            Cultural Contribution: Chalukyas, Kakatiyas and Vijayanagara Dynasties - The impact of Muslim Culture on the Society

### Suggested Readings

- Arya, R.P., *Incredible India : Tourist and Travel guide*, India Map Service, New Delhi, 2007
- Batia, G.S., *Tourism in the 21th Century*, Anmol Publications, Delhi, 1996
- Dorman. C Priyan, *Global Tourism Directory of India*, Global Communications, New Delhi, 1989
- Ganguly, P. Adwaita, *India Travel Guide, Spiritual Tourism and Ground Realities, Vol-1*, Vedantic Research Publications, New Delhi, 2007
- 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
- Hanumantha Rao, B.S.L., *Socio-Cultural History of Ancient and Medieval Andhra*, Telugu University, Hyderabad, 199

### Course outcomes:

- Understand culture and Cultural impacts of Andhra People
- Students understand culture and life style of Andhra.
- Learn about performing arts and cultural contribution of various dynasties. .

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H				L	H		H	M			
CO2	H		M					L				
CO3	H							M		M		L

H=High, M=Middle, L=Low

## T. 206. HUMAN VALUES AND PROFESSIONAL ETHICS - II (Common to all Courses)

## SEMESTER III

### T 301: TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

#### Objectives:

- 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

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 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. Bhatia A.K., *The Bussiness of Travel Agency and Tour Operations Management*, Sterling Publishers, New Delhi, 2012,
2. Chand, M., *Management of Travel Agency and Tour Operation*, Anmol Publications, New Delhi, 2002
3. Holloway, J. C., *The Business of Tourism*, Macdonald & Evans, London, 1982
4. Negi, J. M. S., *Travel Agency Operation, Concepts and Principles*, Kanishka, New Delhi, 2005
5. Negi, J., *Tourist Guide and Tour Operation: Planning and Organization*, Kanishka, New Delhi, 2005
6. Singh, L.K., *Management of Travel Agency*, Anmol Publications, New Delhi, 2009
7. Victor, T. C., *Marketing and Selling of Airline Products*, London, 2004

#### Course 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.

#### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M		H		M						
CO2	H			M								
CO3	H				M				M			L

H=High, M=Middle, L=Low

### T. 302: EMERGING TRENDS IN TOURISM

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

#### Objectives:

- 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 Practiced 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. Anil Varma, Emerging Trends in Tourism, ICFAI University, Hyderabad, 2010
2. Hall, CM & S. J. Page, *The Geography of Tourism and Recreation*, Routledge,
3. *Mountains of India: Tourism, Adventure and Pilgrimage*, Indus Publications, New Delhi, 2000
4. Pearce, D. G. & R. W. Butler, *Contemporary Issues in Tourism Development*, Routledge
5. Robinet Jacob & P. Mahadevan, *Tourism Products of India*, Abijieet Publishers, New Delhi, 2012
6. Steve Taylor (ed.), *Adventure Tourism: Meaning, Experience and Learning*, Routledge, New York, 2013
7. Tim Gale, Jennieffer Hill (ed.), *Eco – Tourism and Environmental Sustainability: Principles and Practices*, Ashis Publications, New Delhi, 2004

### 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.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M		M						L		
CO2	H								L			
CO3	H			H			L					

H=High, M=Middle, L=Low

## T 303: AIRLINE TICKETING AND INFORMATION MANAGEMENT

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

### Objectives:

- 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

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

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

Unit III: Airfare Calculation: Guidelines for International Tariff Rules – Basic Elements of Airfare – Fare Basis – Minimum stay – Validity Dates – Combinability – Roaming Penalties – 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

Unit IV: Modern Information Techniques in Tourism: Email Networking – Roaming – Cellular Phone – GPS – Mobile Mapping

Unit V: Sample Survey: Travel information offices – Computer Application in Travel Agency– Tourist Data banks and Office Management – Tour operation and Ticket Reservation

