

**MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI**

UG COURSES – AFFILIATED COLLEGES

B.A History (Vocational) Tourism

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

(45th SCAA meeting held on 09.02.2017)

Sem.	Pt. I/II/I II/I V	Sub. No.	Subject status	Subject Title	Hrs./ week	Cre- dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
III	I	13	Language	TAMIL/OTHER LANGUAGE	6	3	25	75	100	30	40
	II	14	Language	ENGLISH	6	3	25	75	100	30	40
	III	15	Core - 5	ART AND ARCHITECTURE IN INDIA (SOUTH INDIA)	6	5	25	75	100	30	40
	III	16	Allied -III	A) TOURISM MARKETING B) TRAVEL GEOGRAPHY C) CONCEPT AND IMPACTS OF TOURISM	6	5	25	75	100	30	40
	IV	17	Skilled Based subject -I	PRINCIPLES OF MANAGEMENT	4	4	25	75	100	30	40
	IV	18	Non-Major Elective -I	OFFICE ADMINISTRATION	2	2	25	75	100	30	40
Subtotal					30	22					

Sem.	Pt. I/II/I II/I V	Sub. No.	Subject status	Subject Title	Hrs./ week	Cre- dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
IV	I	19	Language	TAMIL/OTHER LANGUAGE	6	3	25	75	100	30	40
	II	20	Language	ENGLISH	6	3	25	75	100	30	40
	III	21	Core - 6	ART AND ARCHITECTURE IN INDIA (NORTH INDIA)	6	5	25	75	100	30	40
	III	22	Allied -IV	(A) PROFILE OF MODERN TOURISM TRAVEL GEOGRAPHY (B) MANAGERIAL ACCOUNTING AND FINANCE IN TOURISM (C) ORGANIZATIONAL BEHAVIOUR	6	5	25	75	100	30	40
	IV	23	Skilled Based subject -II	BUSINESS COMMUNICATIONS SKILLS	4	4	25	75	100	30	40
	IV	24	Non-Major Elective -II	(A) HOUSE KEEPING OPERATIONS (B) TRAVEL AGENCY & TOUR OPERATIONS	2	2	25	75	100	30	40
	V	-	Extension Activity	NCC,NSS, YRC, YWF		1					
Subtotal					30	23					

ART AND ARCHITECTURE IN INDIA (SOUTH INDIA)

Unit – I:

Excavations - Arikamedu And Adichanailur - Artifacts - Seals And Pottery - Metal Art And Coins.

Unit –II:

Andhra - Amaravathi- Nagarjuna Konda, Chalukya - Durga & Ladkhan Temple At Aihole, Cave Temple At Badami, Virupaksha At Pattadakal, Rashtrakuta - Ellora Temples- Hoysalas Chennakesava Temples.

Unit III:

Pallavas- Mahabalipuram- Kailasanatha Temple- Pandyas Cave Temple ,Cholas Brahadeshwara, Gangaikonda Cholapuram, Dharasuram Temple- Vijayanagar - Virupaksha & Vitalaswami Temple, Hampi

Unit IV:

Sculptures- Mahabalipuram- Ellora, Belur & Halabid- Bronzes of South India.

Unit V:

Paintings- Kanchipuram, Sittanavasal, Thaniavur- Lepakshi. Music - Carnatic- Dances- Bharathanatyam, Kuchipudia, Mohiniattam, Kathak- Bagavathamela.

Books for Reference:

1. Percy Brown : Indian Architecture Buddhist and Hindu Architecture - Volume I and II
2. K.A. Mahalingam : A History South India.
3. T.V. Mahalingam : Early Pandya Architecture
4. C.V. Narayana Iyer : Origin and History of Saivism

MSU/2016-17/UG-Colleges/Part-III /B.A. History(vocational) Tourism/Semester-III/ Ppr.no.16 (A)

Allied-III – (A)

Tourism Marketing

Unit I

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing.

Unit II

Segmentation of Tourism Market-concept, justification, importance and bases. Market Research-methods, research problem areas, marketing research in the tourism industry. Tourism life cycle.

Unit III Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

Unit IV

Destination Planning and Product Diversification. Destination Marketing. Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing. Complementary Marketing.

