

**MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI**

UG COURSES – AFFILIATED COLLEGES
Common Course Structure for **B.A. Degree Programmes**

B.A. History (Vocational) Tourism
(Choice Based Credit System)

(with effect from the academic year 2020-2021 onwards)

III Semester

Part	Subject Status	Subject	Hours	L	C
I	Language	Tamil	06	06	04
II	Language	English	06	06	04
III	Core 7	Principles and Methods of Archaeology	04	04	04
	Core 8	Travel Geography	05	05	04
	Allied III	1. Organizational Behaviour 3. Public Relation and Advertising 3. Office Administration	03	03	03
IV	Skill Based Core 1	Communicative Hindi	04	04	04
V	Non- Major Elective 1	Introduction to Tourism	02	02	02
VI	Common III	Yoga	-	-	02
	Total		30		27

IV Semester

Part	Subject Status	Subject	Hours	L	C
I	Language	Tamil	06	06	04
II	Language	English	06	06	04
III	Core 9	Constitutional History of India(1773-1947)	04	04	04
	Core 10	Tourism Marketing	04	04	04
	Allied IV	1. Principles of Management 3. Front Office Management 3. Business Communication in Tourism	03	03	03
	Skill Based Core 2	Computer Applications To Tourism	05	05	04
IV	Non- Major Elective 2	Air Travel, Ticketing and Fare Construction	02	02	02
V	Common IV	Computer for Digital Era	-	02	02
VI	Extension Activities	NSS, NCC, YRC, YWF	-	01	01
	Total		30		28

V - Semester

Part	Subject Status	Subject	Hours	L	C
III	Core 11	History Of India (C. 1750s – 1970s)	05	05	04
	Core 12	Cultural History of South India - I	05	05	04
	Core 13	Economics of Tourism	06	06	04
	Core 14	Eco Tourism	04	04	04
V	Major Elective 1	Elements of Historiography	04	04	04
	Major Elective 2	Travel Agency Management	04	04	04
	Skill Based Common (Any one)	Personality Development (or) Effective Communication (or) Youth Leadership	02	02	02
	Total		30		26

VI - Semester

Part	Subject Status	Subject	Hours	L	C
III	Core 15	Social History of India	05	05	04
	Core 16	Cultural History of South India - II	05	05	04
	Core 17	Art And Architecture In India (South India)	05	05	04
	Core 18	Art And Architecture In India (North India)	04	05	04
	Core 19	Group Project	07	-	07
IV	Major Elective 3	Tourism Policy and Planning	04	04	04
	Total		30		27

B.A History (vocational) Tourism

III Semester

Core

Principles and Methods of Archaeology

L	C
4	4

Objectives:

The module is prescribed in the course to inform the students about the basic ideas of historical antiquity and to make the students to understand the Colonial Contribution in bringing out the Indian Archaeology and also shed more light on various archeological sites including Kizhadi.

Unit I : Definition and scope - Archaeology and allied subjects - kinds of Archaeology - uses of Archaeology. **(12 L)**

Unit II : Indian Archaeology - origin and growth - Sir William Jones - Alexander Cunningham - Lord Curzon - John Marshall - Mortimer wheeler. **(12 L)**

Unit III : Functions of Archaeologists - surface exploration - scientific aids in exploration - excavation personals - excavation equipments - kinds of excavation. **(12 L)**

Unit IV : Dating methods : Radio carbon dating - Thermo luminescence dating - Dendro chronology - Documentation - Register and excavation report - conservation of artifacts. **(12 L)**

Unit V : Archaeology in TamilNadu - Archaeological sites - Athirapakkam - Pyyampalli - Attichanallur - Kaviripumpattinam - Kodumanal - Korkai - Arikkamedu - Kizhadi. **(12 L)**

(Total : 60 L)

Reference Books :

1. K. Rajan, *Archaeology, Principles and Methods*. (Thanjavur: Manoo Pathippakam, 2002).
2. C. Edward Harris, *Principles of Archaeological Stratigraphy* (London: Academic Press Ltd., 1989).
3. A.L. Basham, *The Wonder that was India* (Delhi: Rupa Co., 1967)
4. K. Dilip Chakrabarthy, *India: An Archaeological History, Palaeolithic Beginnings to Early Historic Foundations* (New Delhi: Oxford University Press, 1999).
5. V. Gordon Childe, *A Short Introduction to Archaeology* (New York: Collier Publications, 1960).

B.A History (vocational) Tourism
III Semester
Core
TRAVEL GEOGRAPHY

L	C
5	4

Objectives:

The module is prescribed in the course to inform the students about the importance of geography and to make the students to develop their skill in said area as it is relevant to tourism.

Unit – I:

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

(15 L)

Unit- II :

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

(15 L)

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.

