H.H.THE RAJAH'S COLLEGE (AUTO)
PUDUKKOTTAI – 622 001
Department of History

SYLLABUS

B.A., TOURISM AND TRAVEL MANAGEMENT

2023 - 2024

(Under Common CBCS and Learning Outcomes Based Curriculum Framework (LOCF) Pattern)

CONTENTS

B.A,
TOURISM & TRAVEL MANAGEMENT

PREAMBLE:

Tourism is one of the world's highest prioritized industries. Indian tourism industry is progressing well as a developing country and is expected to grow by 10% per annum in the coming years. The further tourism sector provides direct and indirect employment opportunities. It is estimated that more than 24 million job opportunities would arise in the coming years. There is another finding that presently the tourism sector is facing an acute shortage of over 200,000, trained manpower annually. Hence, the tourism ministry is making every effort to train a strong workforce over the next five years. Keeping in view of the employment opportunities and future needs for the trained human resource in tourism sectors, inter and multidisciplinary job-oriented value-based B.A. Tourism & Travel Management course is being offered.

According to the (United Nation UN Conference on Trade and Development). *"Tourism Sector is a major generator of employment. As a highly labor-intensive activity, tourism and tourism support activities create a high proportion of employment and career opportunities for low skilled and semi-skilled workers, particularly for poor, female, and young workers.* ***Women make up 70% of the labour force in tourism sector and half of all tourism workers are 25 years or under.*** *The tourism sector can be an important source of employment for many of the unemployed youth and consequently reduces the poverty in the society.*

Viewing with the above statement, H.H.The Rajah's College, Pudukkottai has established the Bachelor of Arts in (Tourism and Travel Management) (BA-TTM) Programme in the year 2019. This Undergraduate program helps rural students to develop their skills for managing different functional knowledge of tourism and its allied sector. This program will provide an understanding of the theory and practice exposure to the students.

PROGRAMME OBJECTIVE:

The B.A. Tourism & Travel Management Programme provides ample exposure to courses from the fields of Commerce, Accountancy and Management. The course equips the students for entry level jobs in industry, promotes the growth of their professional career, entrepreneurship and a key contributor to the economic development of the country.

LEARNING OUTCOMES – BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME	
Programme :	**B.A., Tourism & Travel Management**
Programme Code :	**TT**
Duration :	**3 Years (UG)**
Programme Outcomes :	**PO1 : Disciplinary knowledge** : Capable of demonstrating comprehensive knowledge and understanding of one or more Disciplines that form a part of an Undergraduate Programme of Study
	PO2 : Communication Skills : Ability to express thoughts and ideas effectively in writing and orally; Communicative with others using appropriate media: confidently share one's views and express herself / himself; demonstrate the ability to listen carefully, read and write analytically and present complex information in a clear and concise manner to different groups.
	PO3 : Critical Thinking : Capability to apply analytic thought to the body of knowledge ; analyse and evaluate evidence , arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
	PO4 : Problem Solving : Capacity to extrapolate from what one has learnt and apply their competencies to solve different kinds of non- familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
	PO5 : Analytical Reasoning : Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesize data from the variety of sources; draw valid conclusion and support them with evidence and examples and addressing opposing viewpoints.
	PO6 : **Research- related** skill : A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating, Ability to recognise cause and effect relationships, define problems, formulate hypothesis , analyse and interpret and draw conclusions from data, establish hypothesis, predict cause and effect relationships, execute and report the results of an experiment or investigation.
	PO7 : Co-operation/Team work: Ability to work effectively

		and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of the team. **PO8** : Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative or qualitative data: and critically evaluate ideas, evidence and experiences from an open minded and reasoned perspective.
Programme Specific Outcomes :		**PSO1 – Placement** : To prepare the students who will demonstrate respectful engagement with others ideas, behaviours, beliefs and apply diverse frames of reference to decisions and action. Further the students are encouraged with add-on value based and job oriented courses which ensure them to sustain in the organisation level. **PSO 2 - Entrepreneur:** To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations **PSO3 – Research and Development:** Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development. **PSO4– Contribution to Business World:** Apply theoretical concepts to business practices to produce employable, ethical, and innovative professionals to sustain in the dynamic business world. **PSO5 – Contribution to the Society :** To contribute to the development of the society by collaborating with stakeholders for mutual benefit. Become acquainted with commercial knowledge and soft skill to react in the most appropriate way when faced with challenges in the society.

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	3	2	2	3	3	3	3	2
PSO 2	3	3	3	3	3	3	3	3
PSO3	3	3	3	3	3	3	3	3
PSO 4	3	2	2	3	2	3	3	2
PSO 5	3	2	3	3	3	2	3	2

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations,

sustaining the quality of the core components and incorporating application oriented content wherever required.

➢ The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.

➢ The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.

➢ The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.

➢ The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.

➢ The Internship during the second year vacation will help the students gain valuable work experience, which connects classroom knowledge to real world experience and to narrow down and focus on the career path.

➢ Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting aExplain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.

➢ State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome/ Benefits
I	**Foundation Course** To ease the transition of learning from higher secondary to higher education, providing an over view of the pedagogy of learning Literature and analyzing the world through the literary lens gives rise to a new perspective.	➢ Instill confidence among students ➢ Create interest for the subject
I,II,III,IV	**Skill Enhancement papers** (Discipline centric /Generic/Entrepreneurial)	➢ Industry ready graduates ➢ Skilled human resource ➢ Students are equipped with essential skills to ➢ make them employable
		➢ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		➢ Discipline centric skill will improve the Technical knowhow of solving real life problems.
III,IV,V& VI	Elective papers	➢ Strengthening the domain knowledge ➢ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature ➢ Emerging topics in higher education /industry/ communication network/ health sector etc. are introduced with ➢ hands-on-training.

IV	Elective Papers	➢ Exposuretoindustrymoul dsstudentsintosolutionprovi ders ➢ GeneratesIndustryready graduates ➢ Employment opportunities enhanced
V Semester	Elective papers	➢ Self-learning is enhanced ➢ Application of the concept to real situation is conceived resulting ➢ intangible out come
VI Semester	Elective papers	➢ Enriches the study beyond the course. ➢ Developing a research frame work and presenting their independent and intellectual ideas effectively.
Extra Credits: **For Advanced Learners / Honors degree**		➢ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		➢ Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Credit Distribution for UG Programmes

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course –\CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	5	2..3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	5	4.3 Core Course – CC VII Core Industry Module	5	5	5. 3.Core Course CC - XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva- voce CC -XII	4	5	6.4 Elective - VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	3	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1 **Soft Skill –I (common Paper)**	2	2	2.6 Skill Enhancement Course SEC-2 **Soft Skill-II (common Paper)**	2	2	3.6 Skill Enhancement Course SEC-4, **Entrepreneurial Skills (common Paper)**	1	1	4.6 Skill Enhancement Course SEC-6 **(Nan Muthalvan) NMC -III**	2	2	5.6 Elective VI Generic/ Discipline Specific **(Online Objective)**	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course – **SEC-3(Nan Muthalvan) NMC-I**	2	2	3.7 Skill Enhancement Course SEC-5 **(Nan Muthalvan) NMC -II**	2	2	4.7 Value Education & Gender Studies	2	2	5.7 Skill Enhancement Course SEC-7 **(Nan Muthalvan) NMC -IV**	2	2	6.7 Skill Enhancement / Professional Competency Skill SEC-8 **(Nan Muthalvan) NMC -V**		2
						3.8 E.V.S.	-	1	4.8 E.V.S	2	1	5.8 Summer Internship /Industrial Training **(30Hrs)**	2				
	23	30		23	30		22	30		25	30		26	30		21	30
Total – 140 Credits																	

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
	Skill Enhancement Course SEC-1	2	2
Part-4	Foundation Course	2	2
		23	**30**

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		23	**30**

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		22	**30**

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Value Education & Gender Studies	2	2
	E.V.S	2	1
		25	**30**

Third Year
Semester-V

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	22	26
Part-4	Skill Enhancement Course SEC-7	2	2
	Internship / Industrial Visit / Field Visit	2	2
		26	**30**

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	18	28
Part-4	Extension Activity	1	-
	Professional Competency Skill	2	2
		21	**30**

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	2	23
Part V	-	-	-	-	-	1	1
Total	23	23	22	25	26	21	**140**

*Part I. II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

MethodsofEvaluation		
InternalEvaluation	ContinuousInternalAssessmentTest	25 Marks
	Assignments	
	Seminars	
	AttendanceandClassParticipation	
ExternalEvaluation	EndSemesterExamination	75 Marks
	Total	100 Marks
MethodsofAssessment		
Recall(K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend(K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze(K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate betweenvariousideas,Mapknowledge	
Evaluate(K5)	Longer essay/Evaluation essay, Critique or justify with pros and cons	
Create(K6)	Check knowledge in specific or off beat situations, Discussion, Debatingor Presentations	

B.A., TOURISM AND TRAVEL MANAGEMENT
COURSE STRUCTURE

PART	Sub Code	COURSE TYPE	COURSES	HOURS	CREDITS	EXAM DURATION	MAX. MARKS CIA	MAX. MARKS EXT
SEMESTER – I								
Part I	23ULT1/23ULH1	Language - Tamil	Tamil	6	3			
Part II	23ULE1	English	English	6	3			
Part III	23UTT1	Core Course 1	Fundamentals of Tourism	5	5	3	25	75
	23UTT2	Core Course 2	History of Tourism	5	5	3	25	75
	23UTTGE1	Generic Elective Course 1	Indian Cultural Heritage-I	4	3	3	25	75
Part IV	23UTTSEF1	Skill Enhancement Course - Foundation Course	Tourism Business Communication	2	2	3	25	75
	23USE1	Skill Enhancement Course SEC 1	Soft Skills and Industry Awareness-II	2	2	3	25	75
		Total		**30**	**23**			
SEMESTER – II								
Part I	23ULT2/23ULH2	Language – Tamil	Tamil	6	3			
Part II	23ULE2	Language	English	6	3			
Part III	23UTT3	Core Course 3	Tourism Business	5	5	3	25	75
	23UTT4	Core Course 4	Tourism Resources in India	5	5	3	25	75
	23UTTGE2	Generic Elective Course – 2	Indian Cultural Heritage-II	4	3	3	25	75
Part IV	23USE2	Skill Enhancement Course SEC 2	Soft Skills and Industry Awareness-II	2	2	3	25	75
	23UTTMNC1	Skill Enhancement Course – SEC 3	**Nan Muthalvan NMC - I**	2	2	3	25	75
		Total		**30**	**23**			

			SEMESTER – III					
PART		**COURSE TYPE**	**COURSES**	HOURS	CREDITS	EXAM DURATION	MAX. MARKS	
							CIA	EXT
Part I	23ULT3/23ULH3	Language – Tamil	Tamil	6	3	3	25	75
Part II	23ULE3	Language	English	6	3	3	25	75
Part III	23UTT5	Core Course 5	Travel Agency and Tour Operations Management – I	5	5	3	25	75
	23UTT6	Core Course 6	Tourism Resources in Tamil Nadu	5	5	3	25	75
	23UTTGE3	Generic Elective Course – 3	History of Indian Arts - I	4	3	3	25	75
Part IV	23USE3	Skill Enhancement Course SEC 4 (Entrepreneurial Skill)	Entrepreneurship Development	1	1	3	25	75
	23UTTMNC2	Skill Enhancement Course SEC 5	**Nan Muthalvan NMC - II**	2	2	3	25	75
	23UES	EVS	EVS	1				
		Total		**30**	**22**			

			SEMESTER – IV					
PART		**COURSE TYPE**	**COURSES**	HOURS	CREDITS	EXAM DURATION	MAX. MARKS	
							CIA	EXT
Part I	23ULT4/23ULH4	Language – Tamil	Tamil	6	3	3	25	75
Part II	23ULE4	Language	English	6	3	3	25	75
Part III	23UTT7	Core Course 7	Travel Agency and Tour Operations Management – II	5	5	3	25	75
	23UTT8	Core Course 8	Tourism Policy and Planning in India	5	5	3	25	75
	23UTTGE4	Generic Elective Course – 4	History of Indian Arts - II	3	3	3	25	75
Part IV	23UTTMNC3	Skill Enhancement Course SEC 6	**Nan Muthalvan NMC - III**	2	2	3	25	75
	23UVE	Value Education & Gender Studies	Value Education & Gender Studies	2	2	3	25	75
	23UES	EVS	EVS	1	2			
		Total		**30**	**25**			

PART		COURSE TYPE	COURSES	HOURS	CREDITS	EXAM DURATION	MAX. MARKS	
							CIA	EXT
SEMESTER – V								
Part III	**23UTT9**	Core Course 9	Hospitality Management	5	4	3	25	75
	23UTT10	Core Course 10	Tourism Marketing	5	4	3	25	75
	23UTT11	Core Course 11	Global Tourism Geography	5	4	3	25	75
	23UTT12	Core Course 12	Project (with viva voce)	5	4			
	23UTTSECE1A/ B	Discipline Specific Elective 5	Elements of Human Rights/ Women Studies	4	3	3	25	75
	23UTTSEC2A/B	Discipline Specific Elective 6	General Studies for Competitive Examinations/ Tamil Studies for Competitive Examinations (Online Examination)	4	3	3	25	75
Part IV	**23UTTMNC4**	Skill Enhancement Course SEC 7	**Nan Muthalvan NMC -IV**	2	2	3	25	75
	23UIT	Summer Internship/Ind.Training		-	2			
		Total		**30**	**26**			
SEMESTER – VI								
Part III	**23UTT13**	Core Course 13	Legal Framework for Tourism	6	4	3	25	75
	23UTT14	Core Course 14	Tour Guidance	6	4	3	25	75
	23UTT15	Core Course 15	Heritage Tourism	6	4	3	25	75
	23UTT3A/B	Discipline Specific Elective – 7	Tourism Potentials in Pudukkottai / Indian Cconstitution	5	3	3	25	75
	23UTTSEC4A/B	Discipline Specific Elective –8	Introduction to journalism and Mass Communication/ Archaeology and Epigraphy	5	3	3	25	75
Part IV	**23UTTMNC5**	Professional Competency Skill Enhancement Course SEC 8	**Nan Muthalvan NMC -V**	2	2	3	25	75
Part V	**23UEA**	Extension Activities		-	1			
		Total		**30**	**21**			
		GRAND TOTAL		**180**	**140**			

BA Tourism and Travel Management

Course Title	FUNDAMENTALS OF TOURISM					
Course Type	Core Course	Course Code	CC01			
Year	I	Sub Code	23UTT1			
		Semester	I			
Credits	5	Hours	L	T	P	Total
			4	1	0	5

	Learning Objectives	
S. No.	*The learning objectives are to impart:*	
1	Learn about the fundamentals of mobility of Mankind from a place to another.	
2	Make the students to understand the Concepts and Definitions, Domestic and International Tourism etc.	
3	Let the students aware of the various Nature and Forms of Travel/Tourism.	
4	Develop the perception of the student community on the Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI and WTTC. Seasonality &Tourism	

Unit–1:
Tourism: Concepts, Definitions and Historical Development; Types of Tourists: Tourists, Travelers and Excursionists; Forms of Tourism: Inbound, Outbound ,Domestic and International.
Unit–2:
Nature and Forms of Travel/Tourism, Tourism System: Nature, Characteristics and Components of Tourism Industry. Push-pull factors in Tourism.
Unit-3:
Motivation for Travel: Basic travel motivators, Early travel motivators. Tourism Demand, Motivation of Tourism Demand: Measuring Tourism Demand. Pattern and Characteristic of Tourism supply; Factors influencing Tourism demand and Supply.
Unit-4:
Organizations in Tourism: Need and Factors, National Tourist Organizations, Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality&Tourism
Unit–5:
Impacts of Tourism at the Destination. It's Impact: Socio-Cultural, Environmental and Economic Factors affecting the future of Tourism business. Sociology and Tourism.

