

# **KANNUR UNIVERSITY**

## **SCHEME AND SYLLABUS OF B.A. TRAVEL AND TOURISM MANAGEMENT (BA TTM)**

CBCSS 2009-10 Admission Onwards

### **RULES GOVERNING B.A. TRAVEL AND TOURISM MANAGEMENT (BA TTM)**

The medium of instruction is English and no question paper will be prepared in Malayalam. Admission shall be made from candidates who have passed Pre-degree, Plus two or equivalent examinations.

#### **STUDY TOUR, TRAVEL AGENCY & HOTEL TRAINING**

The students of Bachelor of Tourism Management shall be required to undertake Study Tour to important tourist destinations to study about the various types of tourism products during the fourth semester. The duration of the study tour shall be 7 to 14 days.

The students shall be required to undergo two weeks practical training in Government approved Travel Agencies/Tour operators/Airports immediately after the end of the fourth semester during the vacation. They shall be required to undergo a 21 days practical training in hotels/resorts during the 5<sup>th</sup> semester.

The students should submit a report of about 35 to 40 typed pages containing the reports of study tour, Travel agency/Tour operator/Airport training and Hotel/Resort training to the Head of the Department (HOD) of Travel and Tourism Management of the college on or before the notified date of submission. The reports along with Viva Voce shall have a credit of 2 and will be evaluated externally at the end of the 6<sup>th</sup> semester, along with the Core Course 'Dissertation'.

Once a student has properly completed the training(s)/study tour during the degree programme and submitted the reports satisfactorily to the HOD, he/she need not repeat the training(s)/study tour during the period of the course.

#### **DISSERTATION**

The students should submit the Dissertation of about 60 to 80 typed pages, with certificates from the Supervising teacher, HOD and Principal on or before the notified date of submission. The dissertation shall have 4 credits and will be externally evaluated at the end of the Sixth Semester.

#### **INTERNAL ASSESSMENT**

As per university regulations, which shall be 75% for external and 25 % for internal. The internal assessment should include the following for all the courses: Attendance (weightage-1), Test Papers (weightage-2), Assignment (weightage-1) and Viva & Seminar (weightage-1) except for the Dissertation and Report evaluation.

The Grades of internal assessment shall be communicated to the Controller of Examinations by the Head of the Department before the commencement of the external examinations.

**KANNUR UNIVERSITY**

**BA TRAVEL AND TOURISM MANAGEMENT  
(2009 Admission onwards – CBCSS Pattern)**

**DISTRIBUTION OF COURSES, CREDITS, CONTACT HOURS, WEIGHTAGE AND  
DURATION OF EXAMINATION**

Sl. No	Course Type	Course Code	Name of the Course	Credit	Contact Hr/Wk	Examination		Duration of Exam
						Assessment	Weightage	
<b>I SEMESTER</b>								
1	Common			4	5			
2	Common			3	4			
3	Common			4	5			
4	Complementary		GEOGRAPHY	4	6			
5	Core	TTM1B01	Methodology of Business Studies	4	5	External	3	3 Hr
						Internal	1	
<b>II SEMESTER</b>								
6	Common			4	5			
7	Common			3	4			
8	Common			4	5			
9	Complementary		GEOGRAPHY	4	6			
10	Core		Methodology of Tourism Studies	4	5	External	3	3 Hr
						Internal	1	
<b>III SEMESTER</b>								
11	Common			4	4			
12	Common			4	5			
13	Complementary		History/Computer Application	4	6			
14	Core	TTM3B03	Tourism Principles and Practice	4	5	External	3	3 Hr
						Internal	1	
15	Core	TTM3B04	International Tourism	4	5	External	3	3 Hr
						Internal	1	
<b>IV SEMESTER</b>								
16	Common			4	4			
17	Common			4	5			
18	Complementary		History/Computer Application	4	6			
19	Core	TTM4B05	Travel Agency Management & Tour operation	4	5	External	3	3 Hr
						Internal	1	
20	Core	TTM4B06	Airfares and Ticketing	4	5	External	3	3 Hr
						Internal	1	

V SEMESTER								
21	Core	TTM5B07	Hospitality Management	4	6	External	3	3 Hr
						Internal	1	
22	Core	TTM5B08	Principles of Tourism Management	4	5	External	3	3 Hr
						Internal	1	
23	Core	TTM5B09	Tourism Informatics	4	5	External	3	3 Hr
						Internal	1	
24	Core	TTM5B10	Tourism Products of India	4	6	External	3	3 Hr
						Internal	1	
25	Open	TTM5D01	Fundamentals of Tourism	2	2	External	3	3 Hr
						Internal	1	
26	Core	TTMB15	Dissertation (course work)	0	1			NA
VI SEMESTER								
27	Core	TTM6B11	Tourism Marketing	4	5	External	3	3 Hr
						Internal	1	
28	Core	TTM6B12	Transportation Management	4	6	External	3	3 Hr
						Internal	1	
29	Core	TTM6B13	Tourism and Environmental Studies	4	5	External	3	3 Hr
						Internal	1	
30	Core	TTM6B14	Tourism in Kerala	4	5	External	3	3 Hr
						Internal	1	
31	Core	TTMB15	Dissertation	4	2	External	3	NA
32	Core	TTMB16	Report Evaluation and Viva Voce	2	0	External	1+1	NA
33	Open	TTM6D02	Tourism Business	2	2	External	3	3 Hr
						Internal	1	

#### CREDIT REQUIREMENTS FOR BA TTM

Programme Duration	6 Semesters
Common Course	38 Credits
Core & Complementary Courses	78 Credits
Open Course	04 Credits
<b>TOTAL</b>	<b>120 Credits</b>

**Core Course      01**  
**METHODOLOGY AND PERSPECTIVES OF BUSINESS STUDIES**

**No. of Credits – 4**

**No. of Contact hours – 90**

**Aim of the course**

The course aims at introducing the student to the world of business studies and the general methodology of different subjects that come under it.