(15 L)

Unit – IV:

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

(15 L)

Unit – V:

World time zones – Elapsed travel times – international date line

(15 L)

(Total : 75 L)

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

B.A History (vocational) Tourism

III Semester

Allied - 1

ORGANIZATIONAL BEHAVIOUR

L	C
3	3

Objectives:

The module is prescribed in the course to inform the students about the various attitudes of people in organization and to make them to understand how it is important in tourism industry.

Unit – I:

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

(9 L)

Unit – II:

Perception – factors affecting perception – motivation – theories – financial and nonfinancial motivation - techniques of motivation – transactional analysis – brainstorming.

(9 L)

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.

(9 L)

Unit – IV:

Hawthorne experiment – importance – group dynamics – cohesiveness – cooperation – competition – conflict – types of conflict – resolution of conflict – socio-metry – group norms – role – position – status – supervision style – training for supervision.

(9 L)

Unit – V:

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

(9 L)

(Total : 45 L)

Books for Reference:

Fred Luthans	:	Organisational Behaviour
Prasad, L.M.	:	Organisational Behaviour
Hippo	:	Organisational Behaviour
Keith Davis	:	Human Behaviour at work
Ghos	:	Industrial Psychology

B.A History (vocational) Tourism

III Semester

Allied - 1

PUBLIC RELATION AND ADVERTISING

L	C
3	3

Objectives:

The module is prescribed in the course to inform the students about the importance of PR and advertisement in tourism and to develop their skill in the relevant area..

Unit-I:

Principles of public relations & communication-Definition-Nature-Functions-Role of public relations in marketing-sales-Exhibition and Fairs-Definition of communications- Tools and media of public relations concepts and classifications. Classification of newspaper Visual communication-Media Relation-Public Relations and Writings.

(9 L)

Unit-II:

Corporate Public Relations-Emerging Corporate India-PR Challenges-challenges of the public relations changing business environment-Media Relations-Employees Relations

(9 L)

Unit-III:

Editing & Production of Publications-Corporate-Scope-Type-Editing techniques of PR- Photography-Graphics and Colour-Good Layout-Proof Reading.

(9 L)

Unit-IV:

Advertising Theory & Practice-Advertising Theory-Types & Classification-Planning and Managing Advertising Campaigns-Creating Audio & Visuals Advertising media.

(9 L)

Unit-V:

The Role of Public Relations in Promoting Tourism-Need for PR department in Tourism-PR functions & Role in Tourism-PR as an effective marketing Tour PR and publicity in Tourism.

(9 L)

(Total : 45 L)

Books for reference:

1. Bernecker Paul-Mmethods of Media of Tourist Publicity,Austrian National Tourist office 1961.
2. Hollow JC-the Business of Tourism,Pitman London 1980.
3. Jenkins IR&Jif JJ.Planning the Advertising Campaign,Macmillan Publishing 1973.
4. Morrison J.W-Travel Macmillan Publishing 1973.
5. Morrison J.W-Travel Agents & Tourism Acro Publishing Inc.New York 1980.
6. chmoll G.M-Tourism Promotion.Tourism International Press London 1977.
7. Van Harsell-Tourism in exploration,Prentice Hall 1970.
8. S.A.Chunawalla & K.C.Sethia-Foundations of Advertising-Theory and Practice, Himalaya Phb 2002.

B.A History (vocational) Tourism

III Semester

Allied - 1

OFFICE ADMINISTRATION

L	C
3	3

Objectives:

The module is prescribed in the course to inform the students about the concept of administration to develop their skill in administration.

Unit-I:

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

(9 L)

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.

(9 L)

Unit-III:

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

(9 L)

Unit-IV:

Office forms – kinds – Forms control – Objectives of forms control – forms designing – principles of form designing continuous stationary supplies. **(9 L)**

Unit-V:

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

(9 L)

(Total : 45 L)

Books for Reference:

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

B.A History (vocational) Tourism

III Semester Skilled Based Core

**Skill Based Core - 1
COMMUNICATIVE HINDI**

L	C
4	4

Objectives:

The module is prescribed in the course to inform the students about the importance of Hindi in tourism field and develop their skill both in oral and written.

Unit-I:

Starts with alphabets, word construction sentence formations with applied grammar, numerals, functional Hindi, names of flowers, relations vegetables, parts of conversational Hindi. **(12 L)**

Unit-II:

Conversation in day-to-day life, between two friends, teacher, students, market places, shops, enquires in bus stand, railway airport, about current affairs, sports and in college. **(12 L)**

Unit-III:

Some phrases proverbs and idioms also will be practiced. Creative Writing and Reading. **(12 L)**

Unit-IV:

Essays connection with temples, festivals of India, important incidents and simple stories. Translation **(12 L)**

Unit – V:

10-15 sentences in English to Hindi and Hindi to English. **(12 L)**

(Total : 60 L)

Books for reference:

1. Anuvadmalā Part – 1, Dakshan Bharat Hindi Prachar Sabha , Chennai – 17
2. Manohar Kahaniyam , Dakashan Bharat Hindi Prachar Sabha , Chennai -17.
3. Gadhya Sankam, Dakshan Bharat Hindi Prachar Sabha, Chennai – 17.
4. Tamil Nadu, Veera Raghavan, Publication Division, Ministry of Information and Broadcasting, Patiala House, New Delhi.
5. Temples of India: Myths and Legends , Mathuram Bhoothalingam, Ministry of Information and Broadcasting.

