

SRI VENKATESWARA UNIVERSITY TIRUPATI – 517 502

P. G. DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT

(Revised Syllabus)

(to come into effect from the academic year 2014-2015)

1. THEORETICAL CONCEPTS OF TOURISM

- 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

2. ART AND ARCHITECTURE OF INDIA

(Revised Syllabus)

(to come into effect from the academic year 2014-2015)

- Unit I** Indus Civilization: Seals - Pottery - Painting – Sculpture – Art and Architecture – Excavations – Arikamedu and Adichanailur – Artifacts - Coins
- Unit II** Mauryan and Gupta Art and Architecture: Erection of Pillars - Caves and Stupas - Sanchi, Saranath, Bodh Gaya - Temple constructions - Gandhara and Mathura School of Art – Paintings at Ajanta and Ellora - Metallurgy
- Unit III** Temples of South India: Amaravathi – Nagarjunakonda – Pancharamas - Temple at Aihole –Cave Temple at Badami – Virupaksha at Pattadkal – Rastrakuta Ellora Temples – Hoyaslas – Chennakesava Temple – Pallavas – Mahabalipuram - Kailasanatha Temple - Temples of Cholas - Brahadeshwara, Gangaikonda Cholapuram, Pharasurama Temple - Vijayanagar – Virupaksha & Vitalaswami Temple - Hampi
- Unit IV** Sculptures: Bronze Sculptures of South India – Pallava, Chola and Vijayanagar –Paintings - Sittanavasal – Tanjore- Lepakshi - Indo- Islamic Architecture - Qutub Minar- Fatehpur Sikri – Taj Mahal - Red Fort - Painting - Ajantha – Mughal’s, Rajasthani, Pahari, Kangra, Mewar and Bundi
- Unit V** Fine Arts: Music – Hindustani – Carnatic - Dances – Bharathanatyam – Odessy – Manipuri - Kuchipudi – Mohiniattam – Kathak – Bhagavathamela – 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

3. CULTURAL TOURISM IN INDIA

(Revised Syllabus)

(to come into effect from the academic year 2014-15)

- 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 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*, 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

Paper IV: OPTIONAL PAPER

(A) HINDI LANGUAGE

NOTE: (In this paper, Part I Consisting of Composition, Translation and Comprehension carries 40 Marks. Part II consists of Conversation, Grammar and Rewrite as directed carries 30 Marks and Viva Voce Carries 30 Marks)

(A): COMPOSITION, TRANSLATION AND COMPREHENSION 40 Marks

- A. Composition: Describing in Hindi a place of Historical or Tourist importance (in about 15 sentences) 15 Marks
- 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 = $5 \times 2 = 10$ 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) 10 Marks
- B. Grammar: 1. Gender, Number, Tense and Case 5 Marks
2. Fill in the Blanks 5 Marks
- C. Rewrite as Directed: 5 Marks
Five sentences = $5 \times 1 = 5$ Marks

(B): GERMAN

(Revised Syllabus)

(to come into effect from the academic year 2014-15)

Unit I Grammatik :
Verben, personal
pronomen, fragsatz, possessivepronomen, artikel, negation, partiklen, zeitangaben,
Trennbare verben, imperative, modalverben, verbena mit akkusativobject,
artikelwörter.

Unit II Thema Name –land-wohnort-studium und beruf, familie, tagesablauf,
kino, theater, stellensuche, einkauf.

References:

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

VIVA VOCE: 30 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 (2) the concerned teacher who taught the paper as members)

MODEL QUESTION PAPER

450

POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT

March 2015

Paper I – Theoretical Concepts of Tourism

(Revised Syllabus)

(to come into effect from the academic year 2014-15)

Time: 3 Hours

Max. Marks: 100

Section – A

Answer any **THREE** Questions

Each Question Carries 20 Marks

Each Answer should not exceed six pages

3x20=60

1. Describe the Nature of Tourism
2. Examine the importance of Accommodation in Tourism promotion
3. Discuss the role of Travel Agency
4. Write an essay on Group Inclusive Tour
5. Discuss the functions of National Tourist organization
6. Assess the importance of Publicity in Tourism promotion

Section – B

Answer any **FOUR** Questions

Each Question carries 10 Marks

Each Answer should not exceed three pages

7. Scope of Tourism
8. Catering
9. Thomas Cook
10. The Grand Circular Tour
11. Tour Operator
12. ASTA
13. IUOTO
14. Sales Support

MODEL QUESTION PAPER

451

POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT

March 2015

Paper II – Art and Architecture of India

(Revised Syllabus)

(to come into effect from the academic year 2014-15)