Suggested Readings:

1. Introduction toTourism: A.K.Bhatia
2. TourismSystem:MillR.C&Morrison
3. Tourism Development: R.Garther
4. Successful Tourism Management: PranNathSeth

5. Burkharot and Medt,Tourist Past, Present and Future", Butterworth Heinemann,
6. Gilbert Sigeaux, History of Tourism
7. Herbert,"HeritageTourismandSociety"..
8. MolatoshGoldner,Ritchie,"Tourism:Principles,Practices,Philosophy",JohnWiley,n ewYork,1995..

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Learn about the fundamentals of mobility of Tourism .	K1
CO 2	Understand the Concepts and Definitions, Domestic and International Tourism etc.,	K2
CO 3	Realize the role of the various Nature and Forms of Travel &Tourism	K3
CO 4	Voice on the basic aspects that are to be on the role and functions of important Tourism Organizations: WTO, IATA, PATA,TAAI,WTTC. Seasonality & Tourism	K5
CO 5	Understand the socio, economic and environmental impact of Tourism	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	2	3	3	2	3
CO 2	3	2	3	2	3	3	2	3
CO 3	3	2	3	2	3	3	2	3
CO 4	3	2	3	2	3	2	2	3
CO 5	3	2	3	2	3	3	2	3
Total	15	10	15	10	15	14	10	15
Average	3	2	3	2	3	2.8	2	3

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	2	3	3
Total	15	13	13	15	15
Average	3	2.6	2.6	3	3

S-Strong(3)   M-Medium (2)   L-Low (1)

Course Title	HISTORY OF TOURISM				
Course Type	Core Course	Course Code	CC02		
Year	I	Sub Code	23UTT2		
		Semester	I		
Credits	5	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Learn about the mobility of Mankind from a place to another out of Social, Religious and other obligations in the Ancient Period
2	Make the students to understand the antiquity of Tourism, metamorphosis of its development, its economic contribution in the society as an industry etc.,
3	Let the students aware of the various International and National Organizations in a Global perspectives which promotes Tourism
4	Develop the perception of the student community on the imperative need of Tourism as an driving force of the economy, its recent developments, challenges and prospects with a futuristic approach.

Unit-I
Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, Social Tourism and MiddleClass Tourism.
Unit-II
1845-1914: Rise of International Tourism, World Cruises, Automobile and Coach Tours, ResultTourism,RoleofInfrastructure, Tourismas anIndustry.   1914-1960: 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, TUOTO, Bermuda Agreement, TATA, Emergence of Tourism- Services,Organizations and CivilAviation.
Unit-III
1960-2000:Tourism Phenomenon, Long Halts, Thomes 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 ofModern Tourism, The Functions of Modern Tourism, the Boom in Mass Tourism in the 19th Century, Holidaying Practism in the Inter war Period, The expansion of Tourism and Globalization Approaches to Travel and Tourism, Tourism and Five Year Plans in India, SWOT analys is of National tourism Policy 2002.
Unit-V
Accommodations Early inns, The Grand Hotels, Motels, Hotels Today. The Dimensions of Tourism, Attractions Facilities, Transportation, Hospitality. The role of Transportation in Shaping Tourism.

SuggestedReadings:

1. AFercuqui "Early Social Formations", Manak, Delhi, 2001.
2. A.L.Rouse,"TheUsesofHistory,"1971.
3. Burkharotand M edt, Tourist Past, Present and Future", Butterworth Heinemann,
4. Collingwood,"TheideaofHistory",Oxford,1873.
5. Franckand Brownstone, "TheSilkRoad-AHistory.
6. Gilbert Sigeaux, History of Tourism
7. Herbert,"HeritageTourismandSociety".
8. J.ChristopherHolloway, "ThebusinessofTourism".
9. Masels, "Early Civilizations of the World", Business Books Communications,1978.
10. MolatoshGoldner,Ritchie,"Tourism:Principles,Practices,Philosophy",JohnWile y,newYork, 1995.
11. Nisbet,"SocialChangeandHistory",oxfordUniversityPress,1972.
12. NoraStart,"ViewPoint",PrenticeHall,1997
13. Ratnager,"TradingEncounters",OxfordUniversity,NewPress,2004.
14. T.Walter Wall bank, "Civilizations Past and Present", Scott Fctos man, London,1978.

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Trace the origin of Tourism from its rudimentary stage in the World scenario..	K1
CO 2	Understand the development in Tourism with the emergence of capitalism and industrialization in the19thCentury	K2
CO 3	Realize the significant role of private entities, international agencies, agreements and conventions in the promotion of Tourism	K3
CO 4	Voice on the basic aspects that are to be augmented, revenue generation, infrastructure development, Policies to attract Tourists, vision document etc.,	K5
CO 5	Understand the various accommodation and transportation	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	2	2	3	2	3
CO 2	3	3	3	2	2	3	2	3
CO 3	3	3	3	2	2	3	2	3
CO 4	3	3	3	2	2	2	2	3
CO 5	3	3	3	2	2	3	2	3
Total	15	15	15	10	10	14	10	15
Average	3	3	3	2	2	2.8	2	3

S-Strong(3)   **M-Medium (2)**   **L-Low (1)**

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	15	13	15	13
Average	3	3	2.6	3	2.6

S-Strong(3)   M-Medium (2)   L-Low (1)

BA Tourism and Travel Management

Course Title	INDIAN CULTURAL HERITAGE – I		
Course Type	Generic Elective	Course Code	GEC1
Year	I	Sub Code	23UTTGE1
		Semester	I

Credits	3	Hours	L	T	P	Total
			4	0	0	4

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Know the meaning of heritage and study about the Harappan Culture
2	Understand the impact of Vedic culture on society, religion and culture
3	Realize the Emergence of Centralized State under the Mauryas and Ashoka'sDhamma.
4	Learn about the achievements of the Guptas and their contribution to literature, art and architecture
5	Understand the contribution of Cholas, Pandiyas and Pallavas to Indian society

UNIT-I Heritage and Culture:
History, Heritage, Culture and Civilization- Heritage- Meaning- Types and Managing Organisations- Harappan Culture- Extent and Distribution- Town Planning and Settlement Types- Arts and Agriculture- Language and Script.
UNIT-II Vedic Culture and Rise of New Religion:
Vedic Culture- Aryans- Early Vedic and Later Vedic Culture- Origin and Growth of Caste System- Rise of Jainism and Buddhism- Principles of Buddhism and Jainism- Causes for their Growth and Decline- Invasion of Alexander.
UNIT-III Cultural life of Mauriyan and Kushana Period:
Mauryan Culture- Religious Policy- Societal Setup- Economy under Mauryas- Kaniskha and Kushanas Contribution to Indian Culture
UNIT-IV Cultural life of Gupta and Harsha Period
Gupta Age- Golden Age of Guptas- Economy and Religious Growth under Guptas- Harshas- Society- Economy- Religious situation under Harsha. - Literature and its impact.
UNIT-V Tamil Culture :
Sangam Age – socio cultural life of the people - Contributions of Cholas, Pandyas and Pallavas towards Indian Culture.

SUGGESTED READINGS:
1. Indian Art- Partha Mitter, Oxford Publications, London
2. Indian Art and Culture-Nitin Singhania, Tata Mc Graw Hill Education.
3. The Cultural Heritage of India – By Ramakrishna Mission Institute of Culture

Web Reference:
https://www.drishtiias.com/images/pdf/secondary%20indian%20culture%20and%20heritage.pdf

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Explain the meaning of heritage and study about the Harappan Culture	K1
CO 2	Discuss the impact of the Vedic culture on Indian society and religion	K2
CO 3	Examine Ashoka's policy of Dhamma	K3
CO 4	Justify Gupta Age as a classical age	K5
CO 5	Analysis the contribution of Cholas, Pandiyas and Pallavas to Indian society	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	3	3	3	2	2
CO 2	3	3	2	3	3	3	2	2
CO 3	3	3	2	3	3	3	2	2
CO 4	3	3	2	2	3	3	2	2
CO 5	3	3	2	3	3	3	2	2
Total	15	15	10	14	15	15	10	10
Average	3	3	2	2.8	3	3	2	2

S-Strong(3)　　　　M-Medium (2)　　　　L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)　　　　M-Medium (2)　　　　L-Low (1)

BA Tourism and Travel Management

Course Title	TOURISM BUSINESS COMMUNICATION					
Course Type	Skill Enhancement Foundation Course	Course Code		SEFC1		
Year	I	Sub Code		23UTTSEF1		
		Semester		I		
Credits	2	Hours	L	T	P	Total
			2	0	0	2

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Know the meaning objectives and role of communication and media
2	Understand the need and importance of communication in management
3	Apply the need and function of business letter
4	Study the business correspondents with insurance and other organisation
5	Understand the meaning and importance of report writing

Unit I Communication
Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication
Unit II Communication in Management
Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.
Unit III Business Letters
Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.
Unit IV Correspondence
Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence
Unit V Report Writing
Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Understand the basics of communication and its Process, Elements, and its importance.	K1
CO 2	Acquire communication skills	K2
CO 3	Employ the art of report preparation and writing Business Letters	K3
CO 4	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.	K5
CO 5	Employ the art of report preparation	K2

Textbooks
1. Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
2. Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.
3. Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business Mc Graw Hill Education
4. Scott Mclean,"Business Communication for Success", Flat World Knowlegde, 2010
5. Virander K. Jain, "Business Communication", S. Chand Limited, 2008

Reference Books
1. Kumar, R. (2010). Basic Business Communication. Excel Books India.
2. Bovee, C. L. (2008). Business Communication today. Pearson Education India.
3. Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.
4. Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning
5. C.B.Gupta (2019) Essentials of Business Communication Cengage Learning India Pvt. Ltd
Web Resources
https://www.managementstudyguide.com/business_communication.htm
https://studiousguy.com/business-communication/
https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills
https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php
https://www.mindtools.com/page8.html

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	3	3	3	3
CO 2	3	2	2	2	3	3	3	3
CO 3	3	2	2	2	3	3	3	3
CO 4	3	2	2	2	3	2	3	3
CO 5	3	2	2	2	3	3	3	3
Total	15	10	10	10	15	14	15	15
Average	3	2	2	2	3	2.8	3	3

S-Strong(3)   **M-Medium (2)**   **L-Low (1)**

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	15	13	15	13
Average	3	3	2.6	3	2.6

S-Strong(3)   **M-Medium (2)**   **L-Low (1)**

BA Tourism and Travel Management

Course Title	TOURISM BUSINESS				
Course Type	Core Course	Course Code	CC03		
Year	I	Sub Code	23UTT3		
		Semester	II		
Credits	5	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Create an awareness in the minds of the students that tourism is an upcoming industry
2	Develop added interest in the field of tourism
3	Specialize in its multi-dimensional features.
4	Know about the importance and different mode of transport

UNIT I
Definition – nature – importance – components and scope of tourism
UNIT II
Motivations for travel – planning and tourism administration
UNIT III
Tourism and transport – rail – road – sea and air travel
UNIT IV
Accommodation – traditional and supplementary
UNIT V
Tourism as an industry

RECOMMENDED TEXT BOOKS:

1. R.K.Sinha Travel and Tourism Management
2. Mm Anand Tourism and Hotel Industry

REFERENCE BOOKS:

1. Chakravarthy – Railways For Developing The Nation.
2. International Tourism Travel

PERIODICALS:

1. Annais to Tourism Research
2. Travel Agent
3. The Environment papers

WEBSITES AND e-LEARNING SOURCES:

www.indiatourism.com/

www.tamilnadutourism.org

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Understand the importance and Component of Tourism	K1
CO 2	Realized the Tourism planning and administration	K2
CO 3	Know the role of various mode of transport in Tourism Industry	K3
CO 4	Understand the deferent types of accommodation	K5
CO 5	Explore the tourism industry and its employability	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	3	3	2	3
CO 2	3	3	2	2	3	3	2	3
CO 3	3	3	2	2	3	3	2	3
CO 4	3	3	2	2	3	2	2	3
CO 5	3	3	2	2	3	3	2	3
Total	15	15	10	10	15	14	10	15
Average	3	3	2	2	3	2.8	2	3

S-Strong(3)   **M-Medium (2)**   **L-Low (1)**

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	15	13	15	13
Average	3	3	2.6	3	2.6

S-Strong(3)   **M-Medium (2)**   **L-Low (1)**

Course Title	TOURISM RESOURCES IN INDIA				
Course Type	Core Course	Course Code	CC04		
Year	I	Sub Code	23UTT4		
		Semester	II		
Credits	5	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Understand the rich heritage of India
2	Analyze the role of Tourism as a means of social education
3	Enhance their interest during the specialization at the post graduate level.