**Objectives of the course**

1. to understand business and its role in society
2. to understand entrepreneurship and its heuristics
3. to comprehend the business environment
4. to enable the student to undertake business activities

**Course outline**

**Module I**

Functioning of economic systems – division of labour, innovation, flow of goods and services and accumulation of wealth under different economic systems – capitalism, socialism, communism, mixed economies, planned economies etc.; different forms of business organization – individual and organized business – family and corporate entities – business for profit, business not for profit and business for non-profit. Business entities – individuals, cooperatives, trusts, partnerships, undivided families, joint stock companies-Private Public and joint ventures. Business examples in different sectors of the economy (primary, secondary and tertiary) - agriculture, trading, retailing, manufacturing, hospitality, tours, travels, recreations, adventures, healthcare, education and other contemporary business areas as examples.

**Module II**

Role of business in economic development, Indian development experience-role of public and private sectors in the post-colonial period, experience of liberalization and globalization. Different stakeholders of business firms--owners, managers, employees and others. Emergence of "managerialism" and the role of corporate governance; the goals of business—shareholder value maximization and its alternatives; goals for public sector, cooperatives and non-profit enterprises. Government regulation of business--objectives, methods and problems.

**Module III**

Establishing a business – entrepreneurship - legal, physical, financial, social and psychological endowments for entrepreneurs- individual and group entrepreneurs- "intrapreneurs". Mobilization of financial resources for business – individual savings – domestic savings in India – factors affecting savings – loans and advances – sources of funds – markets for raising money-short- term and long -term funds – lending institutions for business funds– banks and non-banking financial institutions-cost of capital– documenting funding sources and areas of expenses – accounting and accounting practices – returns on investment – factors of production and rewards to factors like payment of wages, rent, interest and profits- payment to Government – taxes direct and indirect –state and national levels-funds from the primary and secondary markets –stock exchanges and their role, stock broking, stock exchange cues.

**Module IV**

Role of trained manpower for enhanced quality at individual, family, organizational and national level. Functioning of organization-the role of Human resources-management problems in small/medium/large organizations-quality of life-production of tangible and intangible products marketing and its role-market conditions-perfect and imperfect market and their impact on prices

and profit-use of technology in organization-electronic storage of business data-retrieval and analysis-user-friendly software.

### **Module V**

Learning business information – use of reading techniques – listening to lectures by individual and team faculty, and note taking – student seminars – individual and team presentations – field studies, case studies and project reports. Posing problems for investigation, data location, primary and secondary sources, use of cross tabulation, tabular presentations, diagrammatic representation of data, deducting inferences, reporting results and suggesting executive action.

### **Readings**

- Keith Davis and William C. Frederick: Business and Society- Management, Public Policy, Ethics; International Student Edition, Mc Graw Hill Book Co., New Delhi. (latest edition)
- Peter F. Drucker: Management - Tasks, Responsibilities, Practices; Allied Publishers Pvt. Ltd., (latest Reprint)
- Peter F. Drucker: The Practice of Management; Harper and Row Publishers, Inc., NY. (latest reprint).

**Core Course      TTM2B01**  
**METHODOLOGY OF TOURISM STUDIES**

**No of Credits: 4**

**No. of Contact Hours: 90**

**Course Outline**

**Unit-1**            20 hrs

**Travel through Ages** (India and world) – Ancient, Medieval, Modern. Significance of Tourism, Tourism Organizations – National and International: NTO & STO - ITDC, KTDC, DTPC, IATO, TAAI, WTO, IATA, UFTAA, PATA. Globalization and Tourism.

**Unit – 2**            15 hrs

**Definition** of Travel, Traveller, Visitor, Excursionist, Tourist, Picnic, Leisure.

Domestic tourism and International Tourism – Inbound & Outbound. - Inter regional & Intra regional - Internal Tourism - National tourism.

Components of Tourism – 5As of tourism - Attraction, Accessibility, Accommodation, Amenities, Activities. Elements of Tourism

**Unit – 3**            20 hr

Tourism as an Industry: Multi-sectoral and multifaceted nature of tourism business – Linkages of tourism with other industries/Sectors. Roles of Government and Private sector in tourism development –Brief introduction to tourism suppliers: Accommodation, Travel, and Transportation industries. Role of Travel Agents, Tour Operators, NTOs, Information Centers - Career opportunities in Travel Tourism & Hospitality Industry, Skills / attributes required for successful Tourism and Hospitality Career.

**Unit - 4**            20 hrs

Accommodation: History, essence, and scope of the Hospitality Industry, Evolution of lodging, Boarding and Lodging, Types of accommodation: Primary- Secondary, emerging trends in accommodation. Types of F&B outlets for visitors. **Accessibility:** Modes of tourist transportation. **Attractions:** Manmade & Natural attractions.

**Unit – 5**            15 hrs

Typology and forms of Tourism: Mass tourism and Alternate Tourism. Cultural Tourism, Ethnic tourism, Recreational tourism, Business Tourism (MICE Tourism), Adventure tourism, Beach Tourism, Health Tourism, Sports tourism, Ecotourism, Shopping tourism, Rural tourism.

**References**

1. *Pran Seth: Successful tourism Management (Vol. 1 & 2)*
2. *A.K Bhatia: International Tourism*
3. A.K Bhatia: *Tourism Management & Marketing.*
4. Christopher.J. Hollway; Longman ; *The Business of Tourism*
5. Cooper, Fletcher et al, (1993), *Tourism Principles and Practices*, Pitman.
6. P.N. Seth: *Succesful Tourism Development Vol.1 and 2*, Sterling Publishers
7. Page, S: *Tourism Management: Routledge, London*
8. Glenn. F. Ross - *The Psychology of Tourism (1998)*, Hospitality Press, Victoria, Australia.

**Core Course                      TTM3B03**  
**TOURISM PRINCIPLES & PRACTICE**

**No of Credits: 4**

**No. of Contact Hours: 90**

**Course Outline**

**Unit - 1**            15 hrs

Travel Motivations - Definition of Motivation – concept of motivation - evolution of demand. Growth factors – physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators

**Unit – 2**            20 hrs

Demand for Tourism - Measurement of tourism, types of tourist statistic – general problems of measurement – methods of measurement – Tourism Satellite Account – Tourism Barometer - statistical review of spenders and Earners of Tourism- Kerala, India and Major world destinations.

