

# **BA- TOURISM MANAGEMENT**

## **FIRST YEAR**

<b>Sl. No.</b>	<b>Papers</b>	<b>Max. Marks</b>	<b>Exam Hrs.</b>
<b>1.</b>	<b>HINDI- I</b>	<b>100</b>	<b>3</b>
<b>2.</b>	<b>English</b>	<b>100</b>	<b>3</b>
<b>3.</b>	<b>History Of Tourism</b>	<b>100</b>	<b>3</b>
<b>4.</b>	<b>History Of Indian Art And Architecture</b>	<b>100</b>	<b>3</b>
<b>5.</b>	<b>Spoken English</b>	<b>100</b>	<b>3</b>

## **SECOND YEAR**

<b>Sl. No.</b>	<b>Papers</b>	<b>Max. Marks</b>	<b>Exam Hrs.</b>
<b>1.</b>	<b>HINDI- II</b>	<b>100</b>	<b>3</b>
<b>2.</b>	<b>English</b>	<b>100</b>	<b>3</b>
<b>3.</b>	<b>Tourism management</b>	<b>100</b>	<b>3</b>
<b>4.</b>	<b>Tourism : promotion, publicity, and Marketing</b>	<b>100</b>	<b>3</b>
<b>5.</b>	<b>Hotel Law</b>	<b>100</b>	<b>3</b>

## **THIRD YEAR**

<b>Sl. No.</b>	<b>Papers</b>	<b>Max. Marks</b>	<b>Exam Hrs.</b>
<b>1.</b>	<b>Principles Of Management</b>	<b>100</b>	<b>3</b>
<b>2.</b>	<b>Travel Management</b>	<b>100</b>	<b>3</b>
<b>3.</b>	<b>Economics and Tourism</b>	<b>100</b>	<b>3</b>
<b>4.</b>	<b>Principles Of Advertising</b>	<b>100</b>	<b>3</b>
<b>5.</b>	<b>Indian Cultural heritage</b>	<b>100</b>	<b>3</b>

**PAPER – 1 {HINDI}**  
**PROSE, DRAMA & FICTION**

Detailed Text :

1. Prose : Gadaya – Vividha  
Edited by Parmanand Gupta, Rajpal & Sons, Delhi – 110 006.
2. Drama : Aashad ka Ek Din by Mohan Rakesh  
Edited by Srimathi Anitha Aulak, Rajpal & Sons, Delhi – 110 006.

Non – Detailed Text :

1. Fiction : Ajnabi by Dr. Navaneet Kumar  
Published by Sahitya Seva Santhan, Muradabad (U.P.)

**PAPER – 2**  
**ENGLISH PAPER – I**

**Detailed Text**

**PROSE**

1. In Prison – Jawaharlal Nehru
2. What is Science? – George Orwell
3. On Marriages – Nirad Chaudari
4. The Luncheon – N. Somerset Maugham
5. The Mourners – V. S. Naipaul
6. The Plane Crash – Juliane Koepcke
7. Better Late – R.K. Narayan

**POETRY**

1. Polonius' Advice to his Son – William Shakespeare

2. Every Town a Home Town - Kaniyan Purkunran
3. The Village Schoolmaster – Oliver Goldsmith
4. The Solitary Reaper – William Wordsworth
5. On his Blindness – John Milton
6. The Tyger – William Blake

### **Non-Detailed**

**Text :** THE GIFTS AND OTHER STORIES abridged and simplified by Anthony Toyne – Oxford University Press, 1997.

The following stories

1. The Gifts – O. Henry
2. The Two Friends – Guy de Maupassant
3. The Bear Hunt – Leo Tolstoy
4. The Goblins and the Grave Digger – Charles Dickens
5. The Nightingale and the Rose – Oscar Wilde

### **GRAMMER**

1. Articles and Prepositions
2. Infinitives and Gerunds
3. Five basic sentence patterns (SV SVC, SVO, SVOO, SVOC(A))
4. Arranging the component parts so as to form a sentence
5. Language work at the end of all lessons
6. Language work at the end of all lessons
7. Question Tag, Active and Passive Voice
8. Degrees of Comparison