UNIT I
The people of India – Arts & Crafts – Fairs & Festivals.
UNIT II
India's worlds heritage sites – Ajanta – Elehanta – Ellora – QutabMinar – TajMahal – Fatehpursikri – Mamallapuram – Konark Sun Temple – Brahadeeswarar Temple – Goan Churches – Saint cathedral
UNIT III
Famous museums & Art Galleries – National Museum (New Delhi) The National Gallery of Modern Art (New Delhi) – Victoria Memorial Museum (Kolkatta) – Hawamahal Museum (Jaipur) – Salar Junk Museum (Hyderabad)
UNIT IV
Performing Arts of India – Dance – Classical – Katak – Bharat NatyamKutchipudi – Manipuri – Odissi – Folk – Bangre – Gama – Karagam – Music – Carnatic – Industhani.
UNIT V
Customs & Costumes of India. Common customs in North, South, East & West India.

RECOMMENDED TEXT BOOKS:

      1. BhatiyaA.K.Tourism development in India
      2. Dubey&Negi, Economic Geography of India

REFERENCE BOOKS:

      1. David Philips Monuments of India
      2. Growther G India a Travel Survival Kit
      3. Konlis, Mountaineering in India

PERIODICALS:

      1. Travel &Tourism Analyst
      2. Journal of Travel Research
      3. WTO Publications.

WEBSITES AND e-LEARNING SOURCES:

www.indiatourism.com

www.tamilnadutourism.org

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Remember the various Indian culture	K1
CO 2	Impart the Cultural Value of the Indian Culture and Tradition	K2
CO 3	Transform the performing Arts to the Future Generation	K3
CO 4	Highlight the Tourism Resources available in India	K5
CO 5	Portray the Indian Museums and Art Galleries	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	2	3	2	2	3
CO 2	3	3	3	2	3	2	2	3
CO 3	3	3	3	2	3	2	2	3
CO 4	3	2	3	2	3	2	2	3
CO 5	3	3	3	2	3	2	2	3
Total	15	14	15	10	15	10	10	15
Average	3	2.8	3	2	3	2	2	3

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	2	3	3
Total	15	13	13	15	15
Average	3	2.6	2.6	3	3

S-Strong(3)   M-Medium (2)   L-Low (1)

BA Tourism and Travel Management

Course Title	INDIAN CULTURAL HERITAGE – II				
Course Type	Generic Elective	Course Code	GEC2		
Year	I	Sub Code	23UTTGE2		
		Semester	II		
Credits	3	Hours	L	T	P	Total
			4	0	0	4

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Observe the significance of Muslim Invasions
2	Realize the ethnic value of the society under the Vijayanagar Rulers
3	Encourage Tourism through focusing Mughal Art and Architecture
4	Justify the innovative ideologies of Socio-religious and reform movements
5	Asses the Dravidian Rationalistic Movement

UNIT : I Cultural life of Delhi Sultanate	
Muslim invasions, Delhi Sultanate — Society, Religion Literature and Arts under the sultans of Delhi - Muslims impact on Indian culture – Bhakti Movement - Kabir - Guru Nanak, Chaitanya.	
UNIT: II Cultural life of Vijaya Nagar and Nayak period	
Society and culture under Vijaya Nagar - Nayaks of Madura, Gingee & Tanjore.	
UNIT: III Cultural life of Mughal period	
Mughals and their impact on Indian culture, society, Economy, Religion, Literature and Art under the Mughals.	
UNIT : IV Western culture fusion in India	
Impact of west on Indian culture. Portuguese. Dutch - French and British - Impact of Christianity on Indian culture.	
UNIT : V Religious and social Movements after the British	
Arya Samaj - Brahma Samaj - Ramakrishna mission – Theosophical Society - Dravidian Rationalistic Movement - Developments in India after the British.- Railways - Postal and Telegraphy - Industrial Revolution - emergence or Educational Institutions. Etc	

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BOOKS RECOMMENDED:
1. R. Sathyanathaiyer : History of India Vols I and Il
2. Relevant chapter in Bharathiya Vidya Bhavan : (History of the Indian People)
3. O. Mallev : Indian and west

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Recall the consequences of the Muslim Invasions	K1
CO 2	Validate the contributions of the Vijayanagar Rulers to the revival of Hinduism	K2
CO 3	Articulate the system of the Mughal administration	K3
CO 4	Measure the result of the Western Cultural Fusion on Indian Society	K5
CO 5	Collaborate the objectives of the Reform movements	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	2	2	2
CO 2	3	3	3	3	3	2	2	2
CO 3	3	3	3	3	3	2	2	2
CO 4	3	3	2	3	3	2	2	2
CO 5	3	3	3	3	3	2	2	2
Total	15	15	14	15	15	10	10	10
Average	3	3	2.8	3	3	2	2	2

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	2	3
Total	15	15	13	13	15
Average	3	3	2.6	2.6	3

S-Strong(3)   M-Medium (2) L-Low (1)

BA TOURISM AND TRAVEL MANAGEMENT

Course Title		TRAVEL MANAGEMENT				
Course Type	Value Added Course	Course Code		VC1		
Year	I	Sub Code		23UTTV1A		
		Semester		II		
Credits	2	Hours	L	T	P	Total
			4	0	0	4

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Understand the significance and types of travel management
2	Study the travel formalities and regulation of travel
3	Describe the Strategies towards Tourism Development

UNIT-I Travel Management :
Meaning-Significance- Travel Business- Meaning- Types of Travel Business-Travel Agency- Meaning and Definition- Role and Types- Functions of Travel Agency-Tour Operator- Meaning- Functions and Types.

UNIT-II Travel Formalities and Regulations:
Travel Documents- Passport-VISA- Foreign Exchange- Tour Itinerary- Meaning- Steps to prepare Itinerary-Importance of Itinerary- Preparation of Tour Itinerary.

UNIT-III Travellers:
Meaning- Types of Travellers- Indian Travellers- Traits of Indian Tourists- Non-Resident Indian (NRI) - Person of Indian Origin (PIO)- Foreign National- Traits of Western Tourists- Preferences towards selection of Destination and attraction.- Allied Sectors connected to Tourism and Travel- Hotels-Transport

SUGGESTED READINGS:
1. Travel Agency Mgt- An Introductory Text, Mohinder Chand, Anmol Publications, New Delhi
2. Travel Agency Operations- Concepts and Principles, Jagmohan Negi, Kaniskha Publishers, New Delhi.

Course Outcome	
On the successful completion of the course, student will be able to:	
1	Reproduce the basics of tourism concepts and identify the functions of tourism business providers.	K1
2	Understand the various allied sectors regarding the travel	K2
3	Describe the types of traveler and administer their requisites accordingly.	K3
4	Classify various documents for travel and indicate its significance	K4
5	Adapt the policy and understand its effectiveness.	K5

BA TOURISM AND TRAVEL MANAGEMENT

Course Title		TOURISM MARKETING				
Course Type	Value Added Course	Course Code	VC2			
Year	I	Sub Code	23UTTV1B			
		Semester	II			
Credits	2	Hours	L	T	P	Total
			4	0	0	4

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	**Learn the concept and importance of Marketing**
2	**Study the need and importance of market segmentation**
3	**Know about the Meaning and concept of pricing**

UNIT-I Marketing –An Introduction	
Marketing- Meaning- Concept- Definition- Importance of Marketing- Characteristics of Marketing-Travel Market- Meaning- Features- Commodity Market- Meaning and Features- Services Marketing-Meaning- Salient Features of Services Marketing-Services Triangle.	
UNIT-II Tourism Product	
Tourism Product- Meaning- Nature- Types- New Product Development- Branding-Product Designing- Packaging- Destination Life cycle.	
UNIT-III Pricing	
Pricing- Meaning-Concept- Definition- Pricing of Tourism Products- Strategies of Pricing- Distribution Channels- Promotion- Meaning and types- Promotional Mix-Integrated Marketing.	

SUGGESTED READINGS:

1. Tourism Marketing- Manjula Chaudhary, Oxford University Press, New Delhi.
2. Marketing for Hospitality and Tourism- Philip Kotler et al., Prentice Hall, New Delhi.
3. Marketing for Hospitality and Tourism- Prasanna Kumar, McGraw Hill Education

https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/instructionalmaterial/wcms_218329.pdf

BA Tourism and Travel Management

Course Title	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT –I		
Course Type	Core Course	Course Code	CC05
Year	II	Sub Code	23UTT5
		Semester	III
Credits	5	Hours	L T P Total

Credits	5	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Learn the fundamentals of a Travel Agency
2	Evaluate the role of Commissions on Travel Agency
3	Understand the necessity of maintaining Travel Documents
4	Calculate the responsibilities of a Travel and Trade Associations
5	Imply the salient features of Tourism Boards

UNIT I
Meaning and Definition of a Travel Agency – Growth and Structure of Travel Agency - Thomas Cook, Cox & Kings and American Express – Functions of Travel Agencies - Types of Travel Agency – Wholesaler – Retailer and Tour Operators - An overview of the Travel Agents in India, Pre and Post-Independence – Difference Between Travel Agency and Tour Operators.
UNIT II
Setting up of Travel Agency - Procedures, Government Rules and Policies for Approval - IATA Regulation for Accreditation - Documentation - Practical Exercise in Setting up a TA/TO - Sources of Earning: Commissions, Service Charges.
UNIT III
Travel Documents - Passport, Types of Passports - Visa, Procedures to Apply for Visa, Category of Visa, Visa Guidelines.
UNIT IV
Role and Responsibility of Travel Trade Associations – International Travel Trade Associations: UFTAA, PATA, ASTA, Domestic Travel Trade Associations: TAAI, IATO, ATOAI, TAFI, FIYTO and ADTOI.
UNIT V
Travel Agency Fairs and Benefits – International Tourism Board – World Travel Mart – Travel Trade Workshop – Business Travel Meetings – Future of Travel Agencies: Travel Trade Publications – Training Programmes – Travel Agency's Sponsored Programmes.

Text Books:

1. Chand, M.N (2009), "Travel Agency Management", Anmol Publications, New Delhi.
2. Foster, D.L (2010), "The Business of Travel Agency and Administration", McGraw- Hill, Singapore.
3. Mohinder Chand (2000), "Travel Agency Management", Anmol Publications Pvt. Ltd., New Delhi.
4. Pran Nath Seth (1998), "Successful Tourism Management", Sterling Publishers Pvt. Ltd., New Delhi.
5. R.K. Sinha (2003), "Growth and Development of Modern Tourism", Dominant Publishers, New Delhi.

Reference Books:

1. Frenmount P (2000) " How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.
2. Marc Mancini, (2000), "Conducting Tours: A Practical Guide", Cengage Learning Publications, New Zealand.
3. Mohinder C (2007), "Travel Agency Management: An Introductory Text", Anmol Publication Pvt. Ltd, New Delhi.

Web Sources:

1. http://www.uftaa.org/index.php/aboutus/about-uftaa
2. https://en.wikipedia.org/wiki/Pacific_Asia_Travel_Association

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Analyse the Functions of Travel Agencies	K1
CO 2	Seeking Employment opportunity in Tourism sectors	K2
CO 3	Simplify the Travel and Emigration process	K3
CO 4	Browse the entrepreneurship chances in Travel and Trade Associations.	K5
CO 5	Avail Training Programmes.	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	2	3	3	2	3
CO 2	3	3	3	2	3	3	2	3
CO 3	3	3	3	2	3	3	2	3
CO 4	3	2	3	2	3	2	2	3
CO 5	3	3	3	2	3	3	2	3
Total	15	14	15	10	15	14	10	15
Average	3	2.8	3	2	3	2.8	2	3

S-Strong(3)   **M-Medium (2)**   **L-Low (1)**

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	2	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	2
Total	15	15	15	13	13
Average	3	3	3	2.6	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title	TOURISM RESOURCES IN TAMIL NADU					
Course Type	Core Course	Course Code		CC06		
Year	II	Sub Code		23UTT6		
		Semester		III		
Credits	5	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Identify the primary Tourism Products in Tamil Nadu
2	Knowing the Geographical Importance and converting them in the Tourism Marketing.
3	Identify the importance of Safari
4	Classifying the Tourist Places in and around Tamil Nadu
5	Discuss the concern on the Tourism Ecology.

UNIT I
Tourist products of India – Natural and manmade – Geographical Background of the Country
UNIT II
Newly created destinations in Tamil Nadu – Top Slip – Tranquebar Valparai – Vattakottai – Pulicat – Chettinad
UNIT III
Adventure Tourism- Scope diving – Snorkelling, Parachuting, Ratting, Trekking – Rock climbing, Hang Gliding and mountaineering
UNIT IV
Desert Tourism – India's Main Desert Areas – Geological Structures Desert & festivals – Hill Tourism – Ooty – Kodaikanal – Yercard.
UNIT V
Tourism ecology – India's natural sights – Pitchavaram – Ecotourism Places in Tamil Nadu- Green Tourism, Agricultural Tourism – Farm Tourism

RECOMMENDED TEXT BOOKS:

1. Bhatiya A.K.Tourism development in India

2. International of India, New Delhi

3.Jacemohan Legi - . International tourism and Travel Management, New Delhi

REFERENCE BOOKS:

1. David Philips Monuments of India

2. Growther G India a Travel Survival Kit

3. Konlis, Mountaineering in India

PERIODICALS:

1. Travel & Tourism Analyst

2. Journal of Travel Research

3. WTO Publications.
WEBSITES AND e-LEARNING SOURCES:

www.indiatourism.com

www.tamilnadutourism.org

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Remember the geographical attractions of Tamilnadu	K1
CO 2	Learn the unique historical background of Tamilnadu	K2
CO 3	Familiarize the Man-Made and natural attractions of Tamilnadu	K3
CO 4	Distinguish deference between Man-Made and natural attractions of Tamilnadu	K5
CO 5	Scrutinize the role played by the TTDC on the promotion of Tourism development in Tamilnadu.	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	3	3	2	3
CO 2	3	3	2	2	3	3	2	3
CO 3	3	3	2	2	3	3	2	3
CO 4	3	3	2	2	3	2	2	3
CO 5	3	3	2	2	3	3	2	3
Total	15	15	10	10	15	14	10	15
Average	3	3	2	2	3	2.8	2	3

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	2	3	3
Total	15	13	13	15	15
Average	3	2.6	2.6	3	3

S-Strong(3)   M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title	**HISTORY OF INDIAN ARTS – I**					
Course Type	Generic Elective	Course Code	GEC03			
Year	II	Sub Code	**23UTTGE3**			
		Semester	III			
Credits	3	Hours	L	T	P	Total
			4	0	0	**4**

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Analyze the potential of Primitive remains.
2	Study the Architecture in India through the ages.
3	Brief the kinds of Temple Architecture.
4	Backup the uniqueness Islamic Architecture.
5	Find out the art of preparing metallic statue and sculpture.

