

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 AGENCIES/TOUR OPERATORS/AIRPORTS AND HOTEL/RESORT 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 third or fourth semester. The duration of the study tour shall be between 7 to 15 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 5th semester.

The students should submit a report of about 30 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 are to be submitted as part of the core course 'Report evaluation & Viva Voce (06B16TTM)' and shall have a credit of 2 (1 for report evaluation and 1 for viva voce), which will be evaluated externally at the end of the 6th semester along with the Core Course 'Dissertation' (06B15TTM).

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 40 to 60 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 core papers - Dissertation (06B15TTM) and Report evaluation & Viva Voce (06B16TTM).

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.

**COURSE STRUCTURE FOR
B.A. TRAVEL AND TOURISM MANAGEMENT(BA TTM) PROGRAMME**

Working days / semester	90
Credit for Common Courses	38
Credit for Core Courses	62
Credit for Complementary Courses	16
Credit for Open Courses	04
Total Credits for the Programme	120

TABLE FOR COMMON COURSES

No	Semester	Course Code	Title of the Course	Contact Hrs/week	Credits
1	I	1A01 ENG	Common Course I English	5	4
2	I	1A02 ENG	Common Course II English	4	3
3	I	1A07___	Common Course I Additional Language	4	4
4	II	2A03 ENG	Common Course III English	5	4
5	II	2A04 ENG	Common Course IV English	4	3
6	II	2A08___	Common Course II Additional Language	4	4
7	III	3A05 ENG	Common Course V English	5	4
8	III	3A09___	Common Course III Additional Language	5	4
9	IV	4A06 ENG	Common Course VI English	5	4
10	IV	4A10___	Common Course IV Additional Language	5	4

TABLE FOR CORE COURSES

No	Semester	Course Code	Title of the Course	Contact Hrs/week	Credits
1	I	1B01 COM/ BBA /BBA-T/ TTM*	Perspectives and Methodology of Business Studies	6	4
2	II	2B02 TTM	Perspectives and Methodology of Tourism Studies	6	4
3	III	3B03 TTM	Tourism Principles and Practice	5	4
4	III	3B04 TTM	International Tourism	4	4
5	IV	4B05 TTM	Travel Agency Management & Tour operation	5	4
6	IV	4B06 TTM	Airfares and Ticketing	4	4
7	V	5B07 TTM	Hospitality Management	6	4
8	V	5B08 TTM	Principles of Tourism Management	5	4
9	V	5B09 TTM	Tourism Informatics	5	4
10	V	5B10 TTM	Tourism Products of India	6	4
11	VI	6B11 TTM	Tourism Marketing	5	4
12	VI	6B12 TTM	Transportation Management	6	4
13	VI	6B13 TTM	Tourism and Environmental Studies	5	4
14	VI	6B14 TTM	Tourism in Kerala	5	4
15	V & VI*	06B15 TTM	Dissertation	1& 2*	4
16	VI	06B16 TTM	Report Evaluation and Viva Voce	0	2

* 'Stream methodology course' common to B.Com, BBA, BBATM and BA TTM

* 06B15 TTM 'Dissertation' is spread in fifth and sixth semesters. Unit 1 of the course work has to be dealt in the 5th semester (18 hrs) while the rest of the course work and guidance has to be dealt in the 6th semester (36 hrs).

TABLE FOR COMPLEMENTARY COURSES

No	Semester	Course Code	Title of the Course	Contact Hrs/week	Credits
1	I	01C01 TTM	Historical Perspectives of Tourism	6	4
2	II	02C02 TTM	Tourism potential of India	6	4

TABLE FOR OPEN COURSES

No	Semester	Course Code	Title of the Course	Contact Hrs/week	Credits
1	I	05D01 TTM	Fundamentals of Tourism	2	2
2	I	06D02 TTM	Tourism Business	2	2