Unit V

Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines,

Documentaries, Guide Books, Travel writers, Electronic

Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

Suggested Readings:

- Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.
- Brigs, Susan- Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.
- Middleton- Victor T.C Marketing in Travel and Tourism, Oxford, 1994
- Brunt, Paul- Market Research in Travel and Tourism, Butterworth Heinemaun, 1997.
- Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)
- NamaKumari and Rama Swami- Marketing Management

**MSU/2016-17/UG-Colleges/Part-III /B.A. History(vocational)Tourism/Semester-III/ Ppr.no.16(B)
Allied-III (B)**

TRAVEL GEOGRAPHY

Unit – I:

Geographical features, location, physiography, metrology etc. – topography and geology-natural vegetation – population and human development – drainage.

Unit- II :

Geography of tourism: Overview- world's continents – longitude and Gratitude of map reading skills – Exploring the countries of the world and cities.

Unit- III:

Natural tourist resources – land forms & terrains – tourist destinations – water bodies – hill af mountain resorts – sanctuaries – monuments, historical and archaeological sites, museum and art galleries etc.

Unit – IV:

Development of Tourism in India with special reference to geography – Impact Assessment – approaches, methodology and techniques

Unit – V:

World time zones – Elapsed travel times – international date line

Books for Reference:

1. Bhatia A.K. - Tourism Development, Principles and Practices
2. Dubey & Negi - Economic Geographic
3. Jagmohan Negi - Tourism Guide and Tour Operation : Planning and Organizing

**MSU/2016-17/UG-Colleges/Part-III /B.A. History(vocational)Tourism/Semester-III/ Ppr.no.16 (C)
Allied-III (C)**

Concept and Impacts of Tourism

Unit I 25

Definition and Concept of Tourism. Leisure and Recreation, Excursionist, Business Tourism, VFR, Mass Tourism, Adventure Tourism, Sports Tourism, Rural Tourism. Tourism education. Typology of Tourism. Tourism Statistics. Difference between visitors, tourists and excursionist. Tourism as an industry.

Unit II 20

Tourism Impacts- Political, Social, Cultural, Environmental and Economic. Tourism multiplier. National and international concerns and problems.

Unit III 20

Demand- Supply Characteristics-Concepts, definitions and indicators of demand. Measuring demand for tourism-International and Domestic Tourism. Technological progress and Globalization. Concept and resources for Ecotourism. Motivation for tourism.

Suggested Readings

1. Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
2. Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
3. Kamra, Krishan, Basics of Tourism: Theory, Operation, Kanishka Publishers, New Delhi, 2002.
4. Bhatia, A.K. International Tourism Marketing ,Sterling, New Delhi, 2008
5. Dr. S. K. Kabia-Tourism and Environment
6. Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
7. Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010

PRINCIPLES OF MANAGEMENT

UNIT -I:

HISTORICAL DEVELOPMENT

Definition of Management - Science or Art - Management and Administration - Development of Management Thought - Contribution of Taylor and Fayol - Functions of Management - Types of Business Organisation.

UNIT -II:

PLANNING Nature & Purpose - Steps involved in Planning - Objectives - Setting Objectives - Process of Managing by Objectives - Strategies, Policies & Planning Premises- Forecasting - Decision-making.

UNIT -III:

ORGANISING Nature and Purpose - Formal and informal organization - Organization Chart - Structure and Process - Departmentation by difference strategies - Line and Staff authority - Benefits and Limitations - De-Centralization and Delegation of Authority - Staffing - Selection Process - Techniques - HRD - Managerial Effectiveness.

UNIT -IV

DIRECTING Scope - Human Factors - Creativity and Innovation - Harmonizing Objectives - Leadership - Types of Leadership Motivation - Hierarchy of needs - Motivation theories - Motivational Techniques - Job Enrichment - Communication - Process of Communication - Barriers and Breakdown - Effective Communication - Electronic media in Communication.

UNIT -V:

CONTROLLING System and process of Controlling - Requirements for effective control - The Budget as Control Technique - Information Technology in Controlling - Use of computers in handling the information - Productivity - Problems and Management - Control of Overall Performance - Direct and Preventive Control - Reporting - The Global Environment - Globalization and Liberalization - International Management and Global theory of Management.