UNIT –I Heritages in Ancient Pre-Historic Period	
Historical and Geographical background of India — The Art heritage of India. Indus valley Architecture.	
UNIT – II Religious Architecture	
Mauryan Architecture - Buddhist Architecture — Stupas - Chaityas - Viharas — Jainst Architecture	
UNIT – III Temple Architecture in India	
Development of Indian temple Architecture - style of temple Architecture adopted over the ages - Dravidian - Nagara - Vesara – Temple architecture of the South India.	
UNIT –IV Islamic Architecture	
Islamic Architecture - Symbolism in Indian art - Iconometry and Iconography and Significance.	
UNIT – V Sculpture	
Stone Sculpture - Indian Bronzes - techniques and aesthetics - Indian Terracottas.	

BOOKS RECOMMENDED

I. Percy Brown - Indian Architecture (2 vols) Bombay 7l.
2. Rawland - The Art and Architecture of India - Penguin - 70
3. J. N. Banerjee — The development of Hindu Iconography — Delhi
4. B.C. Bhatacharya - The Iconography - Delhi - 74
5. T. A. Gobinatha Rao — Elements of Hindu Iconography - Varnasi
6. R.S. Gupta - The Iconography of Buddhist.
7. Humayun Khan - Indian Heritage - Bombay 1980
 8. S.K. Saraswathi - Indian Sculpture.

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Correlate the Town planning of the Urban Indus valley Civilization with the present scenario.	K1
CO 2	Explain the Buddhist and Jainist Philosophy and preaching.	K2
CO 3	Differentiate the types of Temple Architecture and the Emergence of Indo-Greek Architecture.	K3
CO 4	Brief the significance of the Iconometry and Iconography.	K5
CO 5	Investigate the techniques used both in the Stone and metallic sculptures.	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	2	3	3	3	3
CO 2	3	2	3	2	3	3	3	3
CO 3	3	2	3	2	3	3	3	3
CO 4	3	2	3	2	3	2	2	3
CO 5	3	2	3	2	3	3	3	3
Total	15	10	15	10	15	14	14	15
Average	3	2	3	2	3	2.8	2.8	3

S-Strong(3)   **M-Medium (2)**   **L-Low (1)**

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT –II				
Course Type	Core Course	Course Code		CC07	
Year	II	Sub Code		**23UTT7**	
		Semester		IV	
			L	T	P	Total
Credits	5	Hours	4	1	0	**5**

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Collect evidences on the Tour Operation Management
2	Setup Tour operation business.
3	Focus on the development of Science and technology in Tourism.
4	Learn the techniques and approaches for successful tour operation management.
5	Read something about Cash Flow Analysis

Unit – I
Tour Operation: Definition – Concept, Nature and Scope of Tour Operation – History and Growth of Tour Operation Business - Functions and Types of Tour Operators – Types of Packaged Tour, Tour Manager, Rules for Recognition of Tour Operation.
Unit – II
Setting up of tour operation business – Primary Requisites - Comparative study of various types of organisation proprietorship, partnership, private limited and limited - Govt. rules for getting approval - IATA rules, regulation for accreditation - Practical exercise in setting up a Tour Operation.
Unit – III
Itinerary Preparation - Important Considerations for Preparing Itinerary, Costing, Packaging and Promotion. Computerized Reservation System (CRS), Functions and Various Computerized Reservation Systems, Global Distribution System (GDS) - European and Indian Directive on Tour Operation.
Unit - IV
Policies, Practices and Problems in Tour Operation Management - Tourism Bills of Rights - Manila declaration - International conventions- Future Trends in Travel Management - Consumer protection law - Corporate Travel Policy.
Unit - V
Travel Agency Accounting – The Basic Accounting System used in Travel Industry – Financial Analysis – Control Techniques – Cash Flow Analysis – Cost Volume Profit Analysis – Budgetary Control.

Text Books:

1. Chand, M.N (2009), "Travel Agency Management", Anmol Publications, New Delhi.

2. Foster, D.L (2010), "The Business of Travel Agency and Administration", McGraw- Hill, Singapore.

3. Mohinder Chand (2000), "Travel Agency Management", Anmol Publications Pvt. Ltd., New Delhi.

4. J.M.S. Negi, Travel Agency and Tour Operation: Concepts and Principles.

5. Pran Nath Seth (1998), "Successful Tourism Management", Sterling Publishers Pvt. Ltd., New Delhi.

6. R.K. Sinha (2003), "Growth and Development of Modern Tourism", Dominant Publishers, New Delhi.

Reference books

1. Chunk, James, Dexter &Boberg "Professional Travel Agency Management"

2. Foster, D., "Travel Agency & Tour Operations"

3. J. Christopher Holloway & Chris Robinson "Marketing for Tourism"

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Think on the opportunities abandoned in Tour Operation.	K1
CO 2	Optimize chances through the tour operation business.	K2
CO 3	Measure the simplification on Tour operations by the Computer and Internet.	K3
CO 4	Demonstrate Tour activities based on the International conventions.	K5
CO 5	Understand the significant values of Travel Agency Accounting.	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	3	3	2	3
CO 2	3	3	2	2	3	3	2	3
CO 3	3	3	2	2	3	3	2	3
CO 4	3	3	2	2	3	3	2	2
CO 5	3	3	2	2	3	3	2	3
Total	15	15	10	10	15	15	10	14
Average	3	3	2	2	3	3	2	2.8

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

Course Title		TOURISM POLICIES AND PLANNING IN INDIA				
Course Type	Core Course	Course Code		CC08		
Year	II	Sub Code		23UTT8		
		Semester		IV		
Credits	5	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Estimate the challenges are to be faced while taking the Developmental Plans in Tourism.
2	Validate the evolutionary growth of Tourism and its sustainable progress.
3	Evaluate the vital role of Tour Operators.
4	Observe various kinds of Planning in Tourism.
5	Study the Transport facility in India, which will be the key factor for its elevation.

UNIT I
Objectives and Aims of Tourism policy – Strategies of Tourism Policy Formulation - Social and Economic Developmental Plans in Tourism – Tourism Infrastructure – Creation of Tourism Supply - State Role in Tourism
UNIT II
Tourism Policy Initiatives – Evolution of Tourism Policy in India – Five Year Plans and Tourism Sector – Tourism Department in India – The Process of Tourism Policy Formulation – Tourism Funding, Taxes, and Visa Policies in India
UNIT III
Tourism and Organizations – Tourism Finance Corporation of India(TFCI) – Tourism Association of India(TAAI) – The India Association of Tour Operators (IATO) – India Tourism Development Corporation (ITDC) – Indian Institute of Tourism and Travel Management(ITTM)
UNIT IV
Tourism Planning – Co-ordination in Planning – Planning Process – Assessment of Demand and Supply – Establishing Objectives – Territorial Planning – Human Resource Planning – Financial Planning – Monitoring Time factors – Tourism Marketing and Promotion.
UNIT V
Physical Structure of Planning – Major Infrastructure - Major Tourist Attraction – The Internal Transportation Network in India – Major Tour Routs in India – Challenges in Tourism Planning

REFERENCES

1.A.K. Bhatia, 2003, **International Tourism,** Sterling Publishers, New Delhi.
2.Pushpinder S.Gill, , 1999, **Dynamics of Tourism,** Anmol Publication Pvt Ltd, New Delhi.

3.Pran Nath Seth, 1998, **Successful Tourism Management,** Sterling Publication Pvt Ltd,
4.R.K.Sinha,1999,**Growth & Development of Modern Tourism,**Dominant Publishers Delhi.
5.R.K.Sinha, 1999, **Travel and Tourism Management,** Dominant Publishers and Distributors, Delhi.
6.Shashi Prabha Sharma, 2004, **Tourism Education,** Kanishka Publishers, New Delhi.
7.Praveen Sethi, 1999, **Tourism for the Next Millenium,** Rajat Publications, New Delhi.

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Access the Tourism economy.	K1
CO 2	Understand the support of the government towards Tourism.	K2
CO 3	Approach Tourism Organizations for new opportunities.	K3
CO 4	Utilize the Tourism marketing and become the beneficiary.	K5
CO 5	Note point on the Tourist Transportation for acting as a Tourist Guide.	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	3	3	2	3
CO 2	3	3	2	2	3	3	2	3
CO 3	3	3	2	2	3	3	2	3
CO 4	3	3	2	2	3	2	2	3
CO 5	3	3	2	2	3	3	2	3
Total	15	15	10	10	15	14	10	15
Average	3	3	2	2	3	2.8	2	3

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	15	13	15	13
Average	3	3	2.6	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title	HISTORY OF INDIAN ARTS –II				
Course Type	Generic Elective	Course Code		GEC04	
Year	II	Sub Code		23UTTGE4	
		Semester		IV	
Credits	3	Hours	L	T	P	Total

Course Title	HISTORY OF INDIAN ARTS –II					
Course Type	Generic Elective	Course Code		GEC04		
Year	II	Sub Code		23UTTGE4		
		Semester		IV		
Credits	3	Hours	L	T	P	Total
			3	0	0	3

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Attraction on the Legendary paintings of Ancient India.
2	Understand the potentials of Regional Paintings.
3	Acquire knowledge about the various dances in India
4	Demonstrate the Indian Music and Transform to the Future Generation.
5	Portray the classifications of Handicrafts in India.

UNIT I: **Tribal, Folk and Mural Paintings**
Pre Historio paintings - Tribal and Folk painting Indian Mural painting Traditions - Ajanta - Bagh - Ellora - Early Western Chalukya - Pallava - Pandya - Early Chera - Rashtrakutam, Chola - Vijayanagara - Nayak Schools.
UNIT II: **Miniature Paintings**
Miniature painting traditions Western Indian - Rajasthani - Mughal and Pahadi schools Modern paintings.
UNIT III: **Performing Arts and Folklore**
Performing arts of India - classical dances and dance styles - (Bharatha natiya, Kathakali, Mohini Attam, Kuchipudi, Odissi, Manipuri) - Centres of learning and performances - Indian folk dances.
UNIT IV: **Indian Music**
Music - different schools of Indian music - status of vocal and instrumental Music -drama - various types - New experiments
UNIT V: **Handicrafts**
Introduction to Indian Handicrafts - Metal works - stone ware – wood carvings - furniture - Jewellery - dolls - Musical Instrument.

BOOKS RECOMMENDED

1) Archer W.C. - Indian Painting - London 56
2) Coomarasamy A.K - History of Indian Indonesean Art - London 2
3) Sivaramamoorthy - Indian Painting - Delhi 55
4) Smith - V.A.History of fine Art in India and Ceylon - Oxford
5) Basham A.L. - the Gazettee of India - History and culture - Vol -2
publication Division -Ministry of information and Broad casting Government
of India-1988.

6) Ragini devi - Dance Dlalects of India

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Play a major role on performing in the Indian Fine Arts.	K1
CO 2	Compare ancient and Modern painting.	K2
CO 3	Preserve the Folklore for its value.	K3
CO 4	Access the different schools of Indian Music.	K5
CO 5	Get opportunity in the production of Metallic Works.	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	3	3	3	2	2
CO 2	3	2	3	3	3	3	2	2
CO 3	3	2	3	3	3	3	2	2
CO 4	3	2	2	3	3	3	2	2
CO 5	3	2	3	3	3	3	2	2
Total	15	10	14	15	15	15	10	10
Average	3	2	2.8	3	3	3	2	2

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

Course Title	TOURISM POTENTIALS IN PUDUKKOTTAI DISTRICT					
Course Type	Value Added Course	Course Code		VC3		
Year	II	Sub Code		23UTTV2A		
		Semester		IV		
Credits	2	Hours	L	T	P	Total
			4	0	0	**4**

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	**Learn about the religious centres of Pudukkottai**
2	**Study the important heritage monuments in Pudukkottai**
3	**Know about the cultural practices in Pudukkottai**

UNIT – I Heritage Monuments in Pudukkottai Districts	
Tourism through the ages - Avudaiyar koil - Sithannavasal - Narthamalai - Kodumbalur - Muchukundesvara Temple - Kudumiyanmalai - Kunnandarkovil - Thirukattalai – Tirugokarnam - Kizhanilai (military station) - Kiranur (pre-historic burial site) - Avur Church– Adhanakkottai – Thirumayam fort - Government Museum - Collector Office (New Palace) & Quarters – H.H.The Rajah's College – Educational College - Public offices	
UNIT – II Important Religious Centres in Pudukkottai District	
Narthamalai Mariayamman Koil - Thiruvarangam -Kumaramalai - Madattukoil - Malayadippati - Periyur - Thiruvarangulam - Thiruvengaivasal - Vendanpatti – Shiva and Vishnu Temples in Thirumayam - Viralimalai - Vendanpatti - Bhuvaneswari temple - Santhanthaswami temple - The church of Sacred Heart of Jesus - Immaculate Heart of Mary - Kattubava Pallivasal - Periyapallivasal	
UNIT –III Cultural Heritage in Pudukkottai District	
Festivals - Drama – Therukuthu - Traditional Dances - Folk Dance - Karakattam - Folk songs - Jalli kattu - Rangoli - Rehla race - Stone cutting - sculpture making	

SUGGESTED READINGS:

    1.Dr.J.Raja Mohamad,   :Art of Pudukkottai Historical Archives Committee, Pudukkottai

    2. Gopalakrishna Gandhi   :Tamil Naau District Gazatter, Pudukkottai

    3. Nicholas B Dirks   :The Hollow Crown

    4. S.Radhakrishna Ayyar   :A General History of Pudukkottai State

    5. R.Tirumalai   : Studies in the History of Ancient Township of Pudukkottai

    6. K.R.Venkatarama Ayyar   :A Mannual of Pudukkottai State Vol.II

Course Title		TRAVEL DOCUMENTATION				
Course Type	Value Added Course	Course Code		VC4		
Year	II	Sub Code		23UTTV2B		
		Semester		IV		
			L	**T**	**P**	**Total**
Credits	2	Hours	4	0	0	**4**

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	**Learn about the needs and significance of travel documents**
2	**Study the various types of Travel Documents**
3	**Know about the health insurance policies and formalities**

UNIT-I Introduction to Travel Documents	
Introduction- Meaning- Need- Significance- Travel Formalities- Passport- VISA Insurance- Immunization Certificates- Immigration & Emigration-Custom Regulations.	
UNIT-II Passport	
Definition- Types- Citizenship- NRI-PIO- Dual Citizenship- Passport Issuing Authority- Role of Passport Offices- Steps in Obtaining Passport- Documents Required to Obtain Passport.	
UNIT-III VISA	
Definition- Types- VISA on Arrival- e-VISA- Organization Issuing VISA- Embassy-Consulates- Inner Line Permit- Special Permission- Restricted Area Permit.- C-Forms- E-Tickets - Health Insurance - Travel Insurance	

SUGGESTED READINGS:
1.Essentials of Aviation Management: A Guide for Aviation Service Businesses- Rodwell, J.F. United States: Kendall Hunt Publishing Company
2.Handbook of Global Aviation Industry and Hospitality Services- Singh, R. New Delhi: Kanishka Publishers.
3.Airline Operations and Management- Cook, G. N., & Billig, B. G. London: Routledge.