KANNUR UNIVERSITY

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

**SEMESTERWISE 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	
I SEMESTER								
1	Common	1A01 ENG	Common Course I English	4	5			
2	Common	1A02 ENG	Common Course II English	3	4			
3	Common	1A07___	Common Course I Additional Language	4	4			
4	Complementary		GEOGRAPHY	4	6			
5	Core	1B01 COM/ BBA /BBA-T/ TTM	Perspectives and Methodology of Business Studies	4	6	External	3	3 Hr
						Internal	1	
II SEMESTER								
6	Common	2A03 ENG	Common Course III English	4	5			
7	Common	2A04 ENG	Common Course IV English	3	4			
8	Common	2A08___	Common Course II Additional Language	4	4			
9	Complementary		GEOGRAPHY	4	6			
10	Core	2B02 TTM	Perspectives and Methodology of Tourism Studies	4	6	External	3	3 Hr
						Internal	1	
III SEMESTER								
11	Common	3A05 ENG	Common Course V English	4	5			
12	Common	3A09___	Common Course III Additional Language	4	5			
13	Complementary		History/Computer Application	4	6			
14	Core	3B03 TTM	Tourism Principles and Practice	4	5	External	3	3 Hr
						Internal	1	
15	Core	3B04 TTM	International Tourism	4	4	External	3	3 Hr
						Internal	1	
IV SEMESTER								
16	Common	4A06 ENG	Common Course VI English	4	5			
17	Common	4A10___	Common Course IV Additional Language	4	5			
18	Complementary		History/Computer Application	4	6			
19	Core	4B05 TTM	Travel Agency Management & Tour operation	4	5	External	3	3 Hr
						Internal	1	
20	Core	4B06 TTM	Airfares and Ticketing	4	4	External	3	3 Hr
						Internal	1	

V SEMESTER								
21	Core	5B07 TTM	Hospitality Management	4	6	External	3	3 Hr
						Internal	1	
22	Core	5B08 TTM	Principles of Tourism Management	4	5	External	3	3 Hr
						Internal	1	
23	Core	5B09 TTM	Tourism Informatics	4	5	External	3	3 Hr
						Internal	1	
24	Core	5B10 TTM	Tourism Products of India	4	6	External	3	3 Hr
						Internal	1	
25	Open	5D01 TTM	Fundamentals of Tourism	2	2	External	3	3 Hr
						Internal	1	
26	Core	06B15 TTM	Dissertation	0	1			NA
VI SEMESTER								
27	Core	6B11 TTM	Tourism Marketing	4	5	External	3	3 Hr
						Internal	1	
28	Core	6B12 TTM	Transportation Management	4	6	External	3	3 Hr
						Internal	1	
29	Core	6B13 TTM	Tourism and Environmental Studies	4	5	External	3	3 Hr
						Internal	1	
30	Core	6B14 TTM	Tourism in Kerala	4	5	External	3	3 Hr
						Internal	1	
31	Core	06B15 TTM	Dissertation	4	2	External	4	NA
32	Core	06B16 TTM	Report Evaluation and Viva Voce	2	0	External	1+1	NA
33	Open	6D02 TTM	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
TOTAL	120 Credits

Core Course 1B01 COM/BBA/BBA-T/TTM
PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES

No. of Credits – 4

No. of Contact hours – 108

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.

[20 Hours]

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.

[15 Hours]

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.

[20 Hours]

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.

[15 Hours]

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- filed 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.

[20 Hours]

References:

Keith Davis & 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 2B02 TTM
PERSPECTIVES AND METHODOLOGY OF TOURISM STUDIES

No of Credits: 4

No. of Contact Hours: 108

Aim of the course

The course aims at introducing the student to the world of travel and tourism in general and the general methodology of learning the discipline.

Objectives of the course

1. To understand tourism and its evolution
2. To understand characteristics and components of tourism industry
3. To enable the student to get a clear vision about their prospects in the industry.

Course Outline

Unit-1 28 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 20 hrs

Definition of Travel, Traveler, 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 20 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: 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.

Core Course 3B03 TTM
TOURISM PRINCIPLES & PRACTICE

No of Credits: 4

No. of Contact Hours: 90

Aim of the course

The course aims at introducing the student to the theoretical framework of travel and tourism.

