# UNIVERSITY OF MADRAS

## B.A. DEGREE COURSE TOURISM AND TRAVEL MANAGEMENT

(With effect from 2008-2009)

## SCHEME OF EXAMINATION

### FIRST SEMESTER

<table>
<thead>
<tr>
<th>COURSE COMPONENT</th>
<th>NAME OF COURSE</th>
<th>INST. HOURS</th>
<th>CREDITS</th>
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### THIRD SEMESTER

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<td>CORE PAPER VI- Marketing Management</td>
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<td>ALLIED – IV Art and Architecture in Medieval India</td>
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<td>CORE PAPER X- Social and Cultural History of India</td>
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<td>CORE PAPER XI Hotel Management and Catering</td>
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<td>Elective Paper I Human Rights and Tourism</td>
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<td>Elective Paper II Basics of Tourism</td>
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### SIXTH SEMESTER

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<td>CORE PAPER XIII Front Office Management</td>
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<td>CORE PAPER XIV Eco Tourism</td>
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<td>Elective Paper III Air Ticketing and Fare Construction</td>
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B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT

SYLLABUS

FIRST SEMESTER

TOURISM BUSINESS - I

UNIT-I: Definition - History of Travel - Nature, Importance and Scope of Tourism.

UNIT-II: Motivation, Planning and Tourism Administration.

UNIT-III: Transport- Road-Rail-Sea-Air – Civil Aviation – Traditional & Supplementary Accommodation.


UNIT-V: Tourism as an Industry – Future of Tourism with special reference to India

BOOKS FOR REFERENCE:


TOURISM PRODUCT - I

UNIT-I: Tourist products of India-Natural and Man- made- Historical, and Geographical Background of the country.

UNIT-II: International Tourist – Domestic Tourist - Various Kinds of Tourism.


UNIT-IV: Cultural Tourism-Cuisines and Special Dishes of India-Customs of India-Ancient, Medieval and Modern- Costumes of India – Fairs and Festivals of India.

UNIT-V: Newly created Tourist Destinations- Hill-Stations, Theme Parks, Tourism Development Strategies.
BOOKS FOR REFERENCE:


ALLIED PAPER I - BIO-DIVERSITY OF THE INDIAN SUB-CONTINENT

UNIT-I: Indian Sub-continent as a Geographical Unit - Location, Position and Neighbourhood.

UNIT-II: Weather Conditions of India - Seasons - Temperature - Rainfall - Peculiar Features and Significance of Indian monsoon.

UNIT-III: Rivers – Lakes - Coastal areas – Backwaters – Beaches - Islands

UNIT-IV: Forest- Wild-life Sanctuaries- National Parks- Botanical Gardens and Zoological Park


BOOKS FOR REFERENCE:

SECOND SEMESTER

II SEMESTER - TOURISM BUSINESS - II

UNIT 1 – Organisation – Formal and informal Organisation – Organisation Chart – Forms of Organisation – Authority and Responsibility – Accountability


UNIT 3 – Role of State in Tourism – National Tourism Organisation – Functions of NTO – Tourism Administration in India


UNIT 5 – Information Technology in Tourism: Modern Media Techniques – Networking – Internet and Tourism Industry – Computer Technology – Computers in Air Cargo, Airlines, Hotels and Railways – Computers Reservation Systems (CRS)

BOOKS FOR REFERENCE

2. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
7. Dr. Lathika Goswami - Perspectives of Tourism Development, S.S. Publishers, Delhi, 2007
TOURISM PRODUCT - II

UNIT - I: The People of India - Their Heritage - Arts and Crafts.


UNIT - V: Handicrafts of India – Indian Folk culture.

BOOKS FOR REFERENCE:

1. Dr. Thandavan and Dr. Revathy Girish, 2005, Tourism Product, Dominant Publishers, Delhi.

ALLIED PAPER II – BASICS OF ARCHAEOLOGY


UNIT II: Exploration – Procedure, Trends, Significance and Importance

UNIT III: Excavation – Aims – Methods and Types

UNIT IV: Epigraphy – Its Importance – Types of Inscriptions – Brahmi Script


BOOKS FOR REFERENCE

1. A.L. Basham - A Cultural History of India.
THIRD SEMESTER

CORE PAPER V - TRAVEL AGENCIES AND TOUR OPERATORS – I

UNIT 1 – Meaning and Definition of a Travel Agency and Tour Operators – Travel Agency Growth – Structure – Functions – Types of Travel Agency – Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator

UNIT 2 – Growth and Development of Tourist Organization with special reference to India – Sargeant Committee – Jha – ITDC – TTDC


UNIT 4 – Future of Travel Agencies – Travel and Trade Publications – Travel Agents – Training Programmes – Travel Agency’s Sponsored Programmes

UNIT 5 – Travel Agency fairs and Benefits – ITB (International Tourism Board) – WTM (World Travel Mart) – Travel Trade Workshop – EIBTM (Business Travel Meetings)

BOOK FOR REFERENCE

3. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
CORE PAPER VI MARKETING MANAGEMENT


UNIT 5 - Pricing for Products – Objectives – Channels of Distribution – Factors Influencing Channel Decision – Sales Promotion – Elements of Sales Promotion – Consumer Sales and Dealer Sales.