### **COMPOSITION**

1. Letter Writing (Formal and Informal)
2. Developing the hints
3. Comprehension
4. Writing Telegram

5. Completion of a passage
6. Precis Writing

**Paper 3**  
**HISTORY OF TOURISM**

**UNIT I:**

Introduction to tourism – Indian Tourism an overview – Objectives – The concept of Tourism – Meaning of Tourism – Concept of Travelers and Tourists – Factors influencing the growth of Tourism.

**UNIT II:**

Types of Tourism – Basic components of Tourism – Socio Economic importance of Tourism.

**UNIT III:**

Measurement of Tourism – Importance of Tourist statistics – Categories of Tourist statistics – Methods of measurement.

**UNIT IV:**

Development of Tourism in India – Development of Tourism on the eve of independence India – Expansion of Tourist Traffic Branch – Functions of the ministry of Tourism and civil aviation – Division and activities of the department of Tourism - Growth of Tourism since Independence – Tourism and the five year plans.

**UNIT V:**

Tourism planning – Nature and scope – Importance of planning – Steps in Tourism planning – Coordination – Planning process – Action plan for Tourism – Concept of management in Tourism.

**Reference Books:**

1. P.N. Seth – Tourism Management.
2. Akshay Kumar – Tourism Management.
3. Impact of Tourism on Economy – Write up by Department of Tourism, Govt. Of India (I.I.T.T.M Sector).
4. A.K. Bhatia – Tourism Development.

## **Paper 4**

### **HISTORY OF INDIAN ART AND ARCHITECTURE**

#### **UNIT I**

Bases of Indian culture continental character-Heterogeneous population – Social Life-Spirit of Toleration-Cultural Unity.

#### **UNIT II**

Indus Valley Age-origin-extent-Socio-Religious Life-Dress-Ornament-Art and Architecture

#### **UNIT III**

Delhi sultanate and mughals Composition of society-Social Classes-Ruling Class-Position of Hindus and Muslim's-Islamic Art and Architecture.

#### **UNIT IV**

Manuryas,Guptas and Rajputs Socio condition-Customs and manners-Social Classes – Status of Women education –Art and Architecture-Guptas:Social Life –Divisions-Family-Development of Art and Cultural achievement –Rajputs:Orgin-Social and cultural Life.

#### **UNIT V**

Impact of the west Christianity –Urbanization-Western Education –Social Reforms – Transport and Communication.

## **Reference Books**

Dubreuil.j –Ancient History of Decca

Bhandarkar.R.G.-Early History of the Deccan

R.C.Majumdar- The Delhi sultanate

Tarachand-Influence of islam on Indian culture

Vidyarthi.M.L-Cultural History of India

B.N.Luniya-Evolution of Indian Culture

Smith.V.A.-Oxford History of India

George Michel-Architecture and Art of South India

## **Paper 5**

### **SPOKEN ENGLISH**

#### **UNIT 1 Grammar for Spoken English:**

Types of sentences, Making Sentences, Transformation of sentences – Asking questions-confirmation type (yes or no), Information type (Why question), Making exclamations, Expression wishes, etc. Expressing commands, requests etc. Conditional sentences – Short responses and tag questions.

#### **UNIT 2 Grammar for Spoken English:**

The uses of the tenses, passive forms – The uses of the modal auxiliaries – The uses of ‘-ing’ forms – Nouns – Singular, plural, possessive forms, count, non-count – One word Institutes – Adjective-place, function comparison - Adverbs, forms, function, place – The correct use of prepositions – Confused words.

#### **UNIT 3 Functions:**

Socializing, polite forms of expressions, greetings, asking for and giving information, finding the way suggestions, invitations, request and offers opinions, problem and advise, apologies and excuses, etc.