**Unit – 3**            20 hrs

Socio-Economic factor In Tourism: Impacts of Tourism – Economic, Environmental, Social, Cultural. Economic benefits – the multiplier effect – development of infrastructure – regional development – effects on employment – tourism and economic value of cultural resources – tourism and international understanding, National Integration through tourism.

**Unit - 4**            20 hrs

Tourism planning and Development – tourism planning process – assessment of tourist demand – environmental Dimensions of tourism – carrying capacity – sustainability – conservation policy, Responsible tourism. Features of Tourist Destinations – Essential facilities and Services for Tourism Development. Tourism Development in India – Sargent Committee - 5 year plans - tourism Policy.

**Unit – 5**            15 hrs

Tourism Products –Definitions – classification of tourism products, characteristics of tourism products, Leiper’s Tourism System, Destination Life Cycle (Butler’s model).

**REFERENCES**

1. *Pran Seth: Successful tourism Management (Vol. 1 & 2)*
2. Tourism Policy of India 1982, (2002 Draft policy)
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. Bhatia, A.K., - International Tourism
7. Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
8. Christopher.J. Hollway; Longman ; The Business of Tourism
9. Tourism Economics: Ane Books
10. Babu et al., Tourism Development: Sage publishers
11. Percy K Singh: fifty Years of Indian Tourism (Kanishka Pub)
12. Sipra Mukhopadhyay: Tourism Economics (Ane Books India)
13. S. Babu, S. Mishra, BB Parida: Tourism Development Revisited (Response - SAGE)
14. www.unwto.org

**Core Course      TTM3B04**  
**INTERNATIONAL TOURISM**

**No of Credits: 4**

**No. of Contact Hours: 90**

**Course Outline**

**Unit I            20 hrs**

Travel Geography: Define Areas I, II and III- Countries, Capitals, 3-letter city & Airport codes, Currency & Currency codes. Marking of cities on out line maps. Time Zones: Meridians, Time Zones, Time differences, Standard clock time & Day Light Saving Time – International Date Line- Calculation of flight time - International Tourism: challenges and Opportunities

**Unit II            15 hrs**

Tourism in Africa and the Middle East – Brief overview of Tourism in South Africa, Zimbabwe, Kenya, Tanzania, Mauritius, Syria, Israel, Egypt, UAE.

**Unit III           20 hrs**

Tourism in Europe – Tourism in UK, France, Spain, Italy, Germany, Switzerland, Turkey.

**Unit IV           15 hrs**

Tourism in Americas.. Brief overview of Tourism in USA, Canada, Mexico, Mexico, Caribbean Islands – (Cruises & Beaches), Brazil.

**Unit V            20 hrs**

Tourism in Asia-Pacific Region –. Brief overview of Tourism in Sri Lanka, Nepal, Maldives, Malaysia, Singapore, China, Thailand, Indonesia - Bali, Australia, New Zealand.

**REFERENCES**

1. Rough Guides
2. Lonely Planet
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism –Delmar (1999)
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)
5. Premnath Dhar, International Tourism Emerging Challenges & Futureprospects, Kanishka Publishers Distributors
6. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography Of Travel And Tourism: A Regional Approach, Butterworth-Heinemann
7. Colin Michael Hall, Stephen J. Page - The Geography Of Tourism And Recreation Environment, Place And Space, Routledge
8. Babu P George, Alexendru Nedelea- International Tourism World Geography & Development Perspectives, Abhijeet Publications

**Core Course TTM4B05**  
**TRAVEL AGENCY MANAGEMENT & TOUR OPERATION**

**No of Credits : 4**  
**No. of Contact Hours: 90**

**Course Outline**

**Unit I 15 hrs**

**Travel agency & Tour Operation:** Definitions – Types of Travel Agencies / Tour operators - History - Setting up - Departments & Organization - Functions – Sources of Income - Approval (DoT/or IATA) - Linkages with service providers.

**Unit II 15 hrs**

**Travel Documentation:** International Travel requirements such as Passport & VISA – types - Document Required for Passport and Visa - Procedure of Passport and Visa - Emigration, Forex, Insurance. Reference Tools: TIM, ABC Guide, PAT Reservation tools: GDS.

**Unit III 25 hrs**

**Main Types of Package Tours:** FIT, GIT – Inbound, Outbound - Types of Holiday Packages – Self drive packages – Adventure Holidays – Beach & Backwater Holidays – Coach Tours – Fly drive holiday – Safaris – Health Tourism Package– Honeymoon package– Cruise package - Luxury train packages – Pilgrimage packages – Cultural Tour packages. Independent, Hosted and Escorted –All Inclusive Packages. Major tour operating companies in India – Kuoni, Cox & Kings, Thomas Cook India Ltd, SOTC, GITC.

**Unit IV 20 hrs**

**Tour planning and Tour Designing** – Negotiations with Service Providers - Agent's Tariff - Preparation of Itinerary – Costing -Pricing - Discounting - Quotations – Voucher Preparation strategies - Tour operation process.

**Unit V 15 hrs**

**Guiding and Escorting:** Meaning and concepts of Guiding, golden Rules of Guiding, Difference between Guide and Escorts, skills, and responsibilities of Guides, Interpreting Sites; Escorts: - personal hygiene and grooming, pre, post and during tour responsibilities, checklist, handling emergencies, leading a group, code of conduct.

**Exercise:**

1. Filling up of Passport Application Form
2. Preparation of Tour Itinerary – Inbound
3. Visit to a Travel / Tour Company

**REFERENCE**

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding

**Core Course      TTM4B06**  
**AIRFARES & TICKETING**

**No of Credits: 4**

**No. of Contact Hours: 90**

**Course Outline**

**UNIT – I                      10 hrs**

Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy. Role of AAI and DGCA. A brief account of IATA / ICAO- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.