Books for Reference:

1. Harold Kooritz & Heinz Weihrich "Essentials of Management", Tata McGraw-Hill,1998
2. Joseph L Massie "Essentials of Management", Prentice Hall of India, (Pearson) Fourth Edition, 2003.
3. Tripathy PC And Reddy PN, " Principles of Management", Tata McGraw-Hill, 1999.
4. Decenzo David, Robbin Stephen A, "Personnel and Human Reasons Management", Prentice Hall of India, 1996
5. JAF Stomer, Freeman R. E and Daniel R Gilbert Management, Pearson Education, Sixth Edition, 2004.
6. Fraidoon Mazda, "Engineering Management", Addison Wesley,-2000.

OFFICE ADMINISTRATION

Unit-I:

Meaning of office – Importance of an office – Functions of an office – meaning of office administration – office manager – functions.

Unit-II:

Office layout – objectives – importance – principles of office layout – open office – private office. Office furniture – need for standardized furniture – selection of furniture – types of furniture.

Unit-III:

Filing – Functions – significance – Advantages. methods of classification of files – filing system and equipments. Indexing.

Unit-IV:

Office forms – kinds – Forms control – Objectives of forms control – forms designing – principles of form designing continuous stationary supplies.

Unit-V:

Office mechanization – objects – need for office machanisation – office automation – selection of office machines – types of machines.

Books for Reference:

1. Office organization and Management - R.K.Chopra
2. Office Management and commercial correspondence – Balraj Digga

ART AND ARCHITECTURE IN INDIA (NORTH INDIA)

Unit-I:

Indus Valley Civilization - seals - pottery. Architecture- sculpture - painting - minor art.

Unit – II:

Mauryan Architecture - Asoka's contribution - foreign influence Mauryan sculpture - Bull and Lion capitals - Buddhist Architecture - Sarnath pillar – Sanchi stupa, Chaitya at Kane - Viharas at Nasik and Ajanta

Unit – III:

Evolution of Temple Architecture - Gupta period - Sanchi - Deogarh.

Unit – IV:

Indo Islamic Architecture - Qutb Minar- Fatehpur sikri - Taj mahal - Redfort

Unit – V:

Painting - Ajantha - Miniature paintings of Mughals, Rajasthani, Pahari, Music - Hindustani, Carnatic - Dances - Kathakali Odessa, Manipuri, Kathak, Bharatnatyam, Mohini attam and Kuchipudi , Folklore dances .

Books for reference:

1. Percy brown – Indian Architecture [Hindu and Buddhists] Volume I &II
2. Basham A .L -The wonder that was India

MSU/2016-17/UG-Colleges/Part-III / B.A. History(vocational)Tourism / Semester-IV/ Ppr.no.22 (A)

Allied -IV(A)

Profile of Modern Tourism

Unit-I

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism.

Unit - II

Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

Unit III

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism.fairs and festivals. Counter seasonal policy. Special interest tourism and its resources.Wild life sanctuaries and national parks, Wildlife tourism.

Unit IV

Motivation and Nature of consumption. Tourism Products and services, Salient features of Tourism Product. Public sector and Private Sector partnership in tourism sector.Small and medium enterprises in tourism industry.

Unit V

Principle of resort development.Mass Tourism and New Destinations.

Suggested readings:

1. Abraham, Pizen and YoelMansfiel, Ed. Consumer Behaviour in Travel and Tourism
2. Butterworth and HeinemanBurkhardt and Medlik -Tourism Past Present and Future.
3. Jones and Radcllfe” Leisure and Tourism- Longman Harlem
4. K. Ghimire” The Native Tourist”- Earthscan, London,
5. Pearce and Butler Ed. “ Contemporary Issues in Tourism Development- Routledge, London,
6. Robinson- “ The Geography of Tourism”

**MSU/2016-17/UG-Colleges/Part III /B.A. History(vocational)Tourism/Semester-IV/
Ppr.no.22(B) / Allied –IV (B)**

Managerial Accounting & Finance in Tourism

Unit I:

Nature of accounting: Nature of accounting and Generally accepted accounting principles.
Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank
Transactions. Income Measurements. Preparation of Trial Balance.

Unit II:

Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement
Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels,
Depreciation Accounting, Travel Accounting, Mechanised system of accounting. Cash flow
statement

Unit III:

Meaning, Role, Scope and Importance of Financial Management: Job of the financial
Manager, financial Goals, financial control, Organization & objective of financial function.
Financial Planning, Capitalisation and Capital Structure: Meaning, concept of capital, Theories
of capitalization, Over capitalization and under capitalization,

Unit IV

Optimum capital structure, Determinant of capital structure, Financial Leverage, Debt
capacity of company Debt equity ratio. Capital Budgeting and Capital Investment Decision:
Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed
Assets.