B.A History (vocational) Tourism

III – SEMESTER

Non Major Elective

INTRODUCTION TO TOURISM

L	C
2	2

Objectives:

The module is prescribed in the course to inform the students about the importance of tourism and make them to aware of it.

Unit-I:

Historical evaluation and development of tourism - Murphy's factors on the evolution of tourism – Paid holidays and transition to modern tourism.

(6 L)

Unit-II:

Tourism Phenomenon: Concepts, forms and types and nature – Future trends – Purpose of tourism

(6 L)

Unit-III:

Tourism system – Basic concepts and Impacts: Introduction, concepts of pull and push – Demand and supply – Motivations and factors for travel – Measurements of tourism and statistics – Economic, social, physical and environment impacts of tourism.

(6 L)

Unit-IV:

Travel formalities and procedures – arrival formalities – departure formalities – Travel and tourism terminology – air, ship and rail travel – hotel terminology, general terms – tourism abbreviations – steamship code abbreviation

(6 L)

Unit-V:

Growth and Development of Tourism in India – Tourism Committees – pre and post – Independence periods National Committee on tourism – National Action Plan and Policies for Civil Aviation and Tourism.

(6 L)

(Total : 30 L)

Books for Reference:

1. Bhatia A.K. : Tourism Development – Principles and practices
National Action Plan 1992.
2. Burhat and Medlit : Tourism – Past, Present and Future Raul. R.H. :
Dynamics of Tourism
3. Christopher J.Holloway : The Business of Tourism Macdonald and Evans 1983.
4. Selvaraj .C. : Principles of Tourism.

B.A History (vocational) Tourism
IV – SEMESTER
Core
Constitutional History of India, (1773-1947)

Objectives

L	C
4	4

1. To study about a focus on the various constitutional experiments in India.
2. To understand the significance of charter Acts and its implications.
3. To have a clear cut idea on the content of Indian Councils Acts.
4. To know more about the skeleton of the proposed Indian Constitution.

Unit I : The Regulating Act of 1773- Circumstances - Provisions - Significance - Defects - The Act of 1781 - Pitt's India Act of 1784 - Provisions - Significance. **(12 L)**

Unit II : Circumstances – Provisions – Significance of the Charter Act of 1793, 1813, 1833 and 1853 - The Act of 1858 - The Queen's Proclamation of 1858 - Significance. **(12 L)**

Unit III : The Indian Councils Act of 1861 and 1892- Circumstances - Provisions - Significance. The Minto - Morley Reforms of 1909 - Circumstances Provisions - Significance. **(12 L)**

Unit IV : Montague Chelmsford Reforms of 1919- Provisions - Dyarchy in the provinces - significance - The Government of India Act of 1935 - Provisions - Provincial autonomy. **(12 L)**

Unit V : Constitutional Development between 1935-1947 -August Offer - Cripp's Proposals - Cabinet Mission Plan - Formation of Constituent Assembly - The Indian Independence Act of 1947. (12 L)

(Total : 60 L)

Reference Books

1. Dutgaddoss Basu, *Introduction to the Constitution of India*, Prentice Hall of India Pvt. Ltd., Delhi, 1997.
2. C.N. Joshi, *The Constitution of India*, Mac Millan India Limited, Madras, 1983.
3. R.C. Agarwal, *Constitutional Development and National Movement of India*.
4. Herma Finer, *The Theory and Practice of Modern Government*, Surject Publications, Delhi, 1977.
5. M. Laxmikanth, *Indian Polity*, Tata Mc Graw Hill, New Delhi, 2011.

B.A History (vocational) Tourism
IV – SEMESTER
Core
TOURISM MARKETING

L	C
5	4

Objectives:

The module is prescribed in the course to inform the students about the principles and concept of tourism marketing and to develop their skill in marketing.

Unit-I:

Definition-market segmentation-marketing in tourism-marketing mix-tourism product.

(15 L)

Unit-II:

Advertising-purpose in tourism-planning for advertising-production of advertisement-display of posters-media-travel writing.

(15 L)

Unit-III:

Display and sale in tourism market-conference,conventions and exhibition services-distribution channels for tourists supply-characteristics of tourist product distribution-distributive functions.