**UNIT - II                      10 hrs**

Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers. Cabin Crew - In flight services - Types of class – upgrading & downgrading.

**UNIT - III                      15 hrs**

Types of fare: Normal Fare (adult, child & infants) - Special fares - Discounted Fares. Passengers requiring special handling- passengers with medical problems. Expectant women – Unaccompanied minors-infants –VIPS/CIPS. Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items – carriage of live animals –dangerous goods. Credit cards –UATP and other commercial credit cards - BSP.

**UNIT – IV                      20 hrs**

Airlines Terminology - Codes of Airlines - 2 letter codes - 3 letter city codes - airport & of line stations served by airlines- Abbreviations used in airlines, its fleet,– Types of journeys (OW, CT, RT, OJ, RTW)

Passenger Ticket: Different Coupons – ticketing instruction & ticketing conjunction tickets- open tickets, E-tickets & its advantages.

Miscellaneous charges order (MCO) & Prepaid Ticket Advice (PTA)

Currencies and their three letter codes - How to do the rounding off units of rate of exchange

Referring to airline Timetable, TIM, OAG, PAT

**UNIT - V                      35 hrs**

International Sale Indicators - Global Indicators. International Fare Construction based on IATA & UFTAA Fare Formula and Basics steps using Mileage System – OW, RT, CT.

Exercises on ticketing - OW, RT, CT

Case study of Air India and Jet Airlines

**REFERENCES**

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA Foundation Course:
  - Module – I – Introduction to tourism
  - Module – II – Travel Geography
  - Module – III – Air Transport
  - Module – IV – Air Fares & Ticketing

## **Core Course TTM5B07 Hospitality Management**

**No of Credits: 4**

**No. of Contact Hours: 108**

### **Course Outline**

#### **UNIT – I                      20 hrs**

Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home - Hospitality culture, Athithidevo bhavah, Expectations of the guest -. Classification & Categorization of Hotels - Hotel Ownership. A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Floatels, Roatels - Apartels, Caravans, Capsule hotel. Major Hotel chains in India. - FHRAI

#### **UNIT – II                      13 hrs**

Brief Account of Hotel Operations: Front office and back office areas, Public and Private areas - Organizational structure and Functions - Major Departments - Types of hotel rooms – Use of IT in Hotel industry.

#### **UNIT – III                      30 hrs**

Front Office Management: Organizational structure and Functions -. Lobby and Functions - Uniformed service. The Guest Cycle, Pre arrival- Arrival- Occupancy- Departure. **Reservation:** Sources - types – Procedure – Reservation record- Group reservations- rate assignment. **Registration:** Registration procedure - registration record - Check in - checkout procedure – methods of accounts settlement. Front office communications – handling complaints — qualities required by front office staff. - Job description of front office manager, front office executive and Guest Relations Executive

#### **UNIT – IV                      25 hrs**

**House Keeping:** Organizational structure – important housekeeping activities in hotels – coordination with other departments – advantages of good housekeeping and problems of poor housekeeping. Job description of Executive Housekeeper. **Food and Beverage Operations:** Organizational structure and Functions - Food Production and Service. Restaurants: Types of Menu, Types of Service.

#### **UNIT V                          20 hrs**

Security department - Responsibilities - Security systems in a hotel. Roles and Functions of Marketing department, HR department, Engineering and maintenance department, Accounting Department.

Case study of important properties: Oberoi & ITDC

### **References**

1. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
3. Dennis . L. Foster – VIP and Introduction to Hospitality (Mc Graw Hill)
4. M. L. Ksavana and R. M. Brooks – Front Office procedures (Educational Institute. A.H.M.A)
5. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
7. Puspinder. S. Gill – Dynamics of Tourism –Vol.4 – Tourism and Hotel Management (Anmol P)
8. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
9. John R Walker - Introduction to Hospitality Management – Pearson Education India
10. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi
11. Starr, Nona- Viewpoint: An Introduction to Travel, Tourism, & Hospitality- Prentice Hall – 2000
12. Conrad Lashley, Alison J. Morrison: In search of hospitality, Butterworth-Heinemann

**Core Course – TTM5B08**  
**PRINCIPLES OF TOURISM MANAGEMENT**

**No of Credits: 4**

**No. of Contact Hours: 90**

**Course Outline**

**UNIT – I                    15 hrs**

Tourism Management: Definitions of management – importance of management in tourism – Strategic management - Qualities of manager - social responsibilities of a manager - Management functions (POSDCORB) - principles of management (Henry Fayol and F.W. Taylor).

**UNIT – II                    20 hrs**

Planning - the concept – nature –advantages –types of plans – Planning process - need for tourism planning – steps of tourism planning - objectives – MBO – policies – procedures –strategies – decision making – forecasting.

**UNIT – III                    15 hrs**

Organizing: Various types of Organizations - process- organizational structures- levels of management – Types of Departmentation - span of management - types of authority – Line and staff - delegation - Centralization and decentralization

**UNIT – IV                    15 hrs**

Human resource management – definitions, need of HRM in tourism industry – steps –manpower planning – staffing – recruitment sources –process – selection methods –placement - training – development methods – job evaluation – performance appraisal – promotion – transfer.

**UNIT – V                    25 hrs**

Motivation: Important theories, travel motivators. Leadership, Important theories, styles, Qualities of a good leader. Communication: communication process - role of effective communication in Management - obstacles to effective communication – types. Supervision, meaning - Controlling: -meaning, methods, types of control – Coordination.

**REFERENCES**

1. Principles and Practices of Management- L.M. Prasad - Sultan Chand & Sons
2. Business Ethics-S.K. Chakravarthy, IIM, Calcutta
3. Koontz O'Donnel – Management and Principles
4. Harold Koontz & Heinsz Weirich - Essential of Management –
5. Beunet, Roger: Improving Training Effectiveness
6. Peter F. Drucker - Principles of Management –
7. Robbins, Stephens P, Organisational Behaviour
8. Pushpinder S Gill – Tourism Management (Vol 2)
9. JK Sharma – Tourism Planning and Development: A New Perspective.
10. WTO – National and Regional tourism Planning – Methodologies and Case Studies – Routledge
11. C. Cooper, J. Fletcher, Gilbert, Wanhill: tourism Principles and Practice, Pitman publishers, London.
12. KK Kamra: Managing Tourism Destination- Development, Planning Marketing and Policies, Kanishka Publishers.