BOOKS FOR REFERENCE

Philip Kotler – Marketing Management, Prentice Hall of India Pvt Ltd, 1993
Philip Kotler – Marketing Principles, Prentice Hall of India Pvt Ltd, 1993
Romila Chawla – Tourism Marketing and Development, Sonali Publications, New Delhi, 2004
Rajan Nair – Marketing, Sultan Chand & Sons, New Delhi, 1983
Amarchand and Varadharajan – Text Book of Marketing
William Stanton – Fundamentals of Marketing
R.K. Malhotra - Tourism Marketing, Anmol Publications Pvt Ltd, 2005
ALLIED III - ART AND ARCHITECTURE IN ANCIENT INDIA


UNIT 4 - Golden Age of Indian Art under the Guptas - Evolution of the Buddhist and Brahmical Art – Ajanta and Ellora Caves – Temple at Bhitargaon.


BOOKS FOR REFERENCE

1. Dr. Revathy Girish – Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi, 2007
2. Nilakanta Sastri. K.A. – A Comprehensive History of India, Kolkata, 1957
4. Anand Singh – Tourism in Ancient India, Serials Publications, New Delhi, 2005
7. L.P. Sharma – Ancient History of India, Konark Publishers, Delhi, 1997
FOURTH SEMESTER

CORE PAPER VII - TRAVEL AGENCIES AND TOUR OPERATORS – II

UNIT 1 – Nature and Scope of Tour Operation – Itinerary Development – Meaning, Definition, Types of Itinerary

UNIT 2 – Technological Advances in Communication – Mass Media Technologies – Computers – Videotex Systems


UNIT 4 – Future Trends in Travel Management – Information Technology in Tourism – Global Distribution System – Computerized Reservation System (CRS) – Amadeus – Sabre – Apollo – Galileo


BOOKS FOR REFERENCE

2. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
6. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
CORE PAPER VIII  TOURISM MARKETING


UNIT 4 - Strategic Tourism Marketing – Contribution of Marketing Tour Organizations – Strategic Decisions and Gaps – Distribution of Tourist Activity, Communication, Advertisement, Sales Promotion – Public Relations – Merchandising.

UNIT 5 - Developing Marketing Skills for Tourism – Creativity – Motivation – Team Building – Personality Development.

BOOKS FOR REFERENCE

4. Rajan Nair – Marketing, Sultan Chand & Sons, New Delhi, 1983
6. Amarchand and Varadharajan – Text Book of Marketing
7. William Stanton – Fundamentals of Marketing
ALLIED IV - ART AND ARCHITECTURE IN MEDIEVAL INDIA


UNIT 5 - Portuguese Influence – Art and Architecture under the British – Neo Gothic Style, Forts, India Gate, Rashtrapathi Bhawan – Church – Public Buildings.

BOOKS FOR REFERENCE

1. Dr. Revathy Girish – Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi, 2007
2. Nilakanta Sastri. K.A. – A Comprehensive History of India, Kolkata, 1957
4. Anand Singh – Tourism in Ancient India, Serials Publications, New Delhi, 2005
7. L.P. Sharma – Ancient History of India, Konark Publishers, Delhi, 1997
FIFTH SEMESTER

CORE PAPER IX - GLOBAL TOURISM

UNIT 1 - Tourism in Europe – Attractions – Monuments – Theme Parks – Public Buildings.


UNIT 3 – Tourism in South Africa – Middle East.

UNIT 4 – Tourism in South Asia – Nepal and Srilanka – South East Asia – Singapore – Malaysia – Thailand – Hong Kong, China and Japan.

UNIT 5 – Contemporary Issues in Global Tourism – Future of Global Tourism.

BOOKS FOR REFERENCE

1. Lonely Planet – China, Japan
2. Ruth Blackmore – Rough Guide to South East Asia
3. Foder’s Explorer
5. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
CORE PAPER - X - SOCIAL AND CULTURAL HISTORY OF INDIA


UNIT 4 – Fairs and Festivals of India – Social, Religious Communal and Tourism Promotional Fairs – Kite Festival, Boat Race Festival, White Water Festival.