Web Source

https://academy.travefy.com/wp.
content/uploads/2019/05/International_Travel_Documents-Ebook_2015-Travefy.pdf

Course Outcome		
On the successful completion of the course, student will be able to:		
1	Describe the baggage guidelines involved in air travel.	K1
2	Identify the necessary documents used for international travel and to restricted areas.	K2
3	Familiarize the Travel Guidelines of specific regions.	K3
4	Know about the immigration and emigration formalities	K4
5	Learn about to obtain passport and visa**.**	K5

Semester –V

BA Tourism and Travel Management

Course Title	HOSPITALITY MANAGEMENT				
Course Type	Core Course	Course Code	CC09		
Year	III	Sub Code	23UTT9		
		Semester	V		
Credits	4	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Acquaint the learner with the fundamental concept of Hospitality
2	Gain knowledge about growth and development of Hospitality Industry
3	Know the organization and functions of Hotel Industry.
4	Identify the functions and duties of front office in Hotel Business
5	Appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

Unit – 1:

Introduction to Hospitality: Origin and History of Hospitality Industry, Concept, Modern Evolution of Hospitality Industry – Hospitality Ethics – Hospitality around the World – Global and Indian Context – Scope of Hospitality – Role of Hospitality in the development of tourism industry

Unit – 2:

Types of Plan: European plan, American plan, modified American plan, continental plan & Bermuda plan – Types of accommodation – intermediary accommodation – grouping of accommodations – Classification of hotels: Size, Location, Length of Stay & Facilities offered – Various Departments: Front Office, Room Division Management, Housekeeping, Food & Beverage Preparation, Food Production – Sales & Marketing – Purchasing – Accounts & Financing – Human Resource Management – Maintenance – Grading Star Category by HRACC and Ministry of Tourism – Government. of India – FHRAI, SIHRA, AHLA and IHRA

Unit – 3:

Different types of rooms – available in India and various tariffs and facilities offered – Types of room: single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency – Hotel industry future in India – Changing trends – Relation of Tourism with hospitality industry – Sustainability in Hospitality Industry: Sustainable Lodging – Green Hotel Initiatives, Sustainable Lodging Model – Sustainable Food and Beverage, Sustainable Restaurants, Sustainable Restaurant Operation – Sustainable Managed Services.

Unit - 4

Rules and Regulation applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups License, Licenses & Permits necessary for opening & operating a hotel.

permission from authorities - Labor Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry
Unit - 5
Trends in Hospitality: Trends in Hotel and Rooms Division Operations, Trends in Lodging, Food and Beverage - Case Study of major Hotels chains in India – Taj, Oberoi, ITC Welcome Group, Leela Group, Sheraton, Marriott, Radisson, Hilton (With details of Location, Types of Properties, Number of Properties) Handling customers, Attribute of a good hotelier problems facing the hotel industry. hospitality and its related sectors, Theme Parks – Conventions – Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

Text Books:

1. John Walker (2017), "Introduction to Hospitality Industry, Pearson Education Limited, England.
2. Sudhir Andrew, (2007), "Introduction to Tourism and Hospitality Industry", Tata Mc. Graw Hill Publishing Company, New Delhi.
3.Andrews Sudhir (2012), Hotel Front Office Training Manual, Tata Mc Graw Hill Pulication, New Delhi.

Reference Books:
1. Jagmohan Negi, Gaurav. M.J. and Suniti (2011), "Housekeeping Operations and Management Procedure and Techniques",Kanishka Publishers, New Delhi
2. Kasavana M and Brooks R (2012), "Managing Front Office Operations", Prentice Hall
3. Medlik S and Ingram H (2000), "The Business of Hotels" Butterworth Heinemann, New Delhi
Web Source:
1. http://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe.pdf
2. http://setupmyhotel.com/job-description-for-hotels/front-office/324-guestrelation.html

CO No.	**Course Outcomes** *The students on completion of the course will be able to:*	**Cognitive Level**
CO 1	Exposure to various departmental activities of hotel industry	K1
CO 2	Gain fundamental knowledge on hospitality industry	K2
CO 3	Get hands on experience after the industrial visit of hotel	K3
CO 4	Categorize the F& B departmental activities	K5
CO 5	Establish interrelationship between each other departments	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	3	3	2	3
CO 2	3	3	2	2	3	3	2	3
CO 3	3	3	2	2	3	3	2	3
CO 4	3	3	2	2	3	2	2	3
CO 5	3	3	2	2	3	3	2	3
Total	15	15	10	10	15	14	10	15
Average	3	3	2	2	3	2.8	2	3

S-Strong(3) M-Medium (2) L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	15	13	15	13
Average	3	3	2.6	3	2.6

S-Strong(3) M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title		**TOURISM MARKETING**				
Course Type	Core Course	Course Code		CC10		
Year	III	Sub Code		23UTT10		
		Semester		V		
Credits	4	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Acquaint the concepts used in tourism marketing
2	Understand the techniques of marketing both at micro and macro levels
3	Promote tourism marketing business activity in managing, planning and controlling
4	Identify the product managing service and new product development
5	Know the Concept of Marketing and customer satisfaction and service quality

Unit-I
Marketing: Introduction to tourism marketing – Definition, nature and scope of tourism marketing - Process and growth of tourism marketing - Understanding the needs, wants, demands, values, satisfaction and evolution of marketing.
Unit-II
Understanding Markets Uniqueness of Tourism Marketing - Market Segmentation of Tourism Market - Identifying and Selecting Target Market - Developing market activities of Tourism Market - Marketing mix for travel and tourism.
Unit-III
Product Managing Service - Product Decisions- Product Line - Product Mix - Product Life Cycle - New Product Development, Branding and Packaging Decisions.
Unit- IV
Marketing mix Process - service blueprinting; Physical evidence - roles of physical evidence, dominant and peripheral goods as physical evidence; Place (Service logistics) - distribution options, managing channels, franchising; Managing People and internal marketing – internal marketing at a destination.
Unit- V
Service Marketing Concepts and marketing of tourism packages Concept of value, customer satisfaction and service quality; Service quality Gaps Model. Strategy and role of marketing for competitive advantage for tourism businesses - Case studies of marketing - tourism package offerings by major tourism companies in India.

Text Books:
1. V.S. Ramaswamy , S. Namakumari, (2018), 'Marketing Management – Indian Context Global Prospective, Sage text.
2. Victor T.C. Middleton, (1994), 'Marketing in Travel and Tourism' B-H Publishers
3. Willam J. Stanton, (1984), 'Fundamentals of Marketing', McGraw Hill
4. Bhattacharya K. Sisir. , (2004),'Marketing Management' National Publishing House

5. Kavita Sharma, Swati Aggarwal, (2018), 'Principles of Marketing', Taxman

Reference Books:
1. Philip Kotler, Jon Bower, James Maken, (2017)'Marketing for Hospitality and Tourism', Pearson
2. Les Lumsdon, (1997), 'Tourism Marketing' : International Thomson Press
3. J. Christopher Holloway &Chris Robinson, (1995) , 'Marketing for Tourism' Longman
4. Holloway J. Christopher, (2002),'The Business of Tourism', Prentice Hall of India

Web Sources:
1. https://www.marketing91.com/what-is-tourism
2. https://tourismnotes.com/tourism-marketing
3. https://smallbusiness.chron.com/tourism-marketing-56473.html

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Recognize the importance of marketing in tourism industry	K1
CO 2	Describe the basic understanding of marketing concepts in tourism	K2
CO 3	Discuss the way of tourism marketing to get an edge over others	K3
CO 4	Understand the way of tourism marketing in the stiff rising competition	K5
CO 5	Critically analyze the advantage for tourism businesses	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	3	3	3	2	2
CO 2	3	2	3	3	3	3	2	2
CO 3	3	2	3	3	3	3	2	2
CO 4	3	2	2	3	3	3	2	2
CO 5	3	2	3	3	3	3	2	2
Total	15	10	14	15	15	15	10	10
Average	3	2	2.8	3	3	3	2	2

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title		GLOBAL TOURISM GEOGRAPHY				
Course Type	Core Course	Course Code	CC11			
Year	III	Sub Code	23UTT11			
		Semester	V			
Credits	4	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Know the inter-relationship between geography and tourism.
2	Familiar with global tourism destinations
3	Make tour plans and itineraries of various countries and time zones.
4	Understand the international dateline, various time zones, and GMT variations.
5	Evaluate the various mode of transportation systems and their uses for the tourism growth

Unit I
World Geography - Physiography, Climate & Vegetation of the World -North, South, and Central America- Europe and Africa - Asia and Pacific - Australia.
Unit II
Physical Geography Of India - Physiography, Distribution of Rivers - Major Mountains - popular Plateaus & Plains - Important Climate and Vegetation - Important Deserts and plateaus
Unit III
Map Reading - Latitude, Longitude, International Date Line - Altitude – Direction - Scale Representation - Time Zones - Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time
Unit IV
Tourism Transport Systems In The World-I - Air Transport: IATA Areas and Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Networks - Emergence of the Modern Transport System
Unit-V
Tourism Transport Systems In The World - Water Transport: International and Inland water Transports - Transport Networks - Road Transportation: Major Transcontinental Roads. - International and National Highways - Transport Systems in India.- Advancement in Transportation System

Text Book(s)
1. Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann.

Reference Books
1. Travel Information Manual, IATA, Netherlands, 2019.
2. World Atlas-2020.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites, etc.

1. world geography of travel and tourism.pdf (kp.ac.rw)

1.

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Define the physiography of the globe and India.	K1
CO 2	Infer better understating of Time zone and GMT Time calculations	K2
CO 3	Experiment with map reading methods and techniques.	K3
CO 4	Distinguish between Global Indicators and Major Air Routes.	K5
CO 5	Compare the various mode of a transport system that exists	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	3	3	2	3
CO 2	3	3	2	2	3	3	2	3
CO 3	3	3	2	2	3	3	2	3
CO 4	3	3	2	2	3	2	2	3
CO 5	3	3	2	2	3	3	2	3
Total	15	15	10	10	15	14	10	15
Average	3	3	2	2	3	2.8	2	3

S-Strong(3) **M-Medium (2)** **L-Low (1)**

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	15	13	15	13
Average	3	3	2.6	3	2.6

S-Strong(3) M-Medium (2) L-Low (1)

Course Title		**Project**				
Course Type	Core Course	Course Code		CC12		
Year	III	Sub Code		23UTT12		
		Semester		V		
Credits	4	**Hours**	**L**	**T**	**P**	**Total**
			4	1	0	**5**

BA Tourism and Travel Management

Course Title	TOURISM POTENTIALS IN PUDUKKOTTAI DISTRICT				
Course Type	Discipline Specific Elective Course	**Course Code**	DSE01		
Year	II	**Sub Code**	23UTTSEC1A		
		Semester	III		
Credits	3	**Hours**	**L**	**T**	**P**	**Total**

Credits	3	**Hours**	L	T	P	Total
			3	1	0	**4**

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	learn about the geographical feature of Pudukkottai
2	Understand the historical background of Pudukkottai
3	Study the important heritage monuments in Pudukkottai
4	Know about the cultural practices in Pudukkottai
5	Understand the main tourists attractions in Pudukkottai

Unit –I Geographical features of Pudukkottai District
Location – area, rivers, hills – plains – coastal areas – Natural resources – water reservoirs – population – industries
Unit – II Historical background of Pudukkottai District
pre-historic period – Sangam age – kalabras – first panya empire – pallavas – Imperial Cholas – second panya empire – Pudukkottai under the Nawab of Arcot – under the Thondaimans – Pudukkottai after Independence
UNIT – III Heritage Monuments in Pudukkottai District
Tourism through the ages - Avudaiyar koil - Sithannavasal - Narthamalai - Kodumbalur - Muchukundesvara Temple - Kudumiyanmalai - Kunnandarkovil - Thirukattalai – Tirugokarnam - Kizhanilai (military station) - Kiranur (pre-historic burial site) - Avur Church– Adhanakkottai –Thirumayam fort - Government Museum - Collector Office (New Palace) & Quarters – H.H.The Rajah's College – Educational College - Public offices
UNIT – IV Religious Centers in Pudukkottai District
Narthamalai Mariayamman Koil - Thiruvarangam -Kumaramalai - Madattukoil - Malayadippati - Periyur - Thiruvarangulam - Thiruvengaivasal - Vendanpatti – Shiva and Vishnu Temples in Thirumayam - Viralimalai - Vendanpatti - Bhuvaneswari temple - Santhanthaswami temple - The church of Sacred Heart of Jesus - Immaculate Heart of Mary - Kattubava Pallivasal - Periyapallivasal
UNIT – V   Cultural Practices in Pudukkottai District
Festivals - Drama – Therukuthu - Traditional Dances - Folk Dance - Karakattam - Folk songs - Jalli kattu - Rangoli - Rehla race - Stone cutting - sculpture making

SUGGESTED READINGS:

    1.Dr.J.Raja Mohamad,   :Art of Pudukkottai Historical Archives Committee, Pudukkottai
    2. Gopalakrishnan Gandhi   :Tamil NAdu District Gazatter, Pudukkottai
    3. Nicholas Dirks   :The Hollow Crown