Objectives of the course

1. To develop a professional approach to Travel and Tourism.
2. To understand the impacts of tourism

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. Percy K Singh: fifty Years of Indian Tourism (Kanishka Pub)
10. Sipra Mukhopadhyay: Tourism Economics (Ane Books India)
11. S. Babu, S. Mishra, BB Parida: Tourism Development Revisited (Response - SAGE)
12. www.unwto.org

Core Course 3B04 TTM
INTERNATIONAL TOURISM

No of Credits: 4

No. of Contact Hours: 72

Aim of the course

The course aims at introducing the student about the major tourist destinations in the world.

Objectives of the course

1. To comprehend the concepts of time zones and airline/City/currency codes.
2. To study the major tourist destinations of the world

Course Outline

Unit I 15 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 10 hrs

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

Unit III 15 hrs

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

Unit IV 12 hrs

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

Unit V 20 hrs

Tourism in Asia-Pacific Region –. Brief overview of Tourism in Nepal, Maldives, Malaysia, Singapore, Thailand, Indonesia, 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 & Future prospects, 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 4B05 TTM
TRAVEL AGENCY MANAGEMENT & TOUR OPERATION

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

Aim of the course

The course aims at introducing the student about the business aspects of tourism industry.

Objectives of the course

1. To study the roles of travel agents and tour operators.
2. To learn the practical aspects of travel agency and tour operation business

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 - 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 (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

Core Course 4B06 TTM
AIRFARES & TICKETING

No of Credits: 4

No. of Contact Hours: 72

Aim of the course

The course aims at equipping the students with the skills required for issuing airline tickets.

Objectives of the course

1. To study the development of civil aviation in India.
2. To understand components and terminologies related to aviation industry
3. To study the Air fare calculation procedures.

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 12 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 15 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 25 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)
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 – III – Air Transport

Module – II – Travel Geography
Module – IV – Air Fares & Ticketing

Core Course 5B07 TTM Hospitality Management

No of Credits: 4

No. of Contact Hours: 108

Aim of the course

The course aims at introducing the student to the world of Hospitality industry in general and to develop the hospitality culture among the students.

Objectives of the course

1. To understand the link between hospitality and tourism
2. To assimilate hospitality culture
3. To learn about the basic hotel operations

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 – 5B08 TTM
PRINCIPLES OF TOURISM MANAGEMENT

No of Credits: 4

No. of Contact Hours: 90

Aim of the course

The course aims at familiarizing the Principles of Business management and its applications in tourism industry.

Objectives of the course

1. To understand management in general
2. To learn the application of management principles with special reference to tourism.

Course Outline

UNIT – I 15 hrs

Tourism Management: Definitions of management Social responsibilities of manager - Management functions (POSDCORB) - principles of management (Henry Fayol and F.W. Taylor). – Importance of management in tourism – Qualities of managers.

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 - delegation - Centralization and decentralization

UNIT – IV 15 hrs

Human resource management & HRD – definitions, need of HRM in tourism industry – manpower planning – staffing – recruitment sources and process – selection methods – placement - training – need for training in tourism/Hospitality industry - 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, London.
12. KK Kamra: Managing Tourism Destination - Development, Planning Marketing & Policies, Kanishka Publishers.

Core Course 5B09 TTM
TOURISM INFORMATICS

No. of Credits - 4

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

Aim of the course

The course aims at introducing the student to the fast developing world of IT and IT enabled services (ITES) with special reference to tourism.

Objectives of the course

1. To understand the applications of IT
2. To study the use of IT in Travel & Tourism

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, present trends, Internet as a tool for tourism promotion.

Module V (Practical) 30 hrs

Case Study of the website 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
2. www.openoffice.org
3. www.microsoft.com/office
4. www.lgta.org
5. www.learnthenet.com
6. www.keralatourism.org
7. www.mundus.com

Core Course 5B10 TTM
TOURISM PRODUCTS OF INDIA

No of Credits: 4

No. of Contact Hours: 108

Aim of the course

The course aims at introducing the student to the tourism potential of 'incredible India'.

