

MANONMANIAM SUNDARANAR UNIVERISTY, TIRUNELVELI-12
B.A. History (Vocational) Tourism (CBCS)
(With effect from the Academic Year 2020 – 2021 Onwards)

1. Scheme of the Course

*Distribution of marks in Theory between External and Internal Assessment is 75:25;
 Minimum Pass is 40% for external and overall components*

I Semester

Part	Subject Status	Subject	Hours	C
I	Language	Tamil	06	04
II	Language	Communicative English	06	04
III	Core 1	History of Tourism - I	04	04
III	Core 2	COMMUNICATION SKILL	04	04
III	Add on Major (Mandatory)	Professional English for Arts and Social Sciences - I	04	04
III	Allied I	History of India up to 647 A.D. / Computer Application – I / Indian Archaeology	04	03
IV	Common	Environmental Studies	02	02
		Total	30	25

II Semester

Part	Subject Status	Subject	Hours	C
I	Language	Tamil	06	04
II	Language	English	06	04
III	Core -3	History of Tourism II	04	04
III	Core -4	Tourism Organizations	04	04
III	Add on Major (Mandatory)	Professional English for Arts and Social Sciences - II	04	04
III	Allied -II	Optional 1. History of India from 647 A.D. to 1526 A.D. 2. Computer Application - II 3. Indian Heritage	04	03
IV	Common	Value Based Education / சமூக ஒழுக்கங்களும் பண்பாட்டு விழுமியங்களும் / Social Harmony	02	02
		Total	30	25

History of Tourism - I

Unit I

History of Tourism as a new discipline Evolution of Tourism as an academic subject, Tourism and other social sciences. Methodology for History of Tourism. Primary and secondary sources for studying History of tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval World.

Unit II

Tourism – basic concepts: Tourism- Definition, types and determinants, Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism, Tourism Products - definition and Characteristics.

Unit – III

Ancient Civilization, Social conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece Middle Ages: Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations. Tourism activity in the ancient and medieval world: Seven Wonders of the World Tourism. Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Tramping Royal Tourism and Educational tours

Unit – IV Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of nationalism- Japan and China, Grand Tour: Classical, Romantic Tour to the East

Unit – V

Four major dimensions of tourism. Factors necessary for the development of travel and tourism. Development of spas. Growth of seaside resorts. Tourism today

Suggested Readings

1. A Farouqui “Early Social Formations”- Manak, Delhi-2001.
2. A.L. Rouse “The Use of History”- 1971
3. Burkhardt and Madlik “Tourist Past, Present and Future”- Butterworth Heinemann, several editions
4. Collingwood “The Idea of History”- Oxford, 1973
5. Franck and Brownstone “The Silk Road, A history.
6. Gilbert Sigaux “History of Tourism”.
7. Herbert “Heritage Tourism and Society”.
8. J. Christopher Holloway “The Business of Tourism.
9. Maisels “Early Civilisations of the Old World”- Business Books Communica, 1978
10. McIntosh, Goldner, Ritchie “Tourism: Principles, Practices, Philosophy”- John Wiley, New York, 1995
11. Nisbet “Social Change and History”- Oxford University Press, 1972
12. Nora Starr. “Viewpoint”- Prentice Hall, 1997
13. Ratnagar “Trading Encounters”- Oxford Univ. New Press, 2004
14. Roger Housden “Sacred Journeys in a Modern World”- Simon & Schuster, New York, 1979
15. T. Walter Wallbank “Civilisations Past and Present”- Scott Foresman, London, 1978

COMMUNICATION SKILL

Unit – I:

Importance of Communication in Tourism – types of communication Purpose of communication – communication process – factors of communication in Tourism

Unit – II:

Communication flow in Tourism Organization – Written, oral and non-verbal communication-barriers and breakdowns in communication – effective communication – electronic media in communication

Unit – III:

Communicative English – grammar for spoken English – conversation practice – comprehensive exercise – language functions – applied grammar.

Unit – IV:

Reading – phonetics – identify the correct sentence – identify additional or unnecessary word in text

Unit – V:

Making effective speeches – common pitfalls in spoken English

Books for Reference:

Harold Koontz, Heinz Wehrich &

Ramachandra Aryasri.A : Principles of Management

Gantside Modern : Business Correspondence

Jane Singleton and Wendy Teraokai : Business Listening and Speaking

HISTORY OF INDIA UPTO 647 A.D.

Unit – I

Physical Features of India – Effects of Geography on History – Unity in Diversity – Source of Ancient Indian History – Indus Valley Civilization – Chief centres of Indus valley Civilization – Destruction of Indus Valley Civilization.

Unit – II

The Vedic Age – Vedic Literature – Vedic Civilization – Caste System: Merits and Demerits of Caste System.

Unit – III

Religious Movement: Causes for the rise of religious movements – Jainism: Principles of Jainism – Contribution of Jainism- Buddhism: Doctrines – Causes for the downfall of Buddhism = Contribution of Buddhism, Foreign Invasions – Persian Invasion – Macedonian Invasion.