4. S.Radhakrishna Ayyar   :A General History of Pudukkottai State
5. R.Tirumalai   : Studies in the History of Ancient Township of Pudukkottai
 6. K.R.Venkataraman Ayyar   :A Mannual of Pudukkottai State Vol.II

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Remember the history of Pudukkottai	K1
CO 2	Understand the geographical feature of Pudukkottai	K5
CO 3	Know about the important religious centres in Pudukkottai District	K3
CO 4	Realize the importance of heritage monuments	K5
CO 5	Evaluate the cultural practices in Pudukkottai region.	K1

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	3	3	3	2	2
CO 2	3	2	3	3	3	3	2	2
CO 3	3	2	3	3	3	3	2	2
CO 4	3	2	2	3	3	3	2	2
CO 5	3	2	3	3	3	3	2	2
Total	15	10	14	15	15	15	10	10
Average	3	2	2.8	3	3	3	2	2

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title		**INDIAN CONSTITUTION**					
Course Type	Discipline Specific Elective Course	**Course Code**		DSE01			
		Sub Code		**23UTTSEC1B**			
Year	III	**Semester**		V			
Credits	3	**Hours**	**L**	**T**	**P**	**FS**	**Total**
			3	**1**	**0**	**0**	**4**

Learning Objectives	
S. No.	**Learning objectives are to**
1	Understand the achievement of India. i.e. the framing of a new constitution based on the Ideals of democracy, justice, liberty, equality, and fraternity.
2	Know about the uniqueness of Indian constitution.
3	Familiarize with the fundamental rights and duties of the Indian citizens.
4	Understand the powers and functions of supreme court and High courts
5	Study the powers and functions of other constitutional bodies

UNIT-I	The Framing of New Constitution
Indian Independence Act 1947 – Constituent Assembly – The Framing of New Constitution–Features of Indian Constitution – Federal and Unitary Features.	
UNIT-II	**Union Executive**
Preamble – Union and its Territory – Citizenship – Fundamental Rights and Duties – Directive Principles of State Policy – The Union Executive – President and his Powers – Emergency powers – Vice-President – Cabinet and its functions – Prime Minister and his Powers.	
UNIT-III	**The States**
Executive – Governor – Powers – The Council of Ministers – Duties of Chief Minister – Cabinet – Powers – The State Legislature – Legislative Assembly – Speaker – Powers and Privileges. **-** Centre-State Relation	
UNIT – IV Judiciary	
Supreme Court – High Court – Powers and function - District Courts - Judicial Review - Lok Adalath	
UNIT – V Other Constitutional Bodies	
Election Commission – Financial Commission - NITI Ayog- National Development council - Language Policy – Union Public Service Commission – State Public Service – Commissions SC/ST, OBC, Minority &Women - Panchayat Raj – Lokpal.	

Text Book

Durga Das, Basu, *Introduction to the Constitution of India*, Wadhwa, New Delhi, 1999.

Reference Books

1. Anu Chand Kapur : Selective Constitutions
2. Durga Das Basu : Introduction to the Constitution of India
3. G.Virgin Sigamani : Fundamental Principle of Political Science (Tamil)
4. M.V.Pylee : India's Constitution
5. V.N.Khanna : Constitution and Government of India

6. D.G.Gupta :   Indian Government and Politics

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Understand the evolution of Indian Constitution.	K1
CO 2	Highlight the powers of state executive.	K5
CO 3	Learn the Centre-States relation in all field	K3
CO 4	Realize the powers and functions of Executive, Legislative and Judiciary	K5
CO 5	Acquire knowledge about the functions of Election Commission.	K1

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	2	3	3
CO 2	3	3	3	3	2	3	2	3
CO 3	3	3	3	3	2	2	2	3
CO 4	3	3	3	3	2	2	2	3
CO 5	3	3	3	3	3	3	3	3
Total	15	15	15	15	12	12	13	15
Average	3	3	3	3	2.4	2.4	2.6	3

S-Strong (3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	3
Total	15	15	12	15	15
Average	3	3	2.4	3	3

S-Strong (3)   M-Medium (2)   L-Low (1)

BA Tourism and Travel Management

Course Title	GENERAL STUDIES FOR COMPETITIVE EXAMINATIONS					
Course Type	Discipline Specific Elective Course	**Course Code**	SEC 2			
		Sub Code	23UTTEC2A			
Year	III	**Semester**	V			
Credits	2	**Hours**	L	T	P	FS	Total

Credits	2	**Hours**	L	T	P	FS	Total
			2	0	0	0	2

Learning Objectives	
S. No.	**The learning objectives are to impart:**
1	Awareness about competitive examination and method of the preparation of competitive exams
2	Knowledge about historical facts and key events of Indian History
3	Understanding of the salient features of Indian Constitution.
4	Knowledge about the salient features of Indian and world geography
5	Gain knowledge about current events

UNIT I
Competitive Examinations at the National and State UPSC and TNPC-qualifications - Plan and nature of competitive examinations- Indian Heritage and Indian Culture
UNIT II
Indian History from the middle of the 18th century to the present- significant events, personalities, issues - The Freedom struggle - its various stages- issues
UNIT III
Indian Constitution: Salient Features – Important Articles-Amendments- Important Acts - Political system, Panchayat Raj, Economic and social development
UNIT IV
Geography of India –Physical,Social, Economic–General issues on Environmental ecology, Biodiversity, and Climate Change - effects of Globalization
UNIT V
Current Events of National and international importance- Role of women and women organisations-Ethics, Attitude, Aptitude, Awareness

LEARNING RESOURCES

Recommended Books

Bipan Chandra, *India Since Independence*, Penguin Random House, India,2008

Bipan Chandra, *Modern India*: A History Text Book for Class XII,NCERT, Delhi,1990

India YearBook, Publications Division, Government of India

Laxmikanth, M., *Indian Polity*, McGraw Hill, Noida, 2021

Leong, G.C., *Certificate Physical and Human Geography*, Oxford University Press, New Delhi,2021

NitinSinghania, *Indian Economy*, McGraw Hill, Noida,2022

Reference

Bipan Chandra., *India's Struggle for Independence*, Penguin Random House, India,2016

Ram Ahuja., *Social problems in India*,(3rd edn,) Rawat Publications 2014

Ram Sharan Sharma, *Ancient India*:A History Text book for class XI, NCERT, 1999

Satish Chandra, *Medieval India*: Text book in History for Class XI, NCERT,2005

SonaliBansal, SnehilTripathi, *Modern Indian History, For Civil Services Preliminary and Main Examinations,* McGraw Hill, 2021

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	List the characteristic features of Indian heritage and culture	K1
CO 2	Outline the key events of Indian history since 18th century	K1
CO 3	Describe the salient features of Indian Constitution.	K2
CO 4	Discuss the major environmental issues	K3
CO 5	Outline the role of women in contemporary society	K1

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	3	3	2	3
CO 2	3	3	2	2	3	3	2	3
CO 3	3	3	2	2	3	3	2	3
CO 4	3	3	2	2	3	2	2	3
CO 5	3	3	2	2	3	3	2	3
Total	15	15	10	10	15	14	10	15
Average	3	3	2	2	3	2.8	2	3

S-Strong(3)　　　M-Medium (2)　　　L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	15	13	15	13
Average	3	3	2.6	3	2.6

S-Strong(3)　　　M-Medium (2) L-Low (1)

Course Title		**Nghl;bj;Njh;TfSf;fhd jkpo;**				
Course Type	Discipline Specific Elective Course	**Course Code**		**SEC 2**		
		Sub Code		23UTTEC2B		
Year	III	**Semester**		V		
Credits	2	**Hours**	L	T	P	FS	**Total**
			2	0	0	0	**2**

;

Learning Objectives	
S. No.	**The learning objectives are to impart:**
1	,yf;fzk; mjdpy; cs;s re;jpg;gpioia ePf;Fjy; - xUik gd;ik / gpiofis ePf;Fjy; kuGg; gpiofs; Nghd;wtw;iw mwpjy;
2	gz;ila ,yf;fpaq;fs; gw;wp gFj;jha;jy;
3	jkpopy; cs;s rpw;wpyf;fpaq;fis tphpthf tpsf;Fjy;
4	jkpo; mwpQh;fs; kw;Wk; mth;fspd; jkpo;j; njhz;Lfs; gw;wp Muha;jy;
5	gy;NtW ciueilfsisAk; mjd;; Kf;fpaj;Jtj;ijAk; tpthjpj;jy;;

,ay; 1   ,yf;fzk;

nghUj;Jjy; - nghUj;jkhd nghUisj; Njh;T nra;jy; - Gfo; ngw;w E}y; E}yhrphphpah; - njhlUk; njhlh;Gk; mwpjy;: ,j;njhluhy; Fwpf;fg;ngWk; rhd;Nwhh; - milnkhopahy; Fwpf;fg;ngWk; E}y; - gphpj;njOJf – vjph;r;nrhy;iy vLj;njOJjy; - nghUe;jhr; nrhy;iyf; fz;lwpjy; - gpio jpUj;jk; - re;jpg;gpioia ePf;Fjy; - xUik gd;ik / gpiofis ePf;Fjy; kuGg; gpiofs;> tOTr;nrhw;fis ePf;Fjy; / gpwnkhopr; nrhw;fis ePf;Fjy;

Mq;fpyr; nrhy;Yf;F Neuhd jkpo;r; nrhy;iy mwpjy; - xyp NtWghlwpe;J rhpahd nghUisf; fz;lwpjy; - Nth;r;nrhy;iy Njh;e; nra;jy; - Nth;r;nrhy;iyf; nfhLj;J /tpidKw;W> tpidnar;rk;> tpidahyizAk; ngah;> njhopw;ngaiu /cUthf;fy; - mfu thpirg;gb nrhw;fisr; rPh; nra;jy;> nrhw;fis xOq;FgLj;jp nrhw;nwhluhf;Fjy; - ngah;r;nrhy;ypd; tifawpjy; - ,yf;fzf; Fwpg;gwpjy; - tpilf;Nfw;w tpdhitj; Njh;e;njLj;jy; - vt;tif thf;fpak; vdf; fz;lOJjy; -jd;tpid> gpwtpid> nra;tpid> nrag;ghl;L tpid thf;fpaq;fisf; fz;lOJjy; - ctikahy; tpsf;fg;ngWk; nghUj;jkhd nghUisj; Njh;e;njOJjy; - vJif> Nkhid> ,aG ,tw;Ws; VNjDk; xd;iwj; Njh;e;njOJjy;

,ay; 2   gz;ila ,yf;fpak;

jpUf;Fws; njhlh;ghd nra;jpfs;> Nkw;Nfhs;fs;> njhliu epug;Gjy; (gj;njhd;gJ mjpfhuk; kl;Lk;;) md;G-gz;G-fy;tp-Nfs;tp-mwpT-milf;fk;> xOf;fk;> nghiw> el;G> tha;ik> fhyk;> typ> xg;Gutpjy;> nra;ed;wp rhd;whz;ik> nghpahiuj;Jizf;Nfhly;> nghUs; nray;tif> tpidj;jpl;gk;> ,dpait $wy; - mwE}y;fs; ehybahh;> ehd;kzpf;fbif> gonkhepehD}W> KJnkhopf;fhQ;rp> jphpfLfk;> ,d;dh ehw;gJ> ,dpait ehw;gJ> rpWgQ;r%yk;> Vyhjp> Xsitahh; ghly;fs;; njhlh;ghd nra;jpfs; gjpnzz; fPo;f;fzf;F E}y;fspy; gpw nra;jpfs; - fk;guhkhazk; - njhlh;ghd nra;jpfs; Nkw;Nfhs;fs;> gh tif> rpwe;j njhlh;fs; - GwehD}W – mfhD}W> ew;wpiz> Few;njhif> Iq;FEW}W> fypj;njhif njhlh;ghd nra;jpfs;> Nkw;Nfhs;fs;; mbtiuaiw> vl;Lj;njhif> gj;Jg;ghl;L E}y;fspy; cs;s gpw nra;jpfs; - rpyg;gjpfhuk; - kzpNkfiy njhlh;ghd nra;jpfs;> Nkw;Nfhs;fs;> rpwe;j njhlh;Gfs; cl;gphpTfs; kw;Wk; Ik;ngUk; - IQ;rpWq fhg;gpaq;fs; njhlh;ghd nra;jpfs; - nghpaGuhzk; - ehyapu jpt;tpag;gpuge;jk; - jpUtpisahlw;Guhzk; - Njk;ghtzp – rPwhg;Guhzk; njhlh;ghd nra;jpfs;