(15 L)

Unit-IV:

Sales forecasting-techniques-factors-methods-forecasting tourism products-carrying capacity analysis.

(15 L)

Unit-V:

Marketing communication-Public Relation-Personality-Marketing Research-types-Organisation- Marketing Research in Tourism-sources of data for research in tourism.

(15 L)

(Total : 75 L)

Books for reference:

1. Manish Srivatsava - National and State Tourism Marketing
2. Jha S.M - Tourism Marketing
3. Beri G.C - Marketing Research

B.A History (vocational) Tourism
IV– SEMESTER
Allied -II
PRINCIPLES OF MANAGEMENT

L	C
3	3

Objectives:

The module is prescribed in the course to inform the students about the principles and concept of management to develop their skill in 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.

(9 L)

UNIT –II:

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

(9 L)

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.

(9 L)

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.

(9 L)

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.

(9 L)

(Total : 45 L)

Books for Reference:

1. Harold Kooritz & Heinz Wehrich "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 Resources Management", Prentice Hall of India, 1996

B.A History (vocational) Tourism

IV Semester

Allied - II

Front Office Management

L	C
3	3

Objectives:

The module is prescribed in the course to inform the students about the functions of front office in hotel industry and to develop their skill in same area.

UNIT -I:

Lobby and Bell Desk Operation: Role of lobby managers and executives – function of bell desk I functioning of hospitality desk – handling VIPs – luggage handling procedure.

(9 L)

UNIT –II:

Front office cash / checkout and settlement: Role of front desk cashier-checkout and account settlement – checkout options – unpaid account balance.

(9 L)

UNIT –III:

Front office accounting: Hotel credit management – foreign currency awareness and handling procedures 0 guest folio – internet control transcript, cash sheet, cash banks.

(9 L)

UNIT -IV

Night Audit: function of night audit – operating model- Night Audit process

(9 L)

UNIT –V:

Guest complaint handling / problem solving – common complaints/ problems / situation handling.

(9 L)

(Total : 45 L)

Books for Reference:

1. Colin & Chirs Baiird : front Office Operation
2. Sudhir Andrews : Front Office Training Manual
3. Kasavana & Brooks : Managing Front Office Operations
4. James Bard : Hotel From Office management
1. USA. Pp.574.

B.A History (vocational) Tourism
IV Semester
Allied II
BUSINESS COMMUNICATION

L	C
3	3

Objectives:

The module is prescribed in the course to inform the students about the importance of communication in business and to develop their skill in communication.

Unit – I:

Importance of Communication in Tourism – types – Structure of business letter – essentials of a good business letter – application – orders for travel & tours – cancellation – change of conditions. **(9 L)**

Unit – II:

Methodology of preparing a report – essentials of a good report. **(9 L)**

Unit – III:

Travel and tour correspondence – characteristics – letters between travel agency and tour operators and its customers – letters between travel agencies.

Unit – IV:

Conversational strategies in different occasions. **(9 L)**

Unit – V:

Group discussion – understanding group dynamics – group decision making techniques – debate – describing a person / a thing / an event / a process / a recipe, etc.

(9 L)

(Total : 45 L)

Books for Reference:

Bahl.J.C. & S.M. Nagamia : Business Correspondence, Minutes and reports

Gartside : Modern Business Correspondence

Sharma & Krishna Mohan : Business Correspondence and Report Writing

B.A History (vocational) Tourism

IV Semester

Skill Based Core- 2

COMPUTER APPLICATIONS TO TOURISM

L	C
5	4

Objectives:

The module is prescribed in the course to inform the students about the role of Computer Information systems in travel trade. The prescribed unit enhance the skills of students especially when they will be attached for practical.

Unit-1:

• Introduction to computers: what is computer, block diagram, components of a computer system, generation of computers, programming languages, generation of languages, storage devices, floppy disks, CDROM'S. **(15 L)**

Unit-II :

• Operating systems: introduction, functions, types, components, case studies- DOS, windows. **(15 L)**

Unit-III:

• Word processing, spread sheets and presentations: what is word processing, features of MS WORD, editing commands and mail merge-what is spread sheet, features, formulae and functions, if statement, preparing sample worksheets, different graphs. **(15 L)**

Unit-IV:

• Features of POWERPOINT-preparing a presentation-preparing an organization chart **(15 L)**

Unit-V:

• Introduction to internet: what is internet, network, network of networks, WWW.e- mail, websites, introduction to e-commerce -introduction to tournet-feature of tournet- feature of tour manager: costing-evaluation of cancellation.

(15 L)

(Total : 75 L)

Books for Reference

1. Fundamental of Computer, V.Rajaram, Prentice Hall India.
2. Mastering Micro Office, Lonnie E. Mosely & David M. Boody, BPB Publications.