#### **UNIT 4 situations:**

Describing a person, place or thing, at the bank, at the hotel-reservation, food, luggage, rooms, room-service etc. Describing buildings, at the chemist's at the market –buying vegetables, bargaining etc., at the party, journey, watching a play, festival, etc., on a picnic, sightseeing, cultural contexts, Shopping, exchanging money, at the post-office sending telegrams, etc.

#### **Reference Books:**

1. A basic Grammar, Eastwood and Macking, OUP Oxford, 1982.
2. Impact, Penguin to Functional English, Peter Watey Jones, Penguin, Middlesex, 1983.
3. English Grammar in Use, Raymond Murphy, CUP, 1982.
4. English course, Linguaphone Institute, London, 1970.

## **SECOND YEAR**

### **Paper – 6**

### **HINDI - II**

#### **POETRY, FUNCTIONAL HINDI & TRANSLATION**

1. Poetry : Hindi Kavya Sankalan  
Edited University of Madras, Chennai.
2. Functional Hindi :
  - 1) Pramanik Aabkhan Aur Tippen, Rajpal & Sons, Delhi – 110 006.
  - 2) Karyalaya Aabkhan Aur Tippan, Karnataka Mahila Hindi Seva Samithi, Bangalore – 18.
3. Translation :
  - 1) Anuvad Vosyan by Dr. Dholanath Tiwari Shabdkar, Delhi – 110 092.
  - 2) Anuvad Abhyas – Part – 4 (Hindi - English), Dakshina Bharat Hindi Prachar Sabha, Chennai.

**Paper – 7**  
**ENGLISH PAPER – II**

**Detailed Text**

**PROSE**

8. A Visit to India – Julian Huxley
9. University Days – James Thurber
10. I Have a Dream – Martin Luther King
11. The Story Teller – H.H. Munro (Saki)
12. George Bernard Shaw – Bertrand Russel
13. Only then shall we find Courage – Albert Einstein

**POETRY**

7. The Day is Done – Henry Wadsworth Longfellow
8. King Arthur’s Farewell – Alfred Tennyson
9. O Captain! My Captain! – Walt Whitman
10. My Last Duchess – Robert Browning
11. Ode to a Nightingale – John Keats
12. Lochinvar –Walter Scott

**Non-Detailed**

A collection of One Act Plays -

1. Remember Ceasar – Gordon Daviot
2. The Proposal – Anotn Chekov
3. The Miracle Merchant – Saki
4. The Stepmother – Arnold Bennet
5. The Mahatma – Rama Sarma

**GRAMMER**

1. Relative Clauses
2. Conditional Sentences
3. Modal auxiliaries



4. Reported Speech
5. Transformation of Sentences
  - a. Affirmative, Negative and Interrogative Sentences
  - b. Simple, Compound and Complex Sentences
6. a,b,r clauses
7. Correction of Sentences based on
  - a. Subject, Verb and Concord
  - b. Tenses
  - c. Articles and Prepositions.
  - d. Question Tags

### **COMPOSITION**

7. Paraphrasing
8. Dialogue Writing
9. Report Writing
10. Note Making
11. General Essay
12. Expansion of Idea.

## **Paper – 8**

### **TOURISM MANAGEMENT**

#### **UNIT – I : Understanding Entrepreneurship and Management**

Introduction to Tourism Marketing – Approaches, Relevance and Role

Market Segmentation

Tourism Markets : International and Domestic.

#### **UNIT – II : Market Analysis**

Marketing Research

Competitive Analysis and Strategies

Forecasting for Tourism and its Products

Role of Technology in Tourism Marketing

**UNIT – III : Development Role of Marketing**

Role of Public Organization.

Role of Local Bodies.

Role of NGOs

Socially Responsible Marketing.

Social Marketing

**UNIT – IV : Marketing Mix**

Product Designing

Pricing Strategies

Promotion Strategies

Distribution Strategies

The Fifth P : People, Process and Physical Evidence

**UNIT – V : Marketing Mix : Specific Situation**

Familiarization Tours

Seasonal Marketing

Tourism Fairs and Travel Markets

**UNIT – VI : Destination Marketing**

Regions, Cities, Leisure Spots

Events, Activities, Individuals

Shopping, Education and Culture

Marketing Local Foods.