Objectives of the course

1. To study the tourism attractions and potential of India.

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

TOURISM AND ENVIRONMENTAL STUDIES

No of Credits: 4

No. of Contact Hours: 90

Aim of the course

The course aims at sensitizing the environmental aspects of tourism

Objectives of the course

1. To understand the basics of environment
2. To study the environmental impacts of tourism
3. To study the environment conservation role of tourism

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 - 6B14 TTM

TOURISM IN KERALA

No of Credits: 4

No. of Contact Hours: 90

Aim of the course

The course aims at familiarizing the students about god's own country through the eyes of a tour operator.

Objectives of the course

1. To study the historical aspects of travel and potential of tourism in Kerala
2. To study about the important tourist destinations in Kerala

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.

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, Varkala, Kollam, Thenmala, Alappuzha, Kochi, Kumarakom, Kottayam, Thekkadi, Munnar, Athirappalli, Thrissur, Peechi, Malampuzha, Nellyampathi, 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 –Promotion of Kerala tourism – Travel Mart, Boat show, Publicity Materials - Regulation of Tourism in Kerala – sustainable tourism initiatives - Various Schemes by the Dept of Tourism.– Major star Hotels in kerala.

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

Core course - 06B15 TTM DISSERTATION

No of Credits: 4

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

(Fifth Semester = 18 hrs, 6th Semester = 36 Hrs)

Aim of the course

The course aims at introducing the students to scientific and professional approach of research in tourism and to motivate the students to undertake higher studies and research.

Objectives of the course

1. To get an awareness about the scope of research in tourism.

Instruction

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 a mini research on any topic related to the programme or a detailed analysis of any tourist destination. The students shall get the synopsis approved by their supervising teacher and HOD in the fifth semester itself. The coursework part of the Dissertation does not have examination.

Coursework

UNIT 1 (5th Semester) 18 hrs

Introduction to Research: Definitions, Types of research, How to prepare a research synopsis.

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 (6th Semester) 10 hrs

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

Unit 3 (Practical) (6th Semester) 10 hrs

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

Unit 4 Dissertation Guidance: 16 hours

References

1. Alice Mani, Business Statistics, Sapna Book House (2007)
2. R S Bhardwaj, Business Statistics, Excel books N Delhi (2008)
3. Reisner, Teach Yourself Ms Excel 2000 In 24 Hours, Techmedia 2007
4. Saxena, Ms Office Xp For Everyone, Vikas Pub, 2007
5. Sekaran U, Research Methods For Business, Wiley, 2006
6. S N Murthy, U Bhojanna, Business Research Methods, Excel books N Delhi (2008)

Open course - 5D01 TTM

FUNDAMENTALS OF TOURISM

No of Credits: 2

No. of Contact Hours: 36

Aim of the course

The course aims at introducing the students about travel and tourism

Objectives of the course

1. To develop basic awareness about tourism

Course Outline

Unit-1 8 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 6 hrs

Components of Tourism – 3As of tourism - Attraction, Accessibility, Accommodation. Elements of tourism – Basic travel motivators - Spenders and Earners in tourism.

Unit – 3 10 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 7 hrs

Accommodation – Catering: Brief history of accommodation, Types of accommodation: Primary-Secondary.

Unit – 5 5 hrs

Accessibility: Modes of tourist transportation. **Attractions:** Manmade & Natural 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 - 6D02 TTM

Tourism Business

No of Credits: 2

No. of Contact Hours: 36

Aim of the course

The course aims at developing awareness about the business of Travel & Tourism

Objectives of the course

1. To study about the various service providers and organizations in tourism.
2. To know about the important tourist destinations in India.

Course Outline

UNIT I 5 hrs

Tourism as an Industry - Nature of tourism industry – linkages - contribution of tourism to economy.

UNIT II 8 hrs

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

UNIT III 5 hrs

Travel agency / tour operation: role – types - functions – departments – tour packages - Travel Documents – types of Passport and Visa.