,ay; 3 **rpw;wpyf;fpaq;fs;**
jpUf;Fw;whyf;FwtQ;rp – fypq;fj;Jg;guzp – Kj;njhs;shapuk;> jkpo;tpL J}J – ee;jpf;fyk;gfk;> tpf;fpukNrhod; cyh> Kf;$lw;gs;S> fhtbr;rpe;J> jpUNtq;flj;je;jhjp> Kj;Jf;FkhuRthkp gps;isj; jkpo;> ngj;jNfk; FwtQ;rp> mofh; fps;istpLJ}J ,uh[uh[Nrhod; cyh njhlh;ghd nra;jpfs; - kNdhd;kzpak; - ghQ;rhyp rgjk; - Fapy; ghl;L - ,ul;Lw nkhopjy; (fhsNfhg;Gyh; - mofpa nrhf;nghjh; njhlh;ghd nra;jpfs;) - ehl;Lg;Gwg;ghl;L – rpj;jh; ghly;fs; njhlh;ghd nra;jpfs; - rka Kd;Ndhbfs; mg;gh;> rk;ge;jh;> Re;juh;> khzpf;fthrfh;> jpU%yh;> FyNrfu Mo;thh;> Mz;lhs;> rPj;jpiyh; rhj;jdhh;> tr;.V.fpU~;z gps;is> ckWg;Gyh; njhlh;ghd nra;jpfs;> Nkhw;Nfhs;fs;> rpwg;Gg; ngah;fs;
,ay; 4 **jkpo; mwpQh;fSk; jkpo;j; njhz;Lk;**
ghujpahh;> ghujpjhrd;> ehkf;fy; ftpQh;> ftpkzp Njrpf tpehafk; gps;is njhlh;ghd nra;jpfs;> rpwe;j njhlh;fs;> rpwg;Gg; ngah;fs; - kuGf;ftpij – Kbaurd;> thzpjhrd;> Rujh> fz;zjhrd;> cLkiy ehuhaztp> gl;Lf;Nfhl;il fy;ahzRe;juk;> kUjfhrp njhlh;ghd nra;jpfs;> milnkhp ngah;fs; - gjif; ftpij – e.gpr;r%h;j;jp> rp.R.nry;yg;gh> jUK rptthK> gRta;ah> ,uh.kPdhl;rp> rp.kzp rpw;gp K.Nkhj;jh> <NuhL jkpod;gd;> mg;Jy;uFkhd;> fyhg;gpah> fy;ahz;[p Qhdf; $j;jd;> NjtNjtd;> rhiy ,se;jpuad;> rhypdp ,se;jpuad;> Mye;J}h; Nkhfduq;fd; njhlh;ghd nra;jpfs;> Nkw;Nfhs;fs;> rpwg;Gj; njhlh;fs; kw;Wk; vOjpa E}y;fs; - jkpopy; fbj ,yf;fpak; - ehl;Fwpg;G> NeU – fhe;jp – K.t. – mz;zh – Mde;juq;fk; gps;is ehl;Fwpg;G njhlh;ghd nra;jpfs; - ehlff;fpia - ,urf;fpia njhlh;ghd nra;jpfs; - jkpopy; rpWfijfs; jpyq;G – Mrphpah; - nghUj;Jjy; - fpafs; - rpw;gk; - Xtpak; - Ngr;R – jpugq;fsf;fpia njhlh;ghd nra;jpfs; - jkpopd; njhd;ik – jkpo; nkhopapd; rpwg;G> jpuhtply nkhofs; njhlh;ghd nra;jpfs;
,ay; 5 **ciueil**
kiwkiyabfs;> ghpjpkhw;fiyQh;> e.K.Ntq;flrhkp ehl;lhh;> uh.gp. NrJg;gps;is> jpU.tp.f.> itahGhp;gps;is – nkhp eil njhlh;ghd nra;jpfs; - c.Nt.rhkpehj Iah;> nj.ngh.kPdhl;rp Re;judhh;> rp.,yf;Ftdhh;-jkpo;g;gzp njhlh;ghd nra;jpfs; - NjtNeag;ghthzh; - mfufpyp> ghtyNuW nghUq; rpg;jpuhdhh;> jkpo;j;njhz;L njhlh;ghd nra;jpfs; - [p.A.Nghg; - tPukhKdpth; jkpo;j;njhz;L rpwg;Gj;njhy;fs; - nghpahh;-mz;zh-Kj;Juhkypq;fp; Njth; - mk;Ngj;fh; - fhkuhr; - uKjhul; njhz;L - jkpofk; - CUk; NgUk;> Njhw;wk; khw;wk; gw;wpa nra;jpfs; - cyfshtpa jkpoh;fs; rpwg;Gk; - nghUilkAk; - jkpo;g; gzpAk; - jkpo; nghopapy; mwptpa;> rpwe;j E}y; nghphpd; njhlh;ghd nra;jpfs; - jkpo; kfspahd rpwg;G – md;dp ngjrp;l; mf;ikahh;> %tY}h; cikhkfph;j;jf;khh;> Mof;nfhp;kfm.Kj;Jpahyy;Rkp ey;;b> tpLjpapg; Nghhshil;jpop; fmfph; gq;F (jpop;iahhb ts;spak;ik> cjhp fq;fk;khh;) - jkpohh; tzpfk; - njhop;ypahy; Ma;Tfs; - fhlw; gazq;fs; njhlh;ghd nra;jpfs; - czNt kUe;J – Neha; jPh;f;fk; %ypffs; njhlh;ghd nra;jpfs; - rkag; njhpJhik czh;j;jpa jhAkhdth;> ,uhkypq;f mbfshh;> jpU.tp.fy;ahz Re;judhh; njhlh;ghd nra;jpfs; - Nkw;Nfhs;fs;

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	nrhw;fisr; rPh; nra;jy;> nrhw;fis xOq;FgLj;jp nrhw;nwhluf;Fjy;> ngah;r;nrhy;ypd; tifawpjy; Nghd;wtw;iw mwpjy;	K1
CO 2	rq;f fhy rq;fk; kUtpa fhy ,yf;fpaq;fs; gw;wp fz;lwpjy;	K1
CO 3	rpw;wpyf;fpaq;fspd; Kf;fpaj;Jtj;ijAk; rpw;wpyf;fpaj;jpy; cs;s fUj;Jfisak; fz;lwpjy;	K2
CO 4	jkpo; mwpQh;fspd; jkpo;j; njhz;Lfis gw;wp tsf;Fjy;	K3
CO 5	rkfhy ciueil Mrphpah;fisAk; mth;fspd; ciueilfisAk;; gw;wp Muh;jy;	K1

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	3	3	3	2	3	3
CO 2	3	2	3	3	2	3	2	3
CO 3	2	3	3	3	2	2	2	3
CO 4	3	3	3	3	2	2	2	3
CO 5	2	3	3	3	3	3	3	3
Total	12	13	15	15	12	12	13	15
Average	2.4	2.6	3	3	2.4	2.4	2.6	3

S-Strong (3)　　M-Medium (2)　　L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	3	3	3
CO 2	2	2	2	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	3
Total	13	13	12	15	15
Average	2.6	2.6	2.4	3	3

S-Strong (3)　　M-Medium (2)　　L-Low (1)

Semester - VI
BA Tourism and Travel Management

Course Title	LEGAL FRAMEWORK FOR TOURISM				
Course Type	Core Course	Course Code	CC13		
Year	III	Sub Code	23UTT13		
		Semester	VI		
Credits	4	Hours	**L**	**T**	**P**	**Total**
			5	1	0	**6**

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Know about the principles and role of legislation in tourism
2	Understand the legal and regulatory framework in the travel and Tourism sector.
3	Identify the transport legislation regarding to surface, sea and air transport
4	Know the legislation in relation with travel and tourism customers
5	Understand the business ethics in travel sector

Unit I
Introduction to legislation: Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.
Unit II
Legal and regulatory framework in travel and tourism: Relating to consumer protection; health; safety and security of travel and tourism customers.
Unit III
Transport Legislation: Surface; sea and air transport laws in relation to carriage of passengers.
Unit IV
Contract legislation in relation to Travel and Tourism customers.
Unit V
Business Ethics in travel and tourism sector; CSR policy for travel and tourism businesses.

Text books
1.Mill, Robert C.& Morrison Alastair(2013). The Tourism System. 6th ed. Kendall Hunt Publishing Co.

Reference books
1.Downes, John, P. & Tricia (2011). Travel and Tourism Law. 5th ed. Huntington: ELM publications.
2.Grant, David, M. M. & Stephen (2012). Holiday Law. 5th ed. London: Sweet and Maxwell.
3.Singh, A. (2008). Contract and Specific Relief.
4.Williams, G. L., & Smith, A. T. H. (2002). Glanville Williams: learning the law. Sweet & Maxwell.

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Trace the National Tourism Policy and legislation	K1
CO 2	Discuss the Legal and regulatory framework in travel and tourism	K5
CO 3	Describe the law measures in relation to carriage of passengers.	K3
CO 4	Evaluate the contract laws relate to Travel and Tourism customers	K5
CO 5	Describe the CSR policy for travel and tourism business	K1

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	3	3	3	2	2
CO 2	3	2	3	3	3	3	2	2
CO 3	3	2	3	3	3	3	2	2
CO 4	3	2	2	3	3	3	2	2
CO 5	3	2	3	3	3	3	2	2
Total	15	10	14	15	15	15	10	10
Average	3	2	2.8	3	3	3	2	2

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title		TOUR GUIDANCE				
Course Type	Core Course	Course Code		CC14		
Year	III	Sub Code		23UTT14		
		Semester		VI		
Credits	4	Hours	**L**	**T**	**P**	**Total**
			5	1	0	**6**

Learning Objectives	
S. No.	***The learning objectives are to impart:***
1	Know about the ddimensions, present Status, role and rresponsibilities of Tour Guide
2	Understand the Communication for Tour Guiding
3	Identify the pre tour planning, modes of transportation and various types of Tours
4	Know the Principles and Types of visitor Interpretation skills
5	Understand the handling with emergencies

Unit - 1
Tour Guiding : Concept - History Dimensions and Present Status, Role and Responsibilities of Tour Guide - Tour Guides Code of Conduct, Personal Hygiene and Grooming Checklist for Tour Guides, Principles of Tour Guide- Developing Tour Guiding Skills.
Unit - 2
Communication for Tour Guiding - Language - Posture and Presentation, Roadblocks in Communication - Speaking Faults - Body Language for Speaking, Tour Commentary Composition and Contents-Microphone Technique - Sense of Humor, Dealing with Awkward Questions, Timing and Indications- Apology and Pausing, Linking Commentary with what to be seen.
Unit - 3
Conducting Tours: Pre Tour Planning, Modes of Transportation, Conducting various types of Tours, Understanding Clients Need, Establishing Good Service Security Measures, Relationship with Fellow Guides, Coordination with Hospitality Institutions; Points to remember while Guiding and Costing.
Unit - 4
Visitor Interpretation: Concept - Principles and Types, Developing good Interpretation Skills Popular Understanding of a Place, Principles of Good Interpretive Practice – Interpretation - Personal, Stereotype.
Unit - 5
Handling with Emergencies - Accidents, Law and Order, Theft, Loss of Documents, First Aid: Importance - General Procedures - Evaluation of Situation - First Aid Procedure - Artificial Ventilation - Bleeding Control - Treating Wounds, Principles of Bandaging - Treating Burns - Treating Snake Bite - Dealing with Fractures, Complaint Handling.

Text Books:

1. Mohinder C (2007), "Travel Agency Management: An Introductory Text", Anmol Publication Pvt. Ltd, New Delhi.

2. Negi. J (2004), "Travel Agency and Tour Operation, Concepts and Principals", Kaniksha Publishers, New Delhi.

Reference Books:

1. Foster, D (1985), "Travel Agency & Tour Operation", Macmillan Press Ltd., London
2. Frenmount P (2000) " How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.
3. Pond K L (1993), "The Professional Guide", Dynamics of Tour Guiding

Web Sources:

1. http://www.audioconexus.com/products/tour-guide-systems
2. http://wikieducator.org/Tour_Guiding
3. http://wftga.org/tourist-guiding/what-tourist-guide

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Trace the role, responsibilities and code of conduct of Tour Guide	K1
CO 2	Assess the need and significance of communication skill in tour guide	K5
CO 3	Discuss the Tour Planning, Modes of Transport and various types of Tours	K3
CO 4	Explain the Principles of Good Interpretive practices	K5
CO 5	Describe the tour guide to handling emergencies situation	K1

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	3	3	2	3
CO 2	3	3	2	2	3	3	2	3
CO 3	3	3	2	2	3	3	2	3
CO 4	3	3	2	2	3	2	2	3
CO 5	3	3	2	2	3	3	2	3
Total	15	15	10	10	15	14	10	15
Average	3	3	2	2	3	2.8	2	3

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	15	13	15	13
Average	3	3	2.6	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title	HERITAGE TOURISM				
Course Type	Core Course	Course Code	CC15		
Year	III	Sub Code	23UTT15		
		Semester	VI		
Credits	4	Hours	L	T	P	Total
			5	1	0	6

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Understand the growing significance of the tourism industry in India
2	Provide a comprehensive view of culture- heritage - tourism relationship
3	Create in students an appreciation for Indian Heritage
4	Know the criteria for World Heritage Sites and role of ASI, ICOMOS
5	Evaluate India's potential as a tourist destination

Unit 1 - Tourism - Conceptual Framework - Definition, Meaning, Nature and Scope - Leisure, Recreation and Tourism - Components and Elements of Tourism - Tourism System - Genesis of Modern Tourism in India

Unit 2 - India's Natural Heritage - Natural Resources - Water Bodies, Forests, Hills and Mountains - Wildlife Tourism - Ecotourism

Unit 3 - India's Intangible Heritage - India as a Cultural Destination - Music - Classical and Folk - Dance - Classical and Folk - Indian Cuisine - Fairs and Festivals - Customs and Traditions - Cultural Events Management Case Studies- Kumbha Mela, Pongal/Makar-Sankranti, Carnival (Goa), Taj Mahotsava, Khajuraho Mahotsava and Desert Festival, Music and Dance festivals

Unit 4 - India's Tangible Heritage - Religious and Secular Monuments - Heritage Sites in India - Important Tourist Circuits - Handicrafts and Handlooms - Museums and Art Galleries of India - Global Approach UNESCO – criteria for World Heritage Sites, Approved heritage sites, Role of ASI, ICOMOS (International Council on Monuments and Sites) in Conservation and Preservation of Heritage Sites - Impact of IT

Unit 5 - Problems and Prospects of Cultural Tourism in India - Cultural & Heritage Management Sustaining Tourism Infrastructure for Religious Tourists & Pilgrimages, Local Consultation & Participation, Administrative and Regulatory issues - Tourism Planning in India - Planning & management approaches - India's Tourism Policy - Tourism Organisation - Tourism - Impact of tourism on cultures and communities - Promotional Festivals of India - Tourism Development in India - the Symbiotic relationship between religious, Pilgrimage & Ethnic Tourism, Protection, Conservation & Preservation of Culture & Heritage Sites

BOOKS FOR STUDY

Acharya, R. *Tourism and Cultural Heritage of India.* Jaipur: Rosa, 1986.
Chawla, Romila. *Cultural Tourism and Development.* New Delhi: Sonali, 2004

BOOKS FOR REFERENCE

Bhatia, A.K. *Tourism Development: Principles and Practices.* New Delhi: Sterling, 2003.
Chopra, S. *Tourism and Development in India.* New Delhi: Vikas, 1998.
Andrews, S. *Introduction to Tourism and Hospitality Industry.* Tata Mcgraw-Hill, New Delhi, 2007.

JOURNALS

International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly).
(SAJTH) South Asian Journal of Tourism & Heritage (Bi-annual), Centre for Tourism & Heritage Research, Department of Commerce, Dayanand College, Ajmer.
Bi-annual Journal of Indian Art, Culture, Heritage and Tourism, Bharati Women's College, Chennai.