**Core Course      TTM5B09**  
**TOURISM INFORMATICS**

No. of Credits - 4

No. of Contact hours – 90      [Theory:60 hrs, Practical 30 hrs]

**Course Outline**

**Module I                      10 hrs**

**Overview of Information Technology:** Features of the modern personal computer and peripherals, computer networks & Internet, wireless technology, Digital convergence - introduction to Credit cards, internet banking, ATM - overview of Operating Systems & major application software.

**Module II                      20 hrs**

Internet access methods – Dial-up, DSL, Cable, ISDN, Wi-Fi - Internet as a knowledge repository, academic search techniques, plagiarism, introduction to use of IT in teaching and learning. Digital divide, IT & development, the free software movement, software piracy, cyber ethics, cyber crime, cyber threats, cyber security, privacy issues, cyber laws, cyber addictions, health issues- guide lines for proper usage of computers, internet and mobile phones.

**Module III                      15 hrs**

IT and Disintermediation in Tourism, Internet as a marketing tool, Online reservations, online airport check in, Credit cards and net banking, Digital security in Tourism – CCTV, Smart Cards - Access control – security chips - biometric security systems, biometric passport/e-passport.

**Module IV                      15 hrs**

History and development of CRS, Introduction to GDS (Galileo / Amadeus), Structure of GDS, Use of GDS in Tourism and hospitality - Codes of GDS for Booking, Changing the PNR Elements and Itinerary Pricing - Online ticketing: Travel portals, trends, Disintermediation, Internet as a tool for tourism promotion.

**Module V      (Practical)      30 hrs**

Case Study of the website [www.keralatourism.org](http://www.keralatourism.org) , Basic computer operation and Keyboard Familiarization, Familiarization with Internet (browsing, Email management and Web searching).

***Essential Reading***

1. Technology in Action, Pearson
2. V. Rajaraman, Introduction to Information Technology, Prentice Hall
3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas, Rs. 180
4. Peter Norton, Introduction to Computers, 6e, (Indian Adapted Edition)
5. IATA Study Kit – Foundation Course
6. Jagmohan Negi, Air Travel Ticketing And Fare Construction, Kanishka P

***Additional References***

1. Greg Perry, SAMS Teach Yourself Open Office.org, SAMS,
2. Alexis & Mathews Leon, Fundamentals of Information Technology, Leon Vikas

3. George Beekman, Eugene Rathswohl, Computer Confluence, Pearson Education,
4. Barbara Wilson, Information Technology: The Basics, Thomson Learning
5. John Ray, 10 Minute Guide to Linux, PHI, ISBN 81-203-1549-9
6. Ramesh Bangia, Learning Computer Fundamentals, Khanna Book Publishers

**Web Resources:**

1. [www.fgcu.edu/support/office2000](http://www.fgcu.edu/support/office2000)
2. [www.openoffice.org](http://www.openoffice.org)
3. [www.microsoft.com/office](http://www.microsoft.com/office)
4. [www.lgta.org](http://www.lgta.org)
5. [www.learnthenet.com](http://www.learnthenet.com)
6. [www.keralatourism.org](http://www.keralatourism.org)
7. [www.mundus.com](http://www.mundus.com)

**Core Course      TTM5B10**  
**TOURISM PRODUCTS OF INDIA**

**No of Credits: 4**

**No. of Contact Hours: 108**

**Course Outline**

**Unit 1              20 hrs**

Nature based tourism – Major wildlife sanctuaries and national Parks, mountains, deserts, beaches, lakes, waterfalls, island tourism, Himalayan tourism.

**Unit 2              25 hrs**

Alternative tourism in India: Health Tourism - Yoga/Meditation, Ayurveda, Medical/dental tourism, Spas, MICE tourism – An introduction to Event Management, Agro/Farm tourism, Rural tourism, Monsoon tourism.

Adventure tourism – classification of adventure tourism – land based –water based –aero based, winter sports – mountaineering – trekking, rock climbing, ballooning – camel treks and desert safaris – white water rafting – motor rallies

**Unit 3              20 hrs**

Indian Culture – Unity in Diversity – Costumes - Archaeological sites of tourism significance: Ancient Monuments (Ajantha & Ellora, Mahabalipuram), Medieval Monuments (Khajuraho, Golconda Fort, Qutb Minar, Tajmahal), Palaces – Mysore Palace, Jaivilas Palace- Gwalior) Major pilgrimage centres (Bodh-Gaya, Varanasi, Haridwar, Golden Temple, Velamkanni, Ajmer).

**Unit 4              20 hrs**

Performing arts and Handicrafts of India – Classical Music; Classical dances (Bharathanatyam, Kathakali), Dance drama (Yakshagana, Koodiyattam) - Martial Arts (Kalarippayatu), Ritual arts (Theyyam) - Indian Painting (Mughal paintings, Madhubani, Ragamala) - Murals. Sculpture: Terracotta, Stone, Wood, Metal.

**Unit 5              20 hrs**

Fairs and Festivals of tourism Significance –Religious festivals (Holi, Dusshara/Durga Pooja, Deepavali, Ramzan, Christmas) Regional festivals (Onam, Pongal), Music festivals (Thyagaraja Festival, Swati Tirunal, Chembai), Dance Festivals (Khajuraho), Temple Festivals (Rathotsavam – Puri, Thrissur Pooram), Fairs (Kumbh Mela, Pushkar fair).

Gastronomy tourism: Brief overview of: Indian cuisines – Characteristics - South Indian, North Indian, North Eastern.

Case study: Tourism products of Rajasthan.