Unit V Working Capital Management: Concept, need, determinant of working capital, estimates of
working capital and financing of current assets. Financial Statements and Analysis: Meaning, Analysis –
Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation
of India TFCI: Aims, Objectives and Functions.

Suggested readings

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Singh, Surender and Kaur, Rajeev. *Fundamentals of Financial Management*. Book
Bank International.
3. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas
Publication.
4. Davis D., The Art of Managing Finance, McGraw Hill.
5. Pandey, I.M., Financial Management, Vikas Publication
6. Van Horne, Financial Management and Policy, Prentice Hall.
7. Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.

ORGANIZATIONAL BEHAVIOUR

Unit – I:

Importance and scope of organizational psychology – Individual difference – intelligence tests – Measurement of intelligence – personality tests – nature, types and uses.

Unit – II:

Perception – Factors affecting perception – Motivation – theories – financial and non-financial motivation – techniques of motivation – transactional Analysis – Brain storming.

Unit – III:

Job satisfaction – meaning- factors- theories – management of job satisfaction- morale – importance – Employee attitude and behavior and their significance to employee productivity – job enrichment – enlargement

Unit – IV:

Group Dynamics – Cohesiveness – Co-operation – competition – conflict – types of conflict – resolution of conflict – socio metry – group norms – role – position – status – supervision style – training for supervisions.

Unit – V:

Leadership – types – theories – leadership and evaluation – organizational climate – organizational effectiveness – organizational development – counseling and guidance – Importance of counselor – types of counseling – information needed for counseling.

Books for Reference:

1. Keith Davis - Human Behaviour at work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organizational Behaviour
4. L.M Prasad - Organizational Behaviour
5. Hippo - organizational Behaviour

Skill Based - II

Business Communication Skills

Unit I

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II a

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit III

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit IV

Vocabulary Words often confused, Words often misspelt, Common errors in English.

Unit V Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.

Non Major Elective -II (A)

HOUSE KEEPING OPERATIONS

Unit –I: Introduction to housekeeping department - role of housekeeping in hospitality industry - classification of hotel - classification of rooms - layout of housekeeping department.

UNIT – II:

Organization of a housekeeping department - job description of housekeeping personnel - department that housekeeping coordinates with qualities of housekeeping staff.

UNIT – III:

Classification of cleaning equipment - manual mechanical – selection criteria of equipment - cleaning agent - selection criteria of cleaning agent.

UNIT – IV:

Classification of cleaning agent (alkalis, acids, solvents, abrasives - deodorizing, disinfectant, distribution and control) - maids service room.

UNIT – V:

Layout and essential features - organizing maid`s trolley.

Books for Reference:

1. Hotel Housekeeping, Sudhir Andrews, Tata McGraw Hill
2. The Professional Housekeeper, Trucker Scheneider, VNR
3. Housekeeping Management for Hotels, Rosemary Hurst, Heinemann
4. Accommodation & Cleaning Services, Vol. I & II, Davide Allen, Hutchinson

Non Major Elective-II (B)

TRAVEL AGENCY & TOUR OPERATIONS

Unit-I:

Travel agency, definitions and its scope – Definition of a tour operator and their functions – History of Travel agency and present status of travel agency system in India & abroad.

Unit-II:

Procedure for approval of a travel agency and tour operator to sell tourism pertaining to Travel agency and tour operator. Organisation & structure of a travel agency and tour operation.

Unit-III:

Ticketing, Itinerary preparation & Marketing of tourism products or packages by travel agency & tour operator. Linkages & arrangements of a travel agency , tour operator with hotels, airlines and other transport agencies.

Unit-IV:

The need for professionalization & the job training for a travel agency & tour operator.

Unit – V:

Management of private & public airlines in India, Case studies of Sahara, Jet etc.

Books for reference:

1. A.K Bhatia - Tourism development , principles & practices
2. VTC Middleton - Marketing in travel & tourism , Hein man publications
3. JMS & Nagi - Tourism & Hoteliering , Gethanjali publications
4. Michael Hall C - Tourism planning, Policies, Processes & Relationships, Pearson Education Ltd.
5. Javid Akhbar - Tourism Management in India , Ashish, New Delhi 1990.