UNIT IV 8 hrs

Transportation: Airlines – types, Class of journey. Indian Railways: Types of trains – Class of journey – tourist trains – road transportation – Cruises and Houseboats.

Accommodation: Star Classification of hotels, Introduction to functional departments in a hotel.

UNIT V 10 hrs

Major Destinations in India: Golden Triangle – Shimla – Bangalore – Mysore – Ooty - Goa - Hyderabad – Kochi – Munnar – Thekkadi – Alappuzha - Trivandrum – Kovalam.

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
12. www.keralatourism.org

* _ C01 TTM
HISTORICAL PERSPECTIVES OF TOURISM
(For BA History Main)

Contact Hours 108

Credit –4

MODULE – I Travel & Tourism: A Historical perspective 35 hrs

Origin of Tourism --Travel through the Ages- Period of civilization – Babylon – Egypt - Greek – Roman – Dark age of tourism - Silk route – Pleasure travel – Religion as a motivator – Early Travelers to India and Travelogues – Greek, Chinese, Arab and European – Merchant Travelers – Fall of Constantinople – Geographical discoveries – Industrial Revolution and development of Travel – Trade Routes – Paid Holidays Act - post world war period – Formation of IATA – Warsaw convention – Chicago Convention – Rome Convention - Rapid growth of Tourism.

MODULE – II Modern Tourism 35 hrs

Introduction – Definition – Scope – Nature and characteristics of Tourism. Different types of Tourism: Domestic Tourism – International Tourism – Social Tourism. Forms of Tourism: Leisure tourism – Cruise tourism - Cultural Tourism – Ethnic tourism – Farm tourism – Rural tourism - Sporting Tourism – Health Tourism – business Tourism - Space Tourism – Eco-Tourism – Responsible tourism - Pilgrim Tourism – Adventure Tourism.

MODULE – III Motivation for Travel 15 hrs

Basic travel motivators - Factors influencing the growth of Tourism – Pleasing weather – Scenic attractions – Historical and cultural factors – Accessibility, Accommodation – Sun lust and Wanderlust.

MODULE – IV Impact of Tourism 23 hrs

Economic – Social – Cultural - Educational and Environmental impacts – Cultural impacts of Tourism – Impacts on third world countries: Change in the value system – Tourism and conservation of monuments, Role of ASI.

Essential Readings.

10. Pran Seth: Successful tourism Management (Vol. 1 & 2)
11. A.K Bhatia: International Tourism
12. A.K Bhatia: Tourism Management & Marketing.
13. Ratandeep Singh :Tourism Today ,Vol 1,11,111 [1994,Kanish Publishers,New Delhi]
14. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
15. P.N. Seth: Successful Tourism Development Vol.1 and 2, Sterling Publishers
16. Page, S: Tourism Management: Routledge, London

QUESTION PATTERN

Duration 3 hours

Total Weightage 25

- | | |
|---|------------------|
| I. Objective type (A bunch of four questions) | Weightage 1 |
| II. Match the following (A bunch of four questions) | Weightage 1 |
| III. Short questions Answer any seven out of Nine | Weightage 1x7 =7 |
| IV. Short essay Answer any six out of eight questions | Weightage2x6 =12 |
| V. Essay type Answer any one out of two questions | Weightage4x1 =4 |

MODEL QUESTION

* Semester number in which the course is offered; to be decided by the Board Studies of History

MODEL QUESTION PAPER
— C01 TTM (For BA History main)

HISTORICAL PERSPECTIVES OF TOURISM

Time 3 Hrs

Weightage = 25

Total

Instructions

Answers may be written either in English or in Malayalam

I 1. Objective Questions

Weightage -1

(a) Who was the first space tourist?

i) Hunzinker, (ii) Dennis Tille (iii) Nuniz (iv) Herman.