### Suggested Readings

1. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi, 1982
2. Bhatia, A.K., *International Tourism Management*, Sterling Publishers Private Ltd, New Delhi, 2001
3. Diederiks, H. *An Introduction to Air Law*, Kluwer Law International, Netherlands, 2006
4. Epstein, A Gerald, *Capital Flight and Capital Controls in Developing Countries: An Introduction*, Edward Elgar Publishing Ltd, UK, 2005
5. Pablo Mendes De Leon (ed.), *Air Transport Law and Policy in the 1990s*, Martinus Nijhoff Publishers, London, 1991

6. Seth, Pran Nath, *Successful Tourism Management*, Sterling Publishers Pvt. Ltd., New Delhi, 1998
7. Sing, L.K., *Foreign Exchange Management and Airline Ticketing*, ISHA Books, Delhi, 2008

### 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.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H			H	M		L				L	
CO2	H			H					L			
CO3	H		M									M

H=High, M=Middle, L=Low

### T 304 a: TOURISM RESEARCH METHODS

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

#### Objectives:

- Students will learn the Research methods in Tourism and Specific problems in Tourism
- Evaluate the difference between qualitative and quantitative methods
- Students will be 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.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H					H				M		
CO2	H					H						
CO3	H		L							M		

H=High, M=Middle, L=Low

## T 304b: TRANSPORT MANAGEMENT

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

### Objective:

- Students will learn different Modes of Transport and understand transport linkages to Tourism
- To learn to start a Tourist Transport Business
- To know about the Rules and Regulations of the Indian Motor Vehicle Act



- Unit – I      Personnel Management:** Objectives and functions of Personnel Management, Psychology, 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

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, Illiffie and Sons Co., London, III edition, 1992  
The motor vehicle Act, 1939

### Course Outcomes:

1. Students will understand the role of Transport in Tourism
2. Gain knowledge on the importance of manpower in Transport Business
3. Comprehend the students how Transport Management is essential in Tourism.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	H								H	
CO2	H			H	M		L			M		
CO3	H	M	H	H					M		H	L

H=High, M=Middle, L=Low

## T 304 c: COMMUNICATIVE ENGLISH FOR TOURISM AND HOSPITALITY

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

- 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 Behavioural 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**
9. **Ober, Scot, *Contemporary Business Communication*, 5<sup>th</sup> edn. Biztantra, New Delhi, 2004**
10. Penrose, J. et. Al., *Advanced Business Communication*, 4<sup>th</sup> edn. Thomson asia Pvt. Ltd., Singapore, 2001
11. Prasad, P., *Communication Skills*, S. K. Kataria & Sons, Delhi, 1998
12. Raman, M. & Prakash Singh, *Business Communication*, Oxford University Press, Oxford, 2010
13. Raman, M. and Sangeeta Sharma, *Technical Communication*, Oxford University Press, Oxford, 2000
14. Raman, M. and S. Sharma, *Communicative English*, Oxford University Press, Oxford, 2003
15. Sharma, R. C. Krishna Mohan, *Business Correspondence and Report Writing*, Tata McGraw Hill, New York, 1994
16. Sreevalsan, M. C., *Spoken English: English Conversation Practice*, Vikas Publishing House Pvt. Ltd., New Delhi, 2001

## **T 304 d: TOUR GUIDE**

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

- 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

## T 305 a: HERITAGE MANAGEMENT

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

- 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:

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

## T 305 b: TOURISM ECONOMICS

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

### Course Objectives

- 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

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	H				H	H	H			M	H
CO2	H	M	H	M		M			M			M
CO3	H		M	M		M		M			H	H

H=High, M=Middle, L=Low

## T 401: TOURISM MARKETING

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

### Objectives:

- To learn about the concepts, market management in Tourism.
- Gain broad knowledge on the various departments in Tourism marketing.
- To acquaint with the effective marketing skills for tourism industry.