**UNIT – VII : Accommodation Marketing**

Star Category Hotels

Alternate Accommodation

Linkages in the Trade

## **UNIT – VIII : Accommodation Marketing**

Air Lines Marketing

Tourist Transport Marketing

Travel Agency Marketing

Tour Operators Marketing.

## **Paper – 9**

### **TOURISM PROMOTION, PUBLICITY AND MARKETING**

#### **UNIT – I**

Tourism Marketing – Market segmentation – Marketing mix – Tourism product.

#### **UNIT – II**

Advertisement in Tourism Promotion – Media – Selection of Media – Factors influencing media selection – Message selection – Cost of advertisement.

#### **UNIT – III**

Sales support – Aims of sales support techniques – Broachers – Factors – Direct mail letters – display materials – Handicrafts – Organizing conferences – convention.

#### **UNIT – IV**

Public relations – Qualities of PRO – Importance of PRO in Tourism – Personality Development.

#### **UNIT – V**

Sales forecasting – methods of sales forecasting. Tourism product – Marketing incentives and subsidies of state and central Government to promote Tourism – National committee for Tourism.

Reference:

1. Tourism & Travel Management – Bishwar R. Gnese.
2. Modern Management Principles & Practices – R.S.N. Pillai & Bagavathi.

**Paper - 10**  
**HOTEL LAW**

**UNIT – I: LAW RELATING TO HOTEL GUEST RELATIONSHIP HOTEL AND LODGING RATES CONTROL.**

Definition – Fair rates, Hotel and Lodging house, Manager of a Hotel, Owner of a house, paying guest, premises tenant and Tenement. Appointment of controller – Fixation of fair rate – Refusal of accommodation, eviction of guest from hotel room. Duties, rights and responsibilities of inn keeper towards guest – Innkeeper lien

**Hotel Restaurant Licenses**

Licenses – Permits – Procedure for obtaining – Renewing Licenses – suspension and termination – licenses – suspension and termination – licenses required to open and operate hotel and restaurant.

**UNIT – II: FOOD LEGISLATION – THE PREVENTION OF FOOD ADULTERATION ACT 1954.**

Definition – adulterant – adulterated food, public analyst, central food laboratory – the central committee for food standards – food inspector – their power and duties – procedure to be followed by food inspectors – report to public analyst – notification for food poisoning. Sale of goods Act 1930 – sale and agreement to sell – formation of contract of sale conditions and warranties – implied conditions and warranties – duties and rights of parties.

### **UNIT – III: FACTORIES ACT 1948**

Definition – factory, manufacturing process, adult, adolescent, child, young person, calendar year, week. Provisions regarding health, safety and welfare – non fringe benefits – pension, P.F.

### **UNIT – IV: INDUSTRIAL DISPUTE ACT 1947**

Definition – appropriate government, industry, industrial dispute layoff, lock-out, national tribunal, retrenchment, settlement - authorities under the act – procedure, power, duties of authorities.

### **Consumer protection act 1986**

Consumer protection councils – consume dispute – redressal agencies – appeal and jurisdiction of state and national commission.

### **UNIT – V: CONTRACT OF INSURANCE**

Nature of contract of insurance – principles of contract of insurance reinsurance, double insurance subrogation and contribution.

### **Trade Union Act – 1926**

Scope – eligibility – fund –register – right on the part of the employer and employee.

### **REFERENCE BOOKS**

1. A Manual of Mercantile Law – M.C. Shukla, S.Chand & Co(p) Ltd.
2. Aspect of labour welfare and social security – Dr. A.N. Sharma
3. The industrial Law – P.L. Malik
4. Labour Laws of India – B.K. Chakraborti
5. Mercantile Law Including Industrial Law – S.R. Davar
6. Indian Labour Laws Published by All India Management Association – B.R. Seth

## **THIRD YEAR**

### **Paper - 11**

## **PRINCIPLES OF MANAGEMENT**

### **UNIT – I**

Management Introduction – Concepts – Process of Management – Management and Administration – Management an Art / a Science? Management as a profession ? – Importance of Management, Levels of Management – Pioneer’s of Management.