(b) The Tourist who travels from the country of their origin to a foreign country is called as

.....

i) Domestic (ii) Inbound (iii) Out bound (iv) World

(c) The year which the Constantinople declined

i) 1453 (ii) 1448 (iii) 1559 (iv) 1947

(d) The principal character in Tourist activity

i) Locale (ii) Transport (iii) Tourist (iv) Food

II 2. Match 'A' with 'B' and 'C'

Weightage -1

A	B	C
i) Huen-tssang	Roman	Indika
ii) Megasthenis	Andhra Pradesh	Pilgrim centre
iii) Spas	Chinese	Harsha's Time
iv) Thirupathi	Greek	Pleasure travel

III Short Notes on any seven of the following in about 100 words each

Weightage 1

3 Grand Tour

4 Travelogues

5 Sun lust

6 Silk routes

7 Medical Tourism

8 P A T A

9 Tourist Guide

10 Outbound Tourism

11 Mass Tourism

IV) Write any Six of the following in about 200 words each

Weightage 2

12 Write a note on the different modes of tourist transportation.

13 Discuss the Native and characteristics of Modern Tourism.

14 "Seasonality and Tourism move hand by hand". Comment.

15 How far can Tourism be utilized for International understanding?

16 Write a short essay on the role of ASI in promoting tourism.

17 Explain the basic travel motivators.

18 What are the basic components of Tourism?

19 Define tourism. Explain the concept of international tourism

Weightage

2x6 =12

V Write any one of the following in about 600 words

Weightage 4

20) Examine the Historical evolution and development of Modern Tourism

21) Discuss the development of tourism after industrial revolution.

QUESTION PAPER PATTERN

Duration 3 hours

Total Weightage 25

I. Objective type (A bunch of four questions)

Weightage 1

II. Match the following (A bunch of four questions)

Weightage 1

III. Map Question

Weightage 2

IV. Short questions Answer any seven out of Nine

Weightage $1 \times 7 = 7$

V. Short essay Answer any Five out of eight questions

Weightage $2 \times 5 = 10$

VI. Essay type Answer any one out of two questions

Weightage $4 \times 1 = 4$

MODEL QUESTION PAPER
— C02 TTM (For BA History main)

TOURISM POTENTIAL OF INDIA

Time 3 hrs
Weightage 25

Total

Instructions

Answers may be written either in English or in Malayalam

I. 1. Objective Questions

Weightage 1

- (a) A great art form of Karnataka
(i) Mohiniyattam (ii) Kathakali (iii) Koothu (iv) Yakshagana.
- (b) A major tourist centre in Maharashtra
(i) Nainital (ii) Ajantha (iii) Kathkodam (iv) Haridwar
- (c) A hill station in Kerala
(i) Calicut (ii) Ponmudi (iii) Aralam (iv) Kollam
- (d) An example for Indian style of painting:
(i) Madhubani (ii) Bihu (iii) Chitradurga (iv) Chettinad

II. 2. Match A with B and C

Weightage 1

A	B	C
a. Guruvayur	Uttaranchal	Historical Movement
b. Mahabalipuram	Waynad	Wild life sanctuary
c. Nainital	Tamilnadu	Kerala
d. Muthanga	Thrissur	Hill station

III. 3 Map Question

Weightage 2

Mark the Major hill stations and Beaches of Kerala in the outline map provided.

IV. Short Notes on any seven of the following in about 100 words each

Weightage 1

- each**
4. Cultural Tourism
 5. Mahabalipuram
 6. Edakkal Caves
 7. Bekal Fort
 8. Terracotta
 9. Ethenic Tourism
 10. Khajuraho
 11. Social tourism
 12. Backwaters

IV. Write any five of the following in about 200 words

Weightage 2 each

13. Assess the role of geography in promoting and determining the tourist potential of a nation.
14. Examine the role of fairs and festivals and performing arts in promoting tourism in Kerala.
15. Estimate the Tourist potential Kannur.
16. How far the foreign exchange of the host nation benefited by Tourism.
17. Explain the impact of tourism on historic monuments.
18. Write a note on music festivals in India.
19. Write a note on the tourist attractions of Agra.

VI Write any one of the following in about 600 words

Weightage 4

20. Examine the socio-economic importance of Tourism in India.
21. Examine the role of geography and History in Making India one of the 'Tourist Paradise in the world'.