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

### Course Outcomes

- 1) Students acquire knowledge on the tourism needs and demands.
- 2) To know different types of marketing strategies related to the tourism industry.
- 3) Students acquire different types of skills pertaining to tourism sector

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H				M		M			L		
CO2	H				H		M		M			
CO3	H	M				L				L		

H=High, M=Middle, L=Low

## T 402: TOURISM AND HOSPITALITY MANAGEMENT

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

### Course Objectives

- To make the students understand about the importance of Hospitality in the tourism sector.
- Students will get familiar with the management techniques in the accommodation sector.
- Food services and operation of restaurants are important for the student

- 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. Abraham Pizam (ed.), *International Encyclopaedia of Hospitality Management*, Routledge, London, 2009
2. Andrews, *Hotel Front Office Training Manual*, Tata Mcgraw Hill, Bombay, 1980
3. Arthur & Gladwell, *Hotel Assistant Manager*, Jenkins, London, 1982
4. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publications Pvt. Ltd., New Delhi, 2012
5. John C, Crotts, Dimitrios Buhalis, Roger March (ed.), *Tourism and Hospitality Management*, Routledge, New York, 2012
6. Prideaus, Gianna Moscardo (ed.), *Managing Tourism and Hospitality Services: Theory and International Applications*, Biddles Ltd., London, 2005
7. Seth, P. N., *Successful Tourism Management*, Sterling Publications Pvt. Ltd., New Delhi, 2000
8. Stephen Ball, Susan Horner, Kevin Nield, *Contemporary Hospitality and Tourism Management Issues in China and India*, Elsevier, London, 2007

### Course Outcomes

- 1 Student will be in a position to distinguish between different types of accommodations in the hotel industry.
- 2 Will realize the importance of hospitality in the tourism sector.
- 3 He or she will be familiar with various types of cuisines in the hotel industry

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	M				H					
CO2	H	H	H	M			M		H	M	M	M



CO3	H	L	H				M		M		L	
-----	---	---	---	--	--	--	---	--	---	--	---	--

H=High, M=Middle, L=Low

### **T 403: ENVIRONMENT AND TOURISM**

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

#### **Objectives:**

- 1) Enables Students to learn the importance of environment in tourism
- 2) Know about the different environmental declarations
- 3) To gain knowledge on alternative tourism

- 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 Eco-tourism*, 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. Helen Briassoulis, Jan Van der Straaten, *Tourism and Environment : Regional, Economic, Cultural and Policy Issues*, Kluwer Academic Publishers, Netherlands, 2000

6. Martin Mowforth, Lan Munt, *Tourism and Sustainability Development and New Tourism in the Third World*, Routledge, 2003
7. Singh, L.K., *Ecology, Environment and Tourism*, Gayan Publishing House, New Delhi, 2008
8. Sinha, P. C., *Guidelines for Human Environmental Sustainable Development, Global Environment Law, Policy and Action Plan*, SBS Publications, New Delhi, 2006
9. Trevor, Sofield H.B., *Empowerment for Sustainable Tourism Development*, Elsevier, London, 2003

### Course Outcomes

1. Learn about the wildlife Sanctuaries
2. Gain knowledge on environment and management of Eco Systems.
3. Comprehend the Global climate policies

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M						H	L			
CO2	H						M				M	
CO3	H						M			L		

H=High, M=Middle, L=Low

## T 404 a: HEALTH AND MEDICAL TOURISM

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

### Objectives:

- 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 (Trends), Americal College of Physician Executive, 2007.
4. Milica Z.,et. Al., Medical Tourism in Developing Countries, Palgrave Macmillan, 2007.
5. Opportunities in Medical Tourism in India, RNCOS E-Services Pvt. Ltd, 2007
6. Raj Pruthi., Medical Tourism in India , Arise Publishers & Distributors, 2006.
7. Reisman, David, Health Tourism: Social Welfare Through International Trade
8. Sarngadharan, M. &Sunanda, V.S., Health Tourism in India
9. Smith, Melanie; &Puczko, Laszlo, Health and Wellness Tourism
10. Todd, Maria, Handbook of Medical Tourism Programme Development ASSOCHM, Health Tourism : The Great Indian Advantage.
11. Todd, Maria, Medical Tourism Facilitator’s Handbook
12. 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.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H							H		M		M
CO2	H	M			M							L
CO3	H	M	M		L			M				L