**REFERENCES**

1. Lonely Planet books on India
2. Manoj Dixit & Charu Sheela – Tourism Products
3. Jacob, Robinet: Indian Tourism Products
4. Rough Guide to India
5. IC Gupta – Tourism Products of India
6. AL Basham - Wonder that was India
7. RA Rizvi – Wonder that was India – Vol 2
8. Michael Hall C, Liz Sharples, Richard Mitchell, Food Tourism Around The World: Development Management And Markets, Butterworth Heinemann Ltd
9. www.incredibleindia.org





## Core Course TTM6B13

### TOURISM AND ENVIRONMENTAL STUDIES

**No of Credits: 4**

**No. of Contact Hours: 90**

#### **Course Outline**

##### **UNIT – I 15 hrs**

Environment, Ecology, Environmental factors (Ecological factors) - Climate, topography, Edaphic and biotic factors. Ecosystem, Kinds of ecosystem, Structure of ecosystem, Characteristics of an eco system, Food Chain – Food Web.

##### **UNIT – II 15 hrs**

Basic properties of eco-systems and their relevance in the context of tourism - diversity (habitat, species, community), absorbing capacity - carrying capacity: types, factors affecting – resilience – stability – dynamics - multi- functionality - integrity.

##### **UNIT – III 20 hrs**

Environment protection, Earth summits – Kyoto Protocol – Climate Change Convention. Conservation in India – Acts related to environment and wildlife protection - CRZ – Tourism as strategic tool for environmental protection.

##### **UNIT – IV 20 hrs**

Impact of Tourism on environment: Environmental pollution, kinds of pollution – air, water, soil, solid waste, noise and radio active pollution. Global warming and Climate Change – Depletion of natural Resources - Environmental Impact Assessment.

##### **UNIT V 20 hrs**

Ecotourism – definitions and principles of ecotourism –Local participation - Ecotourism resources in India - Responsible tourism - Alternative tourism - ecological planning considerations in tourism - environmental ethics in tourism - Sustainable development –Sustainable development of tourism.

**Exercise:** A case study on Thenmala Ecotourism Project (Kerala)

#### **Reference**

1. J Tyler & Miller: Living in the environment
2. DL Manjunath: Environmental Studies, Pearson Education New Delhi (2007)
3. S.C Nigam Ecotourism and sustainable Development : Rajat Publications – New Delhi
4. WTO: Sustainable Tourism
5. Brandon K: Ecotourism and Conservation
6. David A Fennel:
7. Butler RW: Tourism Environment and Sustainable Development
8. Richard Wellford: Corporate Environment Management

## **Core course - TTM6B14 TOURISM IN KERALA**

**No of Credits: 4**

**No. of Contact Hours: 90**

### **Course Outline**

#### **UNIT – I                    10hr**

Early travelers to Kerala – Geographic features of Kerala – Western Ghats, Arabian Sea Climate. Kerala Society – demographic profile - Education and Literacy - Role of NRKs in promoting Kerala tourism.

#### **UNIT – II                    20 hr**

Natural Tourism Resources in Kerala: Natural beauty of Kerala – Biodiversity: Flora & Fauna – National parks and wildlife sanctuaries - Hill stations and Valleys – Caves - Waterfalls – monsoon – Beaches – Backwaters & Inland water ways – islands & mangroves - Farms and Plantations.

#### **UNIT – III                    20 hr**

Manmade Tourism Resources of Kerala: Forts & Palaces, Museums, Art Galleries, amusement Parks, Dams, shrines.

Cultural Tourism in Kerala: Performing art forms – Kathakali, Mohiniyattom, Thiruvathira, Thullal - Folk Arts (Pulikali) – Architecture (Naalukettu) – Fairs, Festivals & Rituals (Theyyam, Thira, Padayani) – Ayurveda – Kalarippayattu - Handicrafts - Lifestyle – Cuisine, Costumes, Customs Kerala Villages.

#### **UNIT – IV                    25 hr**

Emerging Trends: Rural tourism, Spice tourism – MICE tourism – Health Tourism (Wellness, Medical) – Hydel Tourism – monsoon tourism - Adventure tourism – Spiritual tourism – Responsible tourism – Ecotourism, Home stay Accommodation.

Important Tourist Destinations in Kerala: Kovalam, Trivandrum, Neyydam, Varkala, Kollam, Thenmala, Konni, Sabarimala, Alappuzha, Kochi, Kumarakom, Kottayam, Thekkadi, Munnar, Athirappalli, Thrissur, Peechi, Malampuzha, Nelliampathi, Cheruthuruthi – Kozhikode – Edakkal, Kurvadweep, Kannur, Bekal.

#### **UNIT – V                    15 hr**

God's Own Country - Development of tourism in Kerala – Department of tourism – KTDC, DTPCs – Tourism as industry, Tourism Policy, Tourism Vision statement – SWOT analysis of Kerala – Kerala tourism promotion – Travel Marts, Road Shows, Publicity Materials - Branding destination Kerala – Regulation of Tourism in Kerala – sustainable tourism initiatives - Various Schemes by the Dept of Tourism. Public & Private Participation– Role of Local bodies – local participation in Kerala tourism – Tourism and hospitality education in Kerala – Major star Hotels.

### **REFERENCES**

1. Rajan gurukkal, Raghava Warriar - A Cultural History of Kerala- Vol – 1
2. Lonely Planet - Kerala
3. A Sreedhara Menon: Cultural Heritage of Kerala
4. Robinet Jacob: Health tourism and Ayurveda
5. Tourism Companion – Dept. of Tourism, Govt. of Kerala
6. [www.keralatourism.org](http://www.keralatourism.org)

## **Core course - TTMB15 DISSERTATION**

The students shall commence the work on the dissertation during the fifth semester and complete it during the sixth semester for final evaluation. Students can choose topics including indepth study of a particular tourism destination/organizational study/or any research topic for the Dissertation, with the approval of the HOD in the fifth semester itself. The coursework part of the Dissertation does not have examination.