BOOKS FOR REFERENCE

1. A.L Basham – Cultural History of India, Oxford University Press
3. Om Prakash – Cultural history of India, New Age International (p) Ltd, New Delhi, 2005
5. Nehru Jawaharlal – Discovery of India, Oxford University Press, 1967
CORE PAPER - XI - HOTEL MANAGEMENT AND CATERING


UNIT 3 – Organisation of Luxury Hotel – Duties and Responsibilities of various Personnel – study of working of Selected Hotels – Five, Four and Three Stars – Plan of Rooms – European, Continental, American – Types of Rooms


UNIT 5 – Future Trends in Hospitality Industry – Regulatory Conditions & Guidelines for the Approval of Hotel Project – Role of Association in Hotel Management – FHRAI & IHRAI

BOOKS FOR REFERENCE
3. Y.P. Singh, Effective Hotel Management, Anmol Publications, New Delhi, 2001
5. S. Kannan – Hotel Industry in India, Deep & Deep Publications Pvt Ltd, New Delhi
ELECTIVE PAPER - I  - HUMAN RIGHTS AND TOURISM


BOOKS FOR REFERENCE:

1. K.S.Murthy - The Quest for Peace.
ELECTIVE PAPER II – BASICS OF TOURISM


UNIT 3 – Data Planning and Creating Tables – Creating and Using Forms – Modifying Tables – Working with External Data – Creating the Relational Data Base – Enhancing Form Design – Producing reports Creating Queries

UNIT 4 – Internet: Introduction to Internet – Resources of Internet – Hardware and Software requirements of Internet – Internet Service Providers – Internet Addressing – Mail using Mail from a Shell Account – Introduction to Web – Using the Web

UNIT 5 – Tourism: Introduction to Tournet, Features of Tour Manager: Costing, Reservation and Cancellation, Requests, Preparation of Exchange orders, Invoicing and Accounts

BOOKS FOR REFERENCE

1. V. Rajaraman – Introduction to Computer Science
2. Gini Courter, Annette Marquis – Microsoft Office 2000
3. Harely Han – Internet Complete Reference
SIXTH SEMESTER

CORE PAPER - XII PERSONNEL MANAGEMENT

UNIT 1 – Definition and Function of Personnel Management


UNIT 3 – Communication – Important Channels – Suggestions of Schemes

UNIT 4 – Transfers, Promotions and Termination of Services – Wages and Salary – Principles and Techniques of Wage Fixation – Morale – Its Importance – Employee Attitude and Behaviour

UNIT 5 – Job Enrichment – Executive Development – Work Environment – Fatigue safety and Accident Prevention

BOOKS FOR REFERENCE

CORE PAPER XIII - FRONT OFFICE MANAGEMENT


UNIT 2 – Front Office Management – Management Functions – Establishing Room Rate – Room Availability – Budgeting Evaluating


UNIT 4 – Front Office Accounting – Cash and Credit – Cashiers papers – handling Credit Cards – Cheques and Accounts – Banking and Deposits – Foreign Exchange Regulations


BOOKS FOR REFERENCE

5. S.K. Bhatnagar – Front Office Management
9. Y.P. Singh, Effective Hotel Management, Anmol Publications, New Delhi, 2001
CORE PAPER XIV - ECO TOURISM


UNIT 2 – Introduction to Eco Tourism – Principles of Eco Tourism – Public protected areas – Eco Tourism Venues – Privately owned protected areas – types of EcoTourism with sports related eco tourism activities

UNIT 3 – Relationship between Ecology and Tourism – Sustainability – Carrying Capacity – Absorbing Capacity – An overview of Tourism Activities and their linkage to Ecology and Environment

UNIT 4 – Environmental Education and Legislation – needs and strategies with special emphasis on tourism – suggestions for long term sustainable tourist activities.


BOOKS FOR REFERENCE

1. David B. Weaver – The Encyclopedia of Eco Tourism, Oxford University Press
ELECTIVE PAPER - III  AIR TICKETING AND FARE CONSTRUCTION

UNIT 1 – Air Transport: Airlines Abbreviations, Codes and Definitions – Aircraft and in-flight services – Airport facilities and special passengers – Automation – Baggage – International Regulations


UNIT 4 – Tour Programmes: Terms and abbreviations – Types of Tours – How and why tours are produced – Items included in a tour brochure – Booking Conditions – Reservation Procedures


BOOKS FOR REFERENCE

1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
3. Jagmohan Negi – International Tourism and Travel, S.Chand & Company Ltd, New Delhi, 2004
ELECTIVE PAPER - IV CIVIL AVIATION

UNIT- I

History of International Aviation - Major Airlines - USA-UK- Germany-Chinese-Central Asia-West Asia-South East Asia.

UNIT-II

History of Indian Aviation-Pre – Nationalisation – Nationalisation – Privatisation – Public and Private Airlines- Airlines Administration.

UNIT-III

Airport Management-Airport structure-Cargo and Freight Service-Airport Control - Air Traffic Control-Airport Administration

UNIT-IV


UNIT-V

Ministry of Civil Aviation- Directorate General of Civil Aviation (DGCA)- Bureau of Civil Aviation Security (BCAS)-Autonomous Bodies- Joint Ventures, Air India (AI), Airport Authorities of India (AAI) - Pawan Hans Helicopters Ltd(PHHL).

BOOKS FOR REFERENCE

2. Baba P George, Alexandru Nedelea – International Tourism, World Geography and Development Perspectives,
5. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
6. Jagmohan Negi – International Tourism and Travel, S.Chand & Company Ltd, New Delhi, 2004

ELECTIVE PAPER IV – PROJECT WORK DISSERTATION  *****