H=High, M=Middle, L=Low

**T 404 b: Dissertation + Viva**  
(Revised Syllabus)  
(to come into effect from the academic year 2017-18)

Dissertation for 80 Marks  
Viva Voce Examination for 20 Marks  
(The Viva Board is consisting of the Head, Department and Course Co-Ordinator)

### **OT 404 c: GERMAN LANGUAGE**

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

- Unit I            Grammatik : Verben, personal  
                     pronomen, fragsatz, possessive pronomen, artikel, negation, partiklen, zeita  
                     ngaben, Trennbare verben, imperative, modalverben, verbena mit  
                     akkusativobject, artikelwörter.
- Unit II            Thema Name –land-wohnt-studium und beruf, familie,  
                     tagesablauf, kino, theater, stellensuche, einkauf.

#### **References:**

1. Lernziel Deutsch, Max Huber verlag,, Reihe 1-7.

#### **VIVA- VOCE: 20 Marks**

(The Viva-Voce will be conducted in the department of History by a Board Consisting of (1) The Head, Department of History (2) Co-Ordinator of the Course and (3) the concerned teacher who taught the paper as members)

### **T 404 d: HINDI LANGUAGE**

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

#### **Part I: COMPOSITION, TRANSLATION AND COMPREHENSION 40 Marks**

- A. Composition: Describing in Hindi a place of Historical or Tourist importance (in about 15 sentences)
- B. Translation:    1. English to Hindi (5 Sentences) – 5 Marks  
                         2. Hindi Equivalents of 10 Technical terms pertaining to Tourism – 5 Marks
- C. Comprehension: Unseen Hindi Passage of about 15 lines – 5 Questions to be Answered in Hindi = 5x2=10 Marks

#### **Part II: CONVERSATION, GRAMMAR AND REWRITE AS DIRECTED 30 Marks**

- A. Conversation: Dialogue in Hindi on Topics/Situations like visit to a Historical place. Tourist Centre, Information/Enquiry Counter, Booking Ticket, Visiting Hotel (Lodging and Boarding) etc., (In about 15 sentences) 15 Marks
- B. Grammar: 1. Gender, Number, Tense and Case 10 Marks    2. Fill in the Blanks 5 Marks

#### **VIVA- VOCE: 20 Marks**

(The Viva-Voce will be conducted in the department of History by a Board Consisting of (1) The Head, Department of History (2) Co-Ordinator of the Course and (3) the concerned teacher who taught the paper as members)

### **T 405 a: ADVENTURE TOURISM**

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

#### **Objectives:**

- 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 *Air based* parasailing, paragliding, ballooning, hand gliding and micro lighting.

**Unit-II Basic Minimum standards for Adventure Tourism Related Activities:** Land based- Mountaineering, Trekking, *Water Based*; River running; *Aerial Based*; 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.
2. Gillan Wright, Hill Stations of India - Penguin Books, New Delhi
3. Gupta, V.K., Tourism in India -, Gyan Publishing House, Delhi
4. I.C. Gupta & Dr. Sushama Kasbekar, Tourism Products of India.
5. 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.

**CO-PO Mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H				M				M	M		
CO2	H											M
CO3	H			L			M			L		

H=High, M=Middle, L=Low

**T 405 b: EVENT MANAGEMENT**

(Revised Syllabus)

(to come into effect from the academic year 2017-18)

**Objectives:**

- Gain broad knowledge on different types of Tourism events
- Students know the importance of MICE along with Event Planning, organizing and Marketing.
- Students comprehend on the popular events organized around the world.

**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.

### CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M		M					M		H	
CO2	H	H		H	H		M		H	M	M	
CO3	H	M		H	M		M		M	M		

H=High, M=Middle, L=Low