**No of Credits: 4**

**No. of Contact Hours: 54 hrs spread in semesters 5 and 6**

(Fifth Semester = 18 hrs, 6<sup>th</sup> Semester = 36 Hrs )

### **Coursework**

**UNIT 1 (5<sup>th</sup> Semester) 18 hrs**

**Collection, Processing and analysis of data:** Data collection: Define data, Types data - Primary and Secondary Data. Methods of collecting primary data: designing of questionnaire - Sampling - Methods of collecting secondary data. Grouping and presentation of statistical data – Tables, and graphical presentation – bar charts and pie diagrams. Data analysis: simple statistical methods Measures of central tendency: mean - median – mode.

**Unit 2 (6<sup>th</sup> Semester) 10 hrs**

Report writing, layout of a report, steps in report writing.

**Unit 3 (Practical) (6<sup>th</sup> Semester) 10 hrs**

Application of MS Excel for the dissertation work - data entry, tabulation, analysis and presentation.

**Unit 4 Dissertation Guidance: 16 hours**

**Open course - TTM5D01**  
**FUNDAMENTALS OF TOURISM**

**No of Credits: 2**

**No. of Contact Hours: 36**

**Course Outline**

**Unit-1**            20 hrs

Travel through Ages (India and world) – Ancient, Medieval, Modern. Significance of Tourism, Career opportunities in Travel & tourism Industry. Definition of Travel, Traveller, Visitor, Tourist, Excursion, Picnic. International Tourism - domestic tourism.

**Unit – 2**            15 hrs

Components of Tourism – 5As of tourism - Attraction, Accessibility, Accommodation, Amenities, Activities. Elements of tourism – Basic travel motivators - Spenders and Earners in tourism.

**Unit – 3**            20 hrs

Brief account of various forms of Tourism: - Cultural Tourism, Health Tourism, Ecotourism, Farm tourism, Beach tourism, Adventure tourism, Business tourism (MICE), – Sports tourism – Village Tourism – Cruise tourism – Pilgrimage tourism.

**Unit - 4**            20 hrs

Accommodation – Catering: Brief history of accommodation, Types of accommodation: Primary-Secondary – Classification and Categorization – functional departments.

**Unit – 5**            15 hrs

**Accessibility:** Modes of tourist transportation. **Attractions:** Manmade & Natural attractions, Pieter's inventory of tourist Attractions – Tourism products - features.

**REFERENCES**

1. *Pran Seth: Successful tourism Management (Vol. 1 & 2)*
2. *A.K Bhatia: International Tourism*
3. A.K Bhatia: *Tourism Management & Marketing.*
4. Christopher.J. Hollway; Longman; *The Business of Tourism*
5. Cooper, Fletcher et al, (1993), *Tourism Principles and Practices*, Pitman.
6. P.N. Seth: *Successful Tourism Development Vol.1 and 2*, Sterling Publishers
7. Page, S: *Tourism Management: Routledge, London*
8. Glenn. F. Ross - *The Psychology of Tourism (1998)*, Hospitality Press, Victoria, Australia.

# Open course - TTM6D02

## Tourism Business

**No of Credits: 2**

**No. of Contact Hours: 36**

### **Course Outline**

#### **UNIT I        15 hrs**

Tourism as an Industry - Nature of tourism – linkages - Scope – contribution of tourism – seasonality – employment - tourist traffic in India – foreign tourist arrivals, domestic tourist trends.

#### **UNIT II        20 hrs**

Stake holders in tourism: Role of Travel Agents - Tour Operators - Tourism Suppliers: accommodation, transportation – Ancillary services - Information Centres – Organizations: WTO, IATA, NTO, STO, ITDC, KTDC, DTPC.

#### **UNIT III       20 hrs**

Travel agency / tour operation: role – types - functions – departments – setting up - tour packages - marketing of tour packages– common terms used in travel business - TAAI. Travel Documents – types of Passport – Visa and types – Health certificates – Travel insurance.

#### **UNIT IV       15 hrs**

Transportation: Airlines – types. Airport – layout – departure and arrival formalities – civil aviation India. Indian Railways: Types of trains – Class of journey – tourist trains – Railway timetables – ticket Reservation – road transportation – Cruises and Houseboats.

#### **UNIT V        20 hrs**

Major Destinations in India: Golden Triangle – Chandigarh - Shimla – Manali – Bangalore – Mysore – Ooty - Goa - Hyderabad – Puri – Konark – Buddhist Circuit – Kochi – Munnar – Thekkadi – Kumarakom – Alappuzha - Trivandrum – Kovalam – Mahabalipuram.

### **Reference**

1. *Pran Seth: Successful tourism Management (Vol. 1 & 2)*
2. *A.K Bhatia: International Tourism*
3. A.K Bhatia: *Tourism Management & Marketing.*
4. Christopher.J. Hollway; Longman ; *The Business of Tourism*
5. Cooper, Fletcher et al, (1993), *Tourism Principles and Practices*, Pitman.
6. Jacob, Robinet: *Indian Tourism Products*, Abhijeet Pub, New Delhi.
7. Lonely Planet books on India
8. Manoj Dixit & Charu Sheela – *Tourism Products*
9. *Rough Guide to India*
10. IC Gupta – *Tourism Products of India*
11. [www.incredibleindia.org](http://www.incredibleindia.org)
12. [www.keralatourism.org](http://www.keralatourism.org)

Complimentary Course TTM1C01  
**HISTORICAL PERSPECTIVES OF TOURISM**

**Unit-1**                      **20 hrs**

Tourism Phenomenon: A Historical Perspective

Introduction, Definition, Origin of Tourism, Historical evolution and development, industrial Revolution and development of travel, Merchant travelers, Early travelers to India and travelogues – Greek, Chinese, Arab and Europeans.

**Unit-2**                      **20 hrs**

Growth and Development of modern tourism, Characteristics of modern tourism, Basic components of tourism, Transport, Accommodations, Attraction, Food and Relationships of tourism with culture, politics, social progress and economic development. Types of Accommodation

**Unit-3**                      **20 hrs**

Motivation for travel, Basic Travel motivators, Sociology of tourism, Social significance of tourism, factors influencing the growth of tourism, role of state in promoting tourism, Types of tourism: Domestic tourism, International tourism, Social Tourism, Forms of tourism, Rest and relaxation tourism, cultural tourism, sports tourism, business tourism, political tourism, Health tourism.