B.A History (vocational) Tourism

IV Semester - Non Major Elective

AIR TRAVEL, TICKETING AND FARE CONSTRUCTION

L	C
2	2

Objectives:

The module is prescribed in the course to inform the students about the various methods of air ticketing and to develop their skill in said area.

Unit – I:

Air travel and world airlines – air transport regulations – passenger aircraft and aeroplanes – airlines policies and practices. **(6 L)**

Unit – II :

World side city-to-city schedules- Familiarization with OAG: letter city and airport code, airline designated code, minimum connecting time, global indicator – air transport abbreviation and meaning. **(6L)**

Unit – III:

Introduction to fare construction: Elements of air fares – types of fares – far sheets- Abbreviation used in the fare formula. **(6L)**

Unit – IV:

Air far construction : Guidelines - mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge. **(6L)**

Unit – V:

Air Ticketing techniques : Reservation Sheets – Airline Reservations – Domestic Airline ticketing – International Airline Tickets.

(6L)

(Total : 30 L)

Books for Reference:

1. Jagmohan Negi, ‘Air travel Ticketing and Fare construction’, Kanishka, New Delhi,2005
2. OAG, Consultant, IATA, Geneva
3. Air Tariff Book
4. Stephen Shaw, ‘Airlines in Shifts & Mgt’, Ashgate Pub, USA,2004
5. IATA, Geneva
6. R. Doganis, ‘Airport Business’

7. K.Sikdar, All you wanted to know about airlines functions
8. Journal of Air Transport Management by Elsevier Science
9. Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002

B.A History (vocational) Tourism

V– SEMESTER

Core

HISTORY OF INDIA (c. 1750s – 1970s)

L	C
5	4

Objectives:

The module is prescribed in the course to inform the students about the colonial rule, developments during the pre and post independent period and to and make the students to aware of it.

Unit - I

The First Century of Colonial Rule: Expansion and Consolidation of British Power Institutions and Policies Making of a Colonial Economy Cultural Responses – Tradition and Reform **(15L)**

Unit - II

The Revolt of 1857: Social and regional spread, consequences. **(15L)**

Unit – III

Modern Colonial State After the Revolt: 1858 – 1947. Idioms of Rule: (i) Knowing India – Race Caste, Religion, Custom (ii) Representative Politics – Constitutional Developments. **(15L)**

Unit - IV

Colonial Economy and Society: Features of Colonial economy Patterns of Trade Decline of traditional industry Commercialization and Agrarian stagnation Growth of Modern industry 1914 – 1947 **(15L)**

Unit – V

Features of Colonial Society English Education and Middle Class Indian capitalist class and growth of working class **(15L)**

(Total : 75 L)

Suggested Books

Sugata Bose and Ayesha Jalal: Modern South Asia:History, Culture, Political Economy, New Delhi, 1998

Sekhar Bandyopadhyay From Plassey to Partition Barbara D Metcalf andT.R. Metcalf A Concise History of India, Cambridge, 2002

C.A. Bayly: An Illustrated History of Modern India 1600 – 1947, London 1990 Sumit Sarkar Modern India 1885 – 1947,

Mamillan, 1983 Mushirul Hasan John Company to the Republic: A story of Modern India.

R.P. Dutt India Today. Thomas Metcalf Ideologies of the Raj.

R. Jeffery, J Masselos, P Reeves (ed) From Rebellion to the Republic.

Bipan Chandra: Nationalism and Colonialism.

B.A History (vocational) Tourism

V– SEMESTER

Core

Cultural History of South India - I

L	C
5	4

Objectives:

The module is prescribed in the course to inform the students about the significance of Indian Culture and its ethos.

Unit I

Definitions of Culture and its various aspects : (i) Perspective on Cultures: Indian Cultural tradition: An overview (ii) Plurality of Cultures: Social Content of Culture **(15L)**

Unit II

Language and Literature, Sanskrit: Kavya - Kalidasa's Ritusambhara, Prakrit: Gatha Saptasati, Development of vernacular language and literature, Indo-Persian Literature: Amir Khusro's works, Urdu poetry and prose: Ghalib **(15L)**

Unit III

Performing Arts, Hindustani, Carnatic classical Music, Devotional music: bhakti and sufi Classical and Folk Dance, Theatre: Classical, Folk, Colonial and Modern **(15L)**

Unit IV

Architecture: Meanings, form and Function, Rock-cut-Mamallapuram, Structural – temple architecture- Khajuraho complex and Tanjavur temple. **(15L)**

Unit V

Fort – Dalulatabad or Chittor forts; Palace-dargahat Fatehpur Sikri; Colonial – Lutyen's Delhi **(15L)**
(Total : 75 L)

Suggested Readings

- Asher Catherine, (ed.): Perceptions of India's Visual Past, AIIS, Delhi, 1994.
- Asher Catherine, Architecture of Mughal India.
- Basham A.L., The Wonder that was India. Volume I, New Delhi.
- Brown Percy, Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai, 1956.
- Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIIS, 1975.
- Deva, B.C., An introduction to Indian Music, Delhi, 1973.