WEB RESOURCES

http://indiaheritage.org/
http://whc.unesco.org/
www.asi.nic.in

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Demonstrate a critical understanding of the relationships between culture, heritage and tourism.	K1
CO 2	Evaluate both the positive and negative impacts of tourism on cultures and communities.	K5
CO 3	Describe cultural and heritage tourism policy, planning and management issues	K3
CO 4	Evaluate Problems and Prospects of Cultural Tourism in India	K5
CO 5	Assess the role of various national international organizations in the Conservation and Preservation of Heritage Sites	K1

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	3	3	3	2	2
CO 2	3	2	3	3	3	3	2	2
CO 3	3	2	3	3	3	3	2	2
CO 4	3	2	2	3	3	3	2	2
CO 5	3	2	3	3	3	3	2	2
Total	15	10	14	15	15	15	10	10
Average	3	2	2.8	3	3	3	2	2

S-Strong(3)   **M-Medium (2)**   **L-Low (1)**

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

BA Tourism and Travel Management

Course Title	ELEMENTS OF HUMAN RIGHTS					
Course Type	Discipline Specific Elective Course	**Course Code**	DSE02			
		Sub code	23UTTSEC2A			
Year	III	**Semester**	VI			
Credits	3	**Hours**	L	T	P	FS	Total
			4	1	0	0	5

Learning Objectives	
S. No.	**The learning objectives are to impart:**
1	Understanding of the origin and development of human rights
2	Importance of the UDHR
3	Understanding of the role of NGOs in safeguarding the human rights
4	Understanding the importance of NHRC and SHRC in protecting human rights
5	Knowledge of the human rights issues of women, child and labourers.

UNIT I
Origin and Development of Human Rights: Magna Carta (1215) – Peace of Westphalia (1648) – Bill of Rights in England (1689) – Declaration of the Rights of Men and Citizen (1789) – Bill of Rights in USA (1791) – Definition and Classification of Human Rights: Civil – Political – Religious
UNIT II
United Nations and Human Rights Institutions: Universal Declaration of Human Rights (UDHR) – International Covenant on Civil and Political Rights (ICCPR) – International Covenant on Economic, Social and Cultural Rights (ICESCR) – International Convention on the Elimination of Racial Discrimination (ICERD) – International Convention on the Elimination of Discrimination against Women (CEDAW) – Convention on the Rights of the Child (CRC)
UNIT III
Human Rights International Non-Governmental Organizations (NGOs): The International Committee of Red Cross – Amnesty International – Human Rights Watch – International Commission of Jurists
UNIT IV
Human Rights in India: Constitutional Guarantees – Fundamental Rights – Directive Principles of State Policy – National Human Rights Commission (NHRC) – State Human Rights Commission (SHRC) – Human Rights Violations
UNIT V
Women's Rights: Right to Inheritance – Divorce – Remarriage – Child Rights: Right to Education and Child Labour – Workers' Rights: Right to form Associations – Rights of Refugees and Migrants

LEARNING RESOURCES
Recommended Books
C.J. Nirmal, *Human Rights in India: Historical, Social and Political Perspectives,* OUP, 2000

DebaratiHaldar, et. al., *Advancement of Human Rights in India: Contemporary and Emerging Challenges,* Sage Publications, 2021

H.O. Agarwal, *Human Rights,* Central Law Publications, 2020

H.O. Agarwal, *International Law and Human Rights,* Central Law Publications, 2020

Julie A. Mertus, *The United Nations and Human Rights: A Guide for a New Era,* Routledge, 2005

SatwinderJuss, ed., *Human Rights in India*, Manohar Publishers and Distributors, 2020

References

Thomas Cushman, *Handbook of Human Rights,* Routledge, 2013

Web References

https://www.un.org/en/about-us/universal-declaration-of-human-rights
https://www.ohchr.org/en/what-are-human-rights
https://nhrc.nic.in/
http://www.shrc.tn.nic.in/

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Trace the origin and development of human rights	K1
CO 2	Evaluate the contribution of UN towards protection of human rights	K5
CO 3	Discuss the role of NGOs in safeguarding human rights.	K3
CO 4	Evaluate the role of human rights institutions in India.	K5
CO 5	Describe the human rights issues of the marginalized sections of the society.	K1

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	2	3	3	3
CO 2	3	3	3	3	2	3	2	3
CO 3	3	3	3	3	2	3	2	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	3	3	3	2	3	3	3
Total	15	15	15	15	10	15	13	15
Average	3	3	3	3	2	3	2.6	3

S-Strong (3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	3
CO 2	3	3	2	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	3
Total	15	13	13	15	15
Average	3	2.6	2.6	3	3

S-Strong (3)   M-Medium (2)   L-Low (1)

BA Tourism and Travel Management

Course Title	WOMEN STUDIES					
Course Type	Discipline Specific Elective Course	Course Code		DSE02		
		Sub Code		23UTTSEC2B		
Year	III	Semester		VI		
Credits	3	Hours	L	T	P	FS	Total
			3	1	0	0	4

Learning Objectives	
S. No.	The learning objectives are to impart:
1	Understand the gender perspective in all domains of knowledge in India
2	Realization of the role of education for women empowerment.
3	Knowledge about the economic participation of women.
4	Awareness about the Constitutional provisions and legislations for Women.
5	Motivation among women students to be active stakeholders in the process of nation building

Unit- I
Women Empowerment – Meaning – Nature- Concept and Strategies– Classification and dimensions of Women Empowerment.- Role of women in freedom struggle
Unit- II
Social Empowerment – Women's Education –Women and Health - Contribution of Periyar, Bharathiar, Bharathidhasan,Periyar-Annadurai, Karunanidhi, MGR, Jayalalitha towards women empowerment
Unit- III
Economic Empowerment – Participation of Women– Organised and Unorganised sectors – Women Self-Help Groups – ICT and Women.
Unit- IV
Political Empowerment of Women in India – Women Leaders–Constitutional and Legal Provisions for Women Empowerment – Impact of Legislations.
Unit- V
Women education- Women legislators-Developmental Schemes and Programmes for Women Empowerment – - Developmental schemes for women by Government of Tamil Nadu

LEARNING RESOURCES
Recommended Books
Geraldine Forbes, Women in Modern India, Cambridge University Press, UK, 2009.
Government of India, *Towards Equality — Report of the Committee on the Status of Women in India*. New Delhi: Department of Social Welfare, Ministry of Education and Social Welfare, New Delhi,1975.
NeeraDesai,Women in Modern India, Asia Book Corporation,Amer,1977
PromillaKapur, Empowering Indian Women, Ministry of Information and Broadcasting, Government of India, New Delhi, 2001
Raj Kumar (Ed.), Women and Law, Anmol Publications Private Limited, New Delhi, 2000
TharaBhai L., Women's Studies in India, APH Publishing Corporation, New Delhi, 2000

References

Jana Matson Everett, Women and Social Change in India, Heritage Publishers, New Delhi, 1981

Nagar. N.S., Empowerment of Women, Vista International Publishing House, Delhi, 2008

Pandey. A.K., Emerging Issues in the Empowerment of Women, Anmol Publications, New Delhi, 2002

Prasanna Kumar(Ed.),Empowering Society, The GuruKul Lutheran Theological college and Research Institute, Chennai,1995.

ShailajaNagendra, Women's role in Modern World, ABD Publishers, Jaipur, 2008

Web Resources

http://www.archives.gov

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Evaluate the gender perspective in all domains of knowledge in India	K5
CO 2	Assess the role of education for women empowerment	K5
CO 3	Discuss the role of women in economic development	K2
CO 4	Describe the Constitutional provisions and legislations for women	K1
CO 5	Elucidate the policies brought in by the government for motivating women	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	3	3	3	3	3
CO 2	3	3	3	3	2	3	2	3
CO 3	3	2	3	3	2	3	2	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	3	3	3	3	3	3	3
Total	15	13	15	15	12	15	13	15
Average	3	2.6	3	3	2.4	3	2.6	3

S-Strong (3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	3
CO 2	3	3	2	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	3
Total	15	13	13	15	15
Average	3	2.6	2.6	3	3

S-Strong (3)   M-Medium (2)   L-Low (1)

BA Tourism and Travel Management

Course Title	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION				
Course Type	Discipline Specific Elective Course	Course Code	DSE03		
Year	III	Sub Code	23UTTSEC3A		
		Semester	VI		
Credits	3	Hours	L	T	P	Total
			4	1	0	5

Learning Objectives	
S. No.	***The learning objectives are to impart:***
1	Know the importance of journalism in day to day life
2	Study the history of journalism
3	Know the role of press in the Indian freedom struggle
4	Understand the duties and responsibilities of a reporter
5	Demonstrate the recent trends in Indian Press

UNIT-I Communication Process
Journalism- Meaning- Communication Process- Mass Media- Press- Growth of Press in India- Role of Press in Freedom Movement.
UNIT-II Newspaper of India
Leading Newspaper of India- Brief History of Tamil Journalism- Press freedom.
UNIT-III Structure of News Organizations
Career Aspects of Journalism- Structure of Newspaper Organisation - Characteristics of a Journalist.
UNIT-IV Reporting
Principles of Reporting- Definitions- Components and Sources of News- Writing the News- Principles of Editing- Editing Techniques.
UNIT-V Writing
Writing Headlines and Types of Headlines - Laws of Defamation- Recent Trends in Indian Press.

Text Book
1. **Pant, N.C.,** *Modern Journalism: Principles and Practice*, **Kanishka Publishers, New Delhi, 2004**

Reference Books
   1. Ahuja, A.N. Theory and practical of Journalism, Surjeet Publication, Delhi, 1984
   2. Chattarji, R.K., Mass Communication, National Book Trust, Indian News, Delhi, 1973
   3. Rengaswami Parthasarathy, Basic Journalism, Macmillan India Ltd., Delhi, 1984.
   4. Kalaivani, S. Ethallial Uthigal (Tamil), Sri Parasakthi Publication, Kuttallam, 1982.
   5. Antony Rasu, A.P. Ethalia Oru Arimugam (Tamil), Arokia pathipakam, Trichy, 1986
   6. Ganesan A., The Press in Tamil Nadu and the Struggle for Freedom 1917-1983, Mittal Publications, New Delhi, 1988.

Web Sources

https://en.wikipedia.org/wiki/Freedom_of_expression_in_India
http://ndl.iitkgp.ac.in/
https://www.youtube.com/watch?v=YBC0VBAG9SY&t=43s
https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=24

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Remember the historical significance of journalism in Indian freedom struggle.	K1
CO 2	Understand the importance, functions & scope of communication and media.	K2
CO 3	Apply their knowledge in News writing; News editing and choose careers in Journalism and Mass media.	K3
CO 4	Analyze more about newspapers, editing pages.	K5
CO 5	Create more interest on various national and international news agencies.	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	3	3	3	2	2
CO 2	3	2	3	3	3	3	2	2
CO 3	3	2	3	3	3	3	2	2
CO 4	3	2	2	3	3	3	2	2
CO 5	3	2	3	3	3	3	2	2
Total	15	10	14	15	15	15	10	10
Average	3	2	2.8	3	3	3	2	2

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)

Course Title	**ARCHAEOLOGY AND EPIGRAPHY**					
Course Type	Discipline Specific Elective Course	**Course Code**	DSE03			
Year	III	**Sub Code**	**23UTTSEC3B**			
		Semester	VI			
Credits	3	**Hours**	**L**	**T**	**P**	**Total**
			4	1	0	**5**

Learning Objectives	
S. No.	*The learning objectives are to impart:*
1	Know the importance of Archaeology
2	Understand the evolution of Archaeological excavations in India and other countries
3	Acquire knowledge about the various types of artefacts excavated through Archaeological Explorations
4	Know the significance of Numismatics in Indian History
5	Understand the Origin and Evolution and value of epigraphs

UNIT-I Definition and Types of Archaeology
Archaeology – Definition, Nature and scope – value of Archaeology relation with other science - Kinds of Archaeology : Marine Archaeology, Industrial Archaeology – New Archaeology.
UNIT-II Exploration and Excavation
Object – Methods of Site survey – Methods of Exploration – Scientific aids in exploration - Excavation: Principles – Types of Excavations – Vertical, Horizontal step, trench, levels - Stratigraphy – Dating – Interpretation, Documentation and publication of excavated materials.
UNIT –III Numismatics
Definition – Scope – value of coins for the study of History – Early Coins – Mauriyan and Gupta coins - Coins of Tamil Nadu – Coins of Sangam Periods, Pallava Coins, Chola coins and Vijayanagar coins – currency under the Mughals
UNIT – IV Epigraphy
Definition – Scope – value of epigraphs – Origin and Evolution – writing in India-Dhamila script – Grantha – Vatteluttu – Tamil Script – Nature and varies of inscriptions.
UNIT – V Important Copper Plates and stone records
Cave bed Brahmi records – Pallankoil Copper plates (Pallava) – Velvikudi Grant (Pandya) – Uttiramerur records (Chola) – Rajaraja's records – Inscriptions of Pudukkottai – memorial records (Nadukarkal) – Land Grants

Text Book

1. **Raman. K. V.,** *Principles and Methods of Archaeology*, **Parthajan Publications, Madras, 1986.**

Reference Books

1. William S. Dancey, Archaeological field methods, An Introduction, Surjecth

Publication, New Delhi, 1985.
2. Raman. K.V., Principles and Methods of Archaeology, Madras. 1986.
3. B.C.Sridar, Indian Epigraphy
4. L.Gupta, Indian Coins
5. R.Krishnamoorthy, Sangam coins
6. N.Subramaniyan and R.Venkatraman, Tamil Epigraphy

CO No.	Course Outcomes *The students on completion of the course will be able to:*	Cognitive Level
CO 1	Remember and Integrate the knowledge of Archaeology in studying history.	K1
CO 2	Understand the importance of Archaeology.	K2
CO 3	Apply the method of Exploration and Excavation in their Research.	K3
CO 4	Analyze the Archaeological Artefacts. **.**	K5
CO 5	Create more Interest on Archaeological sites of Tamil Nadu.	K2

CO Mapping with Programme Outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	3	3	3	3	2	2
CO 2	3	2	3	3	3	3	2	2
CO 3	3	2	3	3	3	3	2	2
CO 4	3	2	2	3	3	3	2	2
CO 5	3	2	3	3	3	3	2	2
Total	15	10	14	15	15	15	10	10
Average	3	2	2.8	3	3	3	2	2

S-Strong(3)   M-Medium (2)   L-Low (1)

CO Mapping with Programme Specific Outcomes

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	2
Total	15	13	15	15	13
Average	3	2.6	3	3	2.6

S-Strong(3)   M-Medium (2) L-Low (1)