Unit – IV

Mauryan Dyanasty: Sources – Origin – Chandra Gupta Maurya – Bindusara – Asoka – Kalingawar – Asoka’s Dharma – Contribution to Buddhism - Mauryan Society and Administration.

Kushans: Kanishka – conquest – Contribution to Buddhism – Art & Architecture – Mahayanism.

Unit – V

Gupta Empire: Sources – Chandra Gupta I – Amudra Gupta – Chandra Gupta II – Gupta Age – Administration – Fahien’s Account.

Harsha Vardhana: Conquest – Religion, Art and Architecture – Hiuen Tsang’s Account.

Books for Reference

1. Mahajan V.D. : History of India
2. Neelakanda Sastri, K.A. : The Age of Nandas and Mauryas
3. Srivastava A.L : History of Medieval India
4. Sharma, L.P. : History of Ancient India

Computer Application - I

Unit – I

Introduction to Computer – What is Computer – Generation of Computer – Components of Computer – Input Devices – Primary Memory – Secondary Memory – CPU – Operating System – Introduction to Application Software

Unit – II

MS Word Basics: Creating word document – editing – applying text enhancement – aligning and formatting – adding bullets and numbering, symbols , date and time – replacing and checking text – printing a documents.

Unit – III

Formatting techniques: Formatting pages – section – using page numbers – header and footer – using columns – constructing tables – creating outlines.

Unit – IV

Understanding mail merge – creating a new data source in word – merging documents – creating catalogue and lists – creating envelopes and lables.

Unit – V

Designing a form – using footnotes and endnotes – creating a master document – inserting comments – highlights text.

Books for Reference

1. Nellai Kannan, C. : MS Office
2. Gini Computer and Annette Marquis : Microsoft Office 2000
3. Perker Norton : Introduction to Computer

Indian Archaeology

Unit – I

History of Archaeology in India – foundation of the Indological studies – Sir William Jones establishment of Asiatic society – James Prinsep – Alexander Cunningham – Robert Bruce Foote – John Marshal – Martimer Wheeler – Post-independent era.

Unit – II

Pre-history of India – Old Stone Age – Pre-Harappan Culture of Balushistan – the Indus Civilization or Harappan Culture.

Unit – III

Neolithic – Chalcolithic settlements beyond the Indus system – Neolithic cultures of India, Eastern group etc. – Megalithic period of India – Development of Megalithic types in Tamilnadu.

Unit – IV

Ceramics or pottery – Potteries in India in different periods – Memorial stones – Hero stones in Tamilnadu – Palaeography – Epigraphy.

Unit – V

Pre-historic art – rock art – art of historic India – Gandara and Mathura – Chola Bronzes – Museology – aims – National Museum – Universities and Archaeology.

Books for Reference

1. Venkataraman, R. : Indian Archaeology
2. Rajan, K. : Archaeology Principles and Methods
3. Gomathy Nayagam : An Introduction to Archaeology

History of Tourism - II

Unit – I Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, social Tourism and Middle class Tourism

Unit – II

1841 – 1914: Rise of International Tourism , World Cruises, Automobile and Coach Tours, Resort Tourism, Role of Infrastructure, Tourism as an Industry 1914 – 1950: Tourist boom between the World Wars, Tourism and Economy and Crises, Social changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism, League of Nations, IUOTO, Bermuda Agreement, IATA, Emergence of Tourism Services Organizations and Civil Aviation

Unit – III

1950 – 2000: Tourism Phenomenon: Long Hauls, Thomas Cook and Package Tours Charters, Role of escorts and guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of services.

Unit – IV

Tourism as a Globalized System .Early Forms of Travel and Types of Journey.Precursors of Modern Tourism .The Foundations of Modern Tourism.The Boom in Mass Tourism in the 19th Century. Holidaying Practices in the Interwar Period.The Expansion of Tourism and Globalization.Approaches to Travel and Tourism.Tourism and Five-year Plans in India. Analysis of National Tourism Policy 2002

Unit – V

Accommodations: Early inns, The grand hotels, Motels, Hotels today. The dimensions of tourism: Attraction, Facilities, Transportation, Hospitality. The role of transportation in shaping tourism.

Suggested Readings

- A Farouqui“ Early Social Formations”- Manak, Delhi-2001.
- A.L. Rouse “The Use of History”- 1971
- Burkhardt and Madlik”Tourist Past, Present and Future”-Butterworth Heinemann, several editionsCollingwood “The Idea of History”-Oxford, 1073
- Franck and Brwonstone “The Silk Road, A history.
- Gilbert Sigeauxz “History of Tourism”.
- Herbert “Heritage Tourism and Society”.
- J. Christopher Holloway “The Business of Tourism.
- Maisels “EarlyCivilisations of the Old World”- Business Books Communica, 1978
- McIntosh, Goldner, Ritchie “Tourism: Principles, Practices, Philosophy”- John Wiley, New York, 1995
- Nisbet “Social Change and History”- OxfordUniversity Press, 1972
- Nora Starr. “Viewpoint”- Prentice Hall, 1997
- Ratnagar “Trading Ecounters”- OxfordUniv. New Press, 2004
- Roger Housden “Sacred Journeys in a Modern World”- Simon & Schuster, New York, 1979
- T. Walter Wallbank “Civilisations Past and Present”- Scott Foresman, London, 1978

TOURISM ORGANIZATIONS

Unit – I:

Introduction – factors influencing organization – nature, purpose and kinds of organization – departmentation – committees – informal organization.