B.A History (vocational) Tourism

V – SEMESTER

Core

ECONOMICS OF TOURISM

L	C
6	4

Objectives:

The module is prescribed in the course to inform the students about the concept and perception of economic significance of tourism and to make the students to understand the students in the said areas.

Unit I:

Nature, scope and application of economics in tourism and hospitality; Tourism scenario in India – tourist arrival data and Indian economy **(18L)**

Unit II:

Law of Demand, Determinants of Demand; Elasticity of Demand; Nature of tourism demand analysis and its forecasting; Law of supply; Determinants of tourism and hospitality supply; Elasticity of supply analysis and forecasting **(18L)**

Unit III:

Liberalization, privatization, globalization and tourism Input-Output decisions, Production function, short-run analysis; Long-run function; short run and long-run cost functions. Empirical estimation of production and costs **(18L)**

Unit IV:

Price-Output Decisions; Tourism and hospitality market structures; Price determination under different market conditions; Pricing practices and strategies; Profit measurement and profit policy; Determinants of investment decision in tourism and hospitality **(18L)**

Unit V:

ourism development and economic planning, review of the economic planning of tourism through the annual and five year plans, foreign exchange earnings and contribution to GDP through tourism.

(18L)

(Total : 90 L)

Books for reference:

1. Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
 1. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.
 2. Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
 3. Adhikary M., Managerial Economics, Khosla Pub.
4. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
5. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
6. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.
7. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge

B.A History (vocational) Tourism

V – SEMESTER

Core

ECO TOURISM

L	C
4	4

Objectives:

The module is prescribed in the course to inform the students about sustainability of tourism by imparting the significance of eco tourism.

Unit I:

Environmental Studies : Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio – Geo Chemical cycles, **(12L)**

Unit II:

Environmental Pollution – Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming. **(12L)**

Unit III:

Concept and Origin : Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists. **(12L)**

Unit IV:

Eco-tourism Resources in India – Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem. **(12L)**

Unit V:

Eco-tourism Planning and development strategies – Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI - Eco tourism in Tamilnadu. **(12L)**

(Total : 60 L)

Books for Reference

1. Baldwin J.H. (1985) Environmental Planning and Management. I.B.D. Dehradun
2. Singh Ratandeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.

3. Romila Chawla : Wildlife Tourism and Development; Sonali Publications, New Delhi. 4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co.Ltd., Publishing Co.Ltd.)
4. Kormandy E.J. (1989) Environmental issues Concerns and Strategies (New Delhi) Ashish
5. Kandari O. P., Chandra Ashish : Tourism Biodiversity & Sustainable Development, Isha Books, Delhi.

B.A History (vocational) Tourism
V – SEMESTER
Major Elective – 1: Elements of Historiography

L	C
4	4

Objectives :

1. To make the students to understand the fact that History is a u
2. To educate the students to have basic knowledge on Historical research methodology.
3. To know more about the Pioneers in Historiography.
4. To study the contributions of Indian Historiographers in writing objective history.

Unit I : History - Meaning and Scope - Nature - Purpose - Definitions of History - Subjects related to History - Kinds of History - History Art or Science? - Uses and Abuses - Lessons of History. **(12 L)**

Unit II : Theory of Causation - Role of Individuals, Institutions and ideas - The concept of Historical Progress. **(12 L)**

Unit III : Reputed Historians - Herodotus - Thucydides- Edward Gibbon - Hegal – Immanuel Kant - Leopold Von Ranke - Karl Marx- A.J. Toynbee **(12 L)**

Unit IV : Indian Historians - Kalhana - Abul Fazl - Jadunath Sarkar - Neelakanda Sastri - R.C. Majumdar - Ranajith Guha – Romila Thappar – Irfan Habib - K. Rajayyan **(12 L)**

Unit V : Historical Research - Pre - requisites of a Research Scholar - Selection of Topic- Collection of Sources - External Criticism - Internal Criticism - Objectivity in Historical Writing - Foot Notes - Bibliography. **(12 L)**

(Total : 60 L)

Reference Books:

1. B. Sheik Ali, *History its Theory and Method*, Penguin Books, New Delhi, 1966.
2. K. Rajayyan, *History in Theory and Method*, Ratna Publications, Madurai, 2000.
3. N. Subramanian, *Historiography*, Ennes Publications, Udumalai Pettai.
4. S. Manickam, *Theory of History and Methods of Research*, Puduman Publications, Madurai, 1987.
5. J. Dharmaraj, *Historiography (Tamil)*, Tensy Publications, Sivakasi, 2013.