### **UNIT – II**

Management process – Managerial performance – Efficiency & Effectiveness of Managerial function – Planning – Organizing – Staffing – Directing – Motivating – Controlling – Co-ordinating – Communication.

### **UNIT – III**

**Planning** : Nature purpose – Steps – Types – Merits and Demerits of planning – Decision Making – M.B.O.

**Organizing**: Nature – Purpose – Types of organisation structure – Span of Control – Use of staff units and committee’s – Delegation of authority – Centralization Vs Decentralization

### **UNIT – IV**

Staffing – Nature and purpose of staffing – Components of staffing. Directing: Principles of Directing – Leadership – Motivation – Communication – Barriers of Communication - Effective Communication.

### **UNIT –V**

**Controlling** : Meaning – Elements and significance – Steps in Control process  
Co-ordinating : Need – Principles – Approaches to achieve effective co-ordination.

**Text book**

1.Principles of management –Dingar pagare

**Reference:**

1. Stoner, et –al – Management
2. Koontz and O'Donnel, - Management
3. John Argenti – Management Techniques

**Paper – 12****TRAVEL MANAGEMENT****UNIT – I**

Travel Agency operations – Day-to-day operations – Origins Growth – Scope and Role of Retail Travel Agents – Modern Travel Agencies – Source of income for travel Agents.

**UNIT – II**

Functions of a Travel Agency – Handling a client – IATA – Functions and role, aims, activities and services – UFTAA – Function and role.

**UNIT – III**

Travel documents – Passport, visa, customs, currencies and Airport taxes, Government Travel formalities and Regulations.

**UNIT – IV**

Tour operations – Pricing and Costing – Routing – Problems in Tour Operations.

**UNIT – V**

Tourism organizations – TAAI – IATO – ASTA – WATA – WTO – ICCA.

**Reference:**

1. An Introduction to Travel and Tourism – Pran Nath Seth.
2. Tourism Development – Principles – Principles and Practices – A.K. Bhatia.

**Paper – 13****ECONOMICS AND TOURISM****UNIT – I**

Tourism Meaning – Phases – Needs – Goals – Planning process – Tourism Planning in India.

**UNIT – II**

Role of Government in Tourism Planning – Tourism Policy considerations – Policy Formation – Public sector involvement.

**UNIT – III**

Origin and development of Tourism policies in India and Tamilnadu – Types of planning – Local, Regional, National and master plan – National Action Plan of 1992.

**UNIT – IV**

Incentives and subsidies of state and central government to promote tourism – Current status of Tourism movement in India.

**UNIT – V**

National committee for Tourism – Role and Functions – Planning for Tourism futures.

**Reference:**

1. Tourism Planning – C.M. Gunn.
2. Tourism in India – U. Bala.



**Paper – 14**  
**PRINCIPLES OF ADVERTISING**

**UNIT – I**

Advertising – Introduction, Role, Purpose, Functions, Benefits, Non-commercial advertising, - advertising in marketing mix.

**UNIT – II**

Advertising Agency – Importance, Types, Functions performed by agencies – Role of advertising agencies in Tourism.

**UNIT – III**

Advertising media – Television, Newspapers, magazines, Non-Broadcast media – Outdata media – Internet – Medias role in Tourism.

**UNIT – IV**

Advertising strategy – Setting advertisement objectives – Advertisement planning – Advertisement situations – Creative strategy.

**UNIT – V**

Advertisement budget – Process and methods – Statistical advertisement budget model – E-mail advertisement – Website advertisement – public relations.

**Reference:**

1. Advertisement Management – Concept and Cases – Mahendra Mohan.
2. Advertisement and Sales Promotion Management – S.C. Gupta, V.V. Ratna.