Time: 3 Hours

Max. Marks: 100

Section – A

Answer any **THREE** Questions

Each Question Carries 20 Marks

Each Answer should not exceed six pages

3x20=60

1. Discuss the Town Planning at Harappa
2. Describe the salient features of Gupta Art
3. Write an essay on Ajanta and Ellora
4. Write an essay on Kailasanatha Temple
5. Discuss the greatness of Vijayanagara Art
6. Write an essay on Kuchipudi Dance

Section – B

Answer any **FOUR** Questions

Each Question carries 10 Marks

Each Answer should not exceed three pages

7. Seals
8. Sanchi
9. Gandhara Art
10. Mahabalipuram
11. Pallava Art
12. Taj Mahal
13. Hindustani
14. Veena

MODEL QUESTION PAPER
POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT

March 2015

Paper III– Cultural Tourism in India
(Revised Syllabus)

(to come into effect from the academic year 2014-15)

Time: 3 Hours

Max. Marks: 100

Section – A

Answer any THREE Questions

Each Question Carries 20 Marks

Each Answer should not exceed six pages

3x20=60

1. Describe the Mountain Tourism in India
2. Examine the Important caves in India
3. Discuss the important Fairs in India
4. Write an essay on Bharatanatyam
5. Discuss the different South Indian Dishes
6. Assess the importance of Zoological Parks as Tourist attractions

Section – B

Answer any FOUR Questions

Each Question carries 10 Marks

Each Answer should not exceed three pages

7. Beaches
8. Tirumala
9. Kalamkari
10. Ornaments
11. North Indian Dishes
12. Gardens
13. Medical Tourism
14. Nature Cure Centres

MODEL QUESTION PAPER

German Language

TIME: 3hours

Max. Marks: 70

Part I Grammatik (20 marks)

Please fill up the blanks.

1. Er hat ----- Bruder, nur----- Schwester.
2. Sie hat -----Schwester, nur -----Bruder.
3. Haben Sie ein Auto? Ja, ich habe -----.
4. Haben Sie kein Auto? -----, ich habe eins.
5. -----Mann heisst Ramu, ----- ist mein Freund.
6. -----Frau heisst Sita, ----- ist meine Freundin.
7. Sie is Frau Devi und Hari ist -----Sohn and Lata ist -----Tochter.
8. Er ist Herr Rao und Raju ist -----Sohn and Rani ist ----- Tochter.
9. Ich studiere, und du ?----- du auch.
10. Ich lerne Deutsch. -----Sie auch Deutsch.
11. Was sind Sie von Beruf? Ich ----- Lehrer.
12. Und ____ was sind Sie? Chef.
13. Ich arbeite bei Reiseburo. Wo ----- Sie?
14. ----- Uhr ist es jetzt. Drei Uhr.
15. Frau Hamsa, kochen Sie? Nein, mein Mann-----.
16. Fahren Sie nach Tirumala? Ja ich -----.

Write the opposite words of the following (10 marks)

- | | |
|------------|---|
| 1. Hell | X |
| 2. Gross | X |
| 3. Gut | X |
| 4. Dick | X |
| 5. Schnell | X |
| 6. Heiss | X |
| 7. Sauber | X |
| 8. Oben | X |
| 9. Vorn | X |
| 10. Eng | X |

Part II Translation**(20 Marks)**

(a) Translate the following 10 sentences into German.

1. Good morning, May I help you please?
2. Yes please , I need help. Thanks a lot.
3. No please, I do not need any help.
4. I am not well. I have Fever and Headache.
5. I am looking for a job. I am unemployed.
6. That is my house. I live here.
7. Rama says “ Sita I love you. Sita says “I too”.
8. The weather is pleasant. It is not raining.
9. What would you like to have? A glass of water.
10. Where is the travel office? There please.

(b) Translate the following 10 sentences into English.

1. Wie lange muss ich warten? Zwei Stunden bitte.
2. Wo wohnen Sie. In Rayala Cheruyu Road.
3. Woher kommen Sie ? Aus Nellore.
4. Wohin gehen Sie? In die Bibliothek.
5. Wie ist Ihr Name bitte? Mein Name ist Venkateshwara.
6. Was machen Sie? Ich schreibe einen Brief.
7. Was kostet das. Das kostet 10/- Rupien.
8. Wie lange muss ich warten? Bitte, warten Sie noch eine Stunde?
9. Ich trinke Tee mit zitrone, ohne milch und zucker.
10. Was sind Sie von Beruf? Ich bin Taxifahrer.

Part III Small Write up (Any ONE only)**(10 marks)**

Please introduce yourself in German covering at least 10 important points.

Please write about Tirumala Tirupati covering at least 10 important points

Part IV Question and Answer**(10 marks)**

Answer the following questions in German.

1. Das ist ein Buch. Wie heist es auf Telugu?
2. Entschuldigen Sie bitte? Haben Sie ein zimmer frei?
3. Bitte, sprichst jemand Deutsch hier?
4. Wohnt ein Zahnartz hier?
5. Gibt es ein Museum in Tirupati?