**Unit-4**                      **15 hrs**

Socio-Economic importance of tourism in India. Contribution to foreign Exchange, Tourism receipts and balance of payments, Employment generation, new market for certain goods. Social aspects: Educational aspects of tourism, tourism and international understanding.

**Unit- 5**                      **15 hrs**

Impacts of tourism

Economic, social, cultural and environmental impacts, Cultural impacts of international tourism in third world countries, change in the value system.

**Books for study:**

Tourism in India, Vivek Abhivand publishers, JN

Tourism today: volume 1, 2 and 3, Ratandeep Singh, 1993, Kanishka publishers

The splendor that is India: KP Sha

AL Basham - Wonder that was India

RA Rizvi – Wonder that was India – Vol 2

This beautiful India: Kerala, Karnataka, Tamilnadu and Andhra: TTDC publication

Tourist Handbook of Kerala, KTDC Publication

Lonely planet: India

Lonely planet: South India

Tourism and cultural heritage of India

Tourism in India, Vinay Sharma

Tourism development, AK Bhatia

International Tourism, AK Bhatia

Cultural heritage of Kerala, A Sreedharamenon,

Complimentary Course TTM1C02  
**TOURISM POTENTIAL OF INDIA**

**Unit-1**                      **15 hrs**

Geography and tourism

Geographical features of India: Biodiversity, landscape, Environment, Ecology, seasonality and destinations – India: Land of all seasons.

**Unit-2**                      **15 hrs**

Tourism potential of India in General.

Antiquity, historical monuments, museums, hill stations, wildlife sanctuaries, beach and island resorts, festivals, crafts, folk arts, ethnic tourism, Business Tourism, Health Tourism

**Unit-3**                      **30 hrs**

Tourism potential of Kerala

Geographical settings, western ghats, Arabian sea, rivers, backwaters, social life and communal harmony, Religious centers: Hindu, Christian, Muslim, Jewish pilgrim centers, Fairs and festivals: Onam, Thrissur Pooram, Boat races, elephant festival, in Malayattoor. Performing Arts: Koothu, Koodiyattam, kathakali, Thullal, Theyyam, Mohiniyattom, Chavittunatakam, Oppana, Kolkali. Forts and Palaces: Bekal fort, Kannur Fort, Palakkad Fort, Padmanabhapuram palace, Hillpalace (Thrippoonithura) etc. Lakshadweep: Land people, Culture,                      Historical sites and monuments: Edakkal caves, Crangannore, Kappad etc, other attractions: Ayurveda, Kalarippayatt.

**Unit-4**                      **20 hrs**

Hill Stations: Ponmudi, Peermade, thekkadi, munnar, Devikolam, Nelliampathi, Wayanad.

Beaches: Kiovalam, Varkala, Cherai, Kappad, Muzhuppilangad, Bekal. Sanctuaries:

Parambikulam, wayanad, Silentvalley, Thekkadi, Eravikulam, Thattekkad, Kumarakam.

**Unit-5**                      **10 hrs**

Tourism and cultural heritage: Use of history in tourism, legends, myths, stories, monuments and museums, ancient, medieval and modern period, living culture and performing arts, contemporary cultural life, handicrafts, textiles, leather, metal, dance, music, theater.

**Books for study:**

Tourism in India, Vivek Abhivand publishers, JN

Tourism today: volume 1, 2 and 3, Ratandeeep Singh, 1993, Kanishka publishers

The splendor that is India: KP Sha

AL Basham - Wonder that was India

RA Rizvi – Wonder that was India – Vol 2

This beautiful India: Kerala, Karnataka, Tamilnadu and Andhra: TTDC publication

Tourist Handbook of Kerala, KTDC Publication

Lonely planet: India

Lonely planet: South India

Tourism and cultural heritage of India

Tourism in India, Vinay Sharma

Tourism development, AK Bhatia

International Tourism, AK Bhatia

Cultural heritage of Kerala, A Sreedharamenon,

**Map study of tourism centers in India to be included.**

Map study: Cenrtes of importance

Historical monuments

Major pilgrim centers of India

Major hill stations of India

Major tourist circuits of India

SECOND SEMESTER B.A. Travel and Tourism Management (BATTM)  
DEGREE EXAMINATION

(2009-10 Admission CBCSS)

**TTM2B01 METHODOLOGY OF TOURISM STUDIES**

Time 3 Hours (Graded A, B, C, D & E)

**SECTION - A**

- I. Write short notes in 1 – 2 sentences on *any four* of the following:  
(Weightage – 1)
1. Condominiums
  2. Excursionist
  3. Ecotourism
  4. National Tourism
  5. Inbound Tourism
- II. Write short notes in 1 – 2 sentences on *any four* of the following:  
(Weightage – 1)
1. UNWTO
  2. ICPB
  3. Domestic Tourism
  4. Ayurveda Tourism
  5. Grand Tour
- III. Write short notes in 1 – 2 sentences on *any four* of the following:  
(Weightage – 1)
1. FHRAI
  2. IATO
  3. Mass Tourism
  4. Same day visitor
  5. Charter flight
- IV. Write short notes in 1 – 2 sentences on *any four* of the following:  
(Weightage – 1)
1. Internal tourism
  2. IATA
  3. Health Tourism
  4. PATA
  5. Picnic

**SECTION – B**

- V. Answer any five questions in about a page. Each question has a weightage of 2.
1. Discuss the importance of communication for Tourism professionals.
  2. Write a short note on PATA
  3. Briefly discuss the new trends of accommodation.
  4. Make brief note Health tourism in Kerala.
  5. Make a brief note about Mass Tourism.
  6. Write a note on Grand Tour.
  7. Explain the role of Travel agents in Tourism Industry

**SECTION - C**

- VI. Answer any 2 essays in about 4 pages. Each question has a weightage of 4.

1. Explain the various types of Tourist Accommodation. Add a note on the supplementary accommodation facilities available in Kerala.
2. Write an Essay on the history of tourism development.
3. Define tourism. Explain its Components, Elements and Classification.