Unit – II:

National Tourist Organizations – Travel Agents Association of India (TAAI) – Indian Association of Tour Operators (IATO) – Federation of Hotel and Restaurant Association of India (PHRAI)

Unit – III:

International organizations – classifications – WTO, IATA, UFTAA, ICAO, WTTC & PATA – International consultative organization – specialized agencies – UNESCO.

Unit – IV:

Public organizations in India – Department of Tourism, Government of India – ITDC – State Tourism Organizations – ITDC, etc. Indian Railways – Ministry of Civil Aviation.

Unit – V:

The users – The International Touring Alliance – World Touring and Automobile Organization (WTAO) – The International Automobile Federation (IAF) – Hotel and Restaurant Industry.

Books for Reference:

Prem Nath Dhar	: International Tourism
Prem Nath Dhar	: Development of Tourism Travel Industry
Bhatia. A.K.	: Tourism Development
Publication of IUOTO, GENEVA	: Introduction to Tourism Concepts and Impacts
Dileep. M.I.	: KITTTS, TVM

History of India from 647 A.D. to 1526 A.D.

Unit – I

Sources of Medieval India – Rajaputs – origin of Rajaputs – Rajput Civilization and Culture – Causes of the failure of the Rajaputs – Arab Invasion of Sindh – Causes of the Success of the Arabs – Effects of Arab invasion.

Unit – II

Rise of Ghani – Muhammed of Ghazni – Muhammed of Ghore – First and Second Battle of Tarrain – Delhi Sultanate – Slave Dynasty – Qutub-ud-din Aibak – Iitumish – Raziya- Balban – Administrative Reforms.

Unit – III

Khilji Dynasty – Allaudin Khilji – Malikkaafur – Administration – Tughlug Dynasty – Muhammed-bin-Tughlug-Firoz Tughlug.

Unit – IV

Sayyids and Lodies – Ibrahim Lody – Timur’s invasion – Kingdom of Vijaya Nagar – Origin – Kfrishna Deva Raya – Administration, Art, architecture and literature.

Unit – V

Bahmini Kingdom – Origin – Alaudin Bahmanshaw I – Muhammed Gawan – Battle of Talikotta – Disintegration of Bahmini Kingdom.

Books for Reference

1. Ishwari Prasad : History of Medieval India
2. Majumdar, R.C. : An Advance History of India
3. Sharma, L.P. : History of Medieval India
4. Srivastava, A.L. : History of Medieval India

Computer Application - II

Unit – I

Excel: Entering and editing cell entries – excel application window – adjusting row and column – height – inserting and deleting rows, columns and cells – borders and colours – printing.

Unit – II

Advance formatting in excel: using auto format – custom format – financial and statistical functioninf – sorting a database – filtering a data base – using a data from – auditing worksheet.

Unit – III

Creating a chart – moving, sizing and printing chart objects – editing and formatting charts – creating pivot tables.

Unit – IV

Power point slides: creating a power point presentmation – slides – changing the colour scheme- customizing the back ground.

Unit – V

Animation effect: Inserting objects – inserting clip arts – sound and motion clips – inserting chart and tables from MS word – adding animations.

Books for Reference

1. Nellai Kannan, C. : MS Office
2. Gini Computer and Annette Marquis : Microsoft Office 2000
3. Perker Norton : Introduction to Computer

Indian Heritage

Unit – I

Topographic of India: Geographical Features – climate, rivers, wildlife sanctuaries – national parks - birds sanctuaries – Mountains and Hill Resorts – Beach Resorts.

Unit – II

Religious Heritages: Hinduism, Buddhism – Islam, Jainism, Sikhism, Christianity – Religious Centres of Hinduism, Buddhism, Islam, Christianity – Fairs and Festivals – Rites and Rituals – Folk Customs – Folk Culture, Folk Arts, Monuments in India.

Unit – III

Architectural Heritage: Indian Art and Architecture origin, Indus Valley Art, Rig Veda Arts, Buddhist Art, Jain Art, Mauryas Art, Sugas, Kuzhana Art, Gupta Art, Mughal Art, Pallava Art, Chola Art, Indo-European Architecture.

Unit – IV

Cultural Heritage: Dances of India – classical, Bharatham, Kathak, Kathakali, Kuchipidi, Manipuri. Music: Folk - Adventure Tourism. Trekking, Skiing, Safaris

Unit – V

Handicrafts: Textiles, wood craft, stone curving, glassware, pottery, ivory curving, metal work, carpet weaving.

Books for Reference

1. Lavkush Mishra : Cultural Tourism in India
2. Kothandaraman : Indian Art
3. Ratheyan : Fairs and Festivals in India