B.A History (vocational) Tourism
V – SEMESTER
Major Elective - 2
TRAVEL AGENCY MANAGEMENT

L	C
4	4

Objectives:

The module is prescribed in the course to inform the students about the travel agency management and to develop their skill in the respective field.

Unit I:

Definition of Travel Agency and Tour Operations, differentiation, interrelationship. Origin and growth of travel agencies. An overview of the travel agents in India, local travel agents. **(12 L)**

Unit II :

How to set up travel agency:

- (a) Market research, sources of funding
- (b) Comparative study of various types of organisation proprietorship, partnership, private limited and limited
- (c) Govt. rules for getting approval
- (d) IATA rules, regulation for accreditation
- (e) Documentation
- (f) Office automation
- (g) Practical exercise in setting up a Travel Agency **(12 L)**

Unit III:

Departmentalization, managerial responsibilities and use of technology. Sources of earning : commissions, service charges etc. Itinerary preparation, important considerations for preparing itinerary, costing, types and components of package tour. **(12 L)**

Unit IV:

Dealing with Principal Suppliers: Dealing with air travel, tourist transport and accommodation. Supplier challenges. Present business trends and future prospects problems and issues. **(12 L)**

Unit V:

Publicity and promotion: Issues related to sales, promotional issues, marketing communication, public relations. Associations and Organizations promoting travel agencies and tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTA

(12 L)

(Total : 60 L)

Books for Reference:

1. Travel Agency and Tour Operation, Concepts and Principles - J.M.S. Negi
2. Professional Travel Agency Management - Chunk, James, Dexter & Boberg
3. The Business of Travel Agency Operations and Management - D.L. Foster
4. Travel Agency Management-An Introductory Text, Anmol Publication New Delhi-Mohinder Chand.
5. Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

B.A History (vocational) Tourism

SEMESTER VI

Core

SOCIAL HISTORY OF INDIA

L	C
5	4

Objectives:

The module is prescribed in the course to inform the students about the social movements, and economic and social change took place during 19th and 20th century

Unit - I

Social Movements: Issues of Social Reform: The ‘Womens’ Question Phule, Ambedkar and the Caste question Dalit. Peasant. Tribal Movements. **(15 L)**

Unit - II

Nationalist Politics, 1858 – 1947 Phases of National Movement Economic Nationalism and Cultural Nationalism Mahatma Gandhi and Mass Nationalism: Gandhian thought, techniques and movements Growth of Communal Politics Partition of India . **(15 L)**

Unit – III

Independent India: Economy and Polity Constituent Assembly and Establishment of the Republic Economic and Social Change 1950 – 1970s Planned Economy Industrialization. **(15 L)**

Unit – IV

Models of Growth Land Reform and the Structures of Dominations in Rural India Foreign Policy: Non-Alignment Panchsheel Federalism and the Linguistic States Politics Parties and Indian Politics 1950 – 1977. **(15 L)**

Unit – V

Independent India: Culture and Society Modern Indian Literature, Art and Films Scientific and Technological Developments Dalit and Backward Caste Self Assertion Origins of environmentalism Peasant and Labour Movements **(15 L)**

(Total : 75 L)

Suggested Books:

Sugata Bose and Ayesha Jalal: Modern South Asia:History, Culture, Political Economy, New Delhi, 1998

Sekhar Bandyopadhyay From Plassey to Partition Barbara D Metcalf andT.R. Metcalf A Concise History of India, Cambridge, 2002

C.A. Bayly An Illustrated History of Modern India 1600 – 1947, London 1990 Sumit Sarkar Modern India 1885 – 1947, Macmillan, 1983

Mushirul Hasan John Company to the Republic: A story of Modern India

R.P. Dutt India Today Thomas Metcalf Ideologies of the Raj

R. Jeffery, J Masselos, P Reeves (ed) From Rebellion to the Republic Bipan Chandra: Nationalism and Colonialism

Urvashi Butalia The Other side of Silence Francine Frankel India's Political Economy 1947- 1977

B.A History (vocational) Tourism
Semester VI
Core
Cultural History of South India – II

L	C
5	4

Objectives:

The module is prescribed in the course to inform the students about the cultural history of South India and to make the students to aware of its significance.

Unit I

Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural, fresco paintings, Post Classicism – Pallava – Cola. **(15 L)**

Unit II

Medieval idiom –Mughal paintings, painters and illustrated texts, Modern – company school, Ravi Varma, Bengal School, Amrita Shrengil and Progressive Artists. **(15 L)**

Unit III

Popular Culture

a) Folk Lore and Oral tradition of Kathas, narratives, legends and proverbs, Linkages of bardic and literary traditions.

b) Festivals, fairs and fasts; Links with tirtha, pilgrimage and localities.

c) Textile and Crafts; the Culture of Food. **(15 L)**

Unit IV Communication, Patronage and Audiences

a) Court Merchant groups and communities.

b) C(15 L)

ulture as Communication.

Unit V Nationalism and the issue of Culture; Institutions of Cultural Practices Colonial and Post Colonial.

(15 L)

(Total : 75 L)

Suggested Reading:

- K. T. Acharya, A Historical Dictionary of Indian Food , OUP.
- Banerjea J.N.: The Development of Hindu Iconography, Calcutta, 1956
- Bussagli M and Srivaramamurthy C.: 5000 Years of Indian Art, New York, n.d.

B.A History (vocational) Tourism

VI – SEMESTER

Core -3

ART AND ARCHITECTURE IN INDIA (SOUTH INDIA)

L	C
5	4

Objectives:

The module is prescribed in the course to inform the students about the features of south India's architecture and how it attracts the tourists.

Unit – I:

Excavations - Arikamedu And Adichanailur - Artifacts - Seals And Pottery - Metal Art And Coins. **(15 L)**

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. **(15 L)**

Unit III:

Pallavas- Mahabalipuram- Kailasanatha Temple- Pandyas Cave Temple, Cholas Brahadeshwara, Gangaikonda Cholapuram, Dharasuram Temple- Vijayanagar - Virupaksha & Vitalaswami Temple, Hampi **(15 L)**

Unit IV:

Sculptures- Mahabalipuram- Ellora, Belur & Halabid- Bronzes of South India. **(15 L)**

Unit V:

Paintings- Kanchipuram, Sittanavasal, Thaniavur- Lepakshi. Music - Carnatic- Dances- Bharathanatyam, Kuchipudia, Mohiniattam, Kathak- Bagavathamela. **(15 L)**

(Total : 75 L)

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

B.A History (vocational) Tourism

VI – SEMESTER

Core -4

ART AND ARCHITECTURE IN INDIA (NORTH INDIA)

L	C
5	4

Objectives:

The module is prescribed in the course to inform the students about the importance of art and architecture of India (North India) and to make them aware of its significant role in tourism.

Unit-I:

Indus Valley Civilization - seals - pottery. Architecture- sculpture - painting - minor art. **(15 L)**

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 **(15 L)**

Unit – III:

Evolution of Temple Architecture - Gupta period - Sanchi - Deogarh. **(15 L)**

Unit – IV:

Indo Islamic Architecture - Qutb Minar- Fatehpur sikri - Taj mahal - Redfort **(15 L)**

Unit – V:

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

(15 L)

(Total : 75 L)

Books for reference:

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

B.A History (vocational) Tourism
VI– SEMESTER
Core: Group Project and Viva

Objectives :

L	C
0	7

The Group Project / Dissertation with Viva - Voce in B.A. Degree Course in History (Vocational) Tourism has to be guided by the Course teacher. Students (not more than 5 members in a Group) can chose a topic of their own interest related to their subject in consultation with the respective teachers under whom they are assigned to work.

Students have to submit the Project/ Dissertation at least 15 days before the commencement of their Theory Paper Examinations. Students have to write the Project / Dissertation in not less than 40 pages and not more than 50 pages adopting the techniques of Research Methodology offered during the V Semester. It has to contain 3 to 4 chapters apart from the Introduction and Conclusion. There shall be a review of the progress of the Group project / Dissertation writing every week by the teachers who guide the students so as to expedite the completion of the work.

Group Project / Dissertation

A Group consists of not more than 5 members.

B.A History (vocational) Tourism
VI – SEMESTER
Major Elective
TOURISM POLICY AND PLANNING

L	C
4	4

Objectives:

The module is prescribed in the course to inform the students about the tourism policy and planning and to develop their skill in planning.

Unit – I:

Tourism Planning – phases – needs – goals – planning process – role of government in tourism **(12 L)**

Unit – II:

Tourism Planning in India - five year plans – tourism policy Considerations and structure planning – safety and security of tourists. **(12 L)**

Unit – III:

Tourism policy formulation – public sector involvement – role of public sector and planning – legislation and regulation establishing tourism policy – Manila Declaration – Goa declaration. **(12 L)**

Unit – IV:

Origin and development of tourism policy in India – Tamilnadu. Types of planning – local, regional, national and master plan – National Action plan of 1992 – National Tourism Policy of 2002. **(12 L)**

Unit – V:

Incentives and subsidies of state and central government to promote tourism – national committee for tourism. **(12 L)**

(Total : 60 L)

Books for Reference :

- Balu U. : Tourism in India – Policy and Perspective
- Gunn C.M. : Tourism Planning
- Hall P. : Urban and Regional Planning
- Mishra S.K. : Tourism in India – Policy and Perspective