

**MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI**

UG COURSES – AFFILIATED COLLEGES

B.A History (Vocational) Tourism

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

Sem	Pt. I/ II/ III/ IV /V	Sub. / Ppr. No.	Subject status	Subject Title	Hrs. per week	Cre dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
V	III	25	Core - 7	HISTORY OF INDIA V (C.1750s-1970s)	7	5	25	75	100	30	40
	III	26	Core - 8	CULTURAL HISTORY OF SOUTH INDIA -I	7	5	25	75	100	30	40
	III	27	Major Elective-I	(ANY ONE) (A) ECONOMICS OF TOURISM (B) ECO TOURISM	6	5	25	75	100	30	40
	III	28	Major Elective-II	(ANY ONE) (A) HOTEL ACCOUNTING (B) TRAVEL AGENCY MANAGEMENT	6	5	25	75	100	30	40
	IV	29	Skilled Based subject (Common)	Personality Development/ Effective Communication/ Youth Leadership	4	4	25	75	100	30	40
SUBTOTAL					30	24					

Sem	Pt. I/ II/ III/ IV /V	Sub. / Ppr. No.	Subject status	Subject Title	Hrs. per week	Cre dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
VI	III	30	Core - 9	SOCIAL HISTORY OF INDIA	6	5	25	75	100	30	40
	III	31	Core - 10	CULTURAL HISTORY OF SOUTH INDIA -II	6	5	25	75	100	30	40
	III	32	Core - 11	TOURISM UNDERTAKING	6	5	25	75	100	30	40
	III	33	Core - 12	TOURISM POLICY AND PLANNING	6	5	25	75	100	30	40
	III	34	Major Elective-III	(ANY ONE) (A)HOUSE KEEPING MANAGEMENT (B)HUMAN RESOURCE MANAGEMENT IN TOURISM	6	5	25	75	100	30	40
SUBTOTAL					30	25					

HISTORY OF INDIA (c. 1750s – 1970s)

Unit - I

The First Century of Colonial Rule: Expansion and Consolidation of British Power Institutions and Policies Making of a Colonial Economy Cultural Responses – Tradition and Reform

Unit - II

The Revolt of 1857: Social and regional spread, consequences.

Unit – III

Modern Colonial State After the Revolt: 1858 – 1947. Idioms of Rule: (i) Knowing India – Race Caste, Religion, Custom (ii) Representative Politics – Constitutional Developments.

Unit - IV

Colonial Economy and Society: Features of Colonial economy Patterns of Trade Decline of traditional industry Commercialization and Agrarian stagnation Growth of Modern industry 1914 – 1947

Unit – V

Features of Colonial Society English Education and Middle Class Indian capitalist class and growth of working class

Suggested Books

Sugata Bose and Ayesha Jalal: Modern South Asia:History, Culture, Political Economy, New Delhi, 1998

Sekhar Bandyopadhyay From Plassey to Partition Barbara D Metcalf andT.R. Metcalf A Concise History of India, Cambridge, 2002

C.A. Bayly: An Illustrated History of Modern India 1600 – 1947, London 1990 Sumit Sarkar Modern India 1885 – 1947,

Mamillan, 1983 Mushirul Hasan John Company to the Republic: A story of Modern India.

R.P. Dutt India Today. Thomas Metcalf Ideologies of the Raj.

R. Jeffery, J Masseloss, P Reeves (ed) From Rebellion to the Republic.

Bipan Chandra: Nationalism and Colonialism.

Cultural History of South India - I

Unit I

Definitions of Culture and its various aspects :(i) Perspective on Cultures: Indian Cultural tradition: An overview (ii) Plurality of Cultures: Social Content of Culture

Unit II

Language and Literature, Sanskrit: Kavya - Kalidasa's Ritusambhara,
Prakrit: Gatha Saptasati, Development of vernacular language and literature, Indo-Persian
Literature: Amir Khusro's works, Urdu poetry and prose: Ghalib

Unit III

Performing Arts, Hindustani, Carnatic classical Music ,Devotional music: bhakti and sufi
Classical and Folk Dance, Theatre: Classical, Folk, Colonial and Modern

Unit IV

Architecture: Meanings, form and Function, Rock-cut-Mamallapuram, Structural – temple
architecture- Khajuraho complex and Tanjavur temple; Fort – Dalulatabad or Chittor forts; Palace-
dargahat Fatehpur Sikri; Colonial – Lutyen's Delhi

Suggested Readings

- Asher Catherine, (ed.): Perceptions of India's Visual Past, AIIS, Delhi, 1994.
- Asher Catherine, Architecture of Mughal India.
- Basham A.L., The Wonder that was India. Volume I, New Delhi.
- Brown Percy, Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai, 1956.
- Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIIS, 1975.
- Deva, B.C., An introduction to Indian Music, Delhi, 1973.

ECONOMICS OF TOURISM

Unit I:

Nature, scope and application of economics in tourism and hospitality; Tourism scenario in India – tourist arrival data and Indian economy

Unit II:

Law of Demand, Determinants of Demand; Elasticity of Demand; Nature of tourism demand analysis and its forecasting; Law of supply; Determinants of tourism and hospitality supply; Elasticity of supply analysis and forecasting

Unit III:

Liberalization, privatization, globalization and tourism Input-Output decisions, Production function, short-run analysis; Long-run function; short run and long-run cost functions. Empirical estimation of production and costs

Unit IV:

Price-Output Decisions; Tourism and hospitality market structures; Price determination under different market conditions; Pricing practices and strategies; Profit measurement and profit policy; Determinants of investment decision in tourism and hospitality

Unit V:

ourism development and economic planning, review of the economic planning of tourism through the annual and five year plans, foreign exchange earnings and contribution to GDP through tourism.

Books for reference:

1. Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
 1. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.
 2. Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
 3. Adhikary M., Managerial Economics, Khosla Pub.
4. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
5. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
6. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.
7. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge

Major Elective -I (B)

ECO TOURISM

Unit I:

Environmental Studies : Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio – Geo Chemical cycles,

Unit II:

Environmental Pollution – Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

Unit III:

Concept and Origin : Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.

Unit IV:

Eco-tourism Resources in India – Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem.

Unit V:

Eco-tourism Planning and development strategies – Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI - Eco tourism in Tamil nadu.

Books for Reference

1. Baldwin J.H. (1985) Environmental Planning and Management. I.B.D. Dehradun
2. Singh Ratandeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.
3. Romila Chawla : Wildlife Tourism and Development; Sonali Publications, New Delhi. 4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co.Ltd., Publishing Co.Ltd.)
4. Kormandy E.J. (1989) Environmental issues Concerns and Strategies (New Delhi) Ashish
5. Kandari O. P., Chandra Ashish : Tourism Biodiversity & Sustainable Development, Isha Books, Delhi.

Major Elective -II(A)

HOTEL ACCOUNTING

Unit – I:

INTRODUCTION TO ACCOUNTING: Meaning and Definition - Types and Classification - Principles of accounting - Systems of accounting - Generally Accepted Accounting Principles (GAAP) – departmental income & expense statement (all schedules including long – form)

Unit – II:

Departmental accounting : Meaning and purpose, methods allocation and apportionment of expenses.

Unit – III:

Understanding Balance sheet statement: Meaning and purpose, assets and liabilities, identification of assets and liabilities.

Unit – IV:

Visitors Tabular Ledger : Meaning & purpose, very basic of audit, night audit in hotels.

Unit – V:

Costing: Fundamentals, marginal costing technique, basic standard costing techniques, standard for material & labour variance only.

Books for Reference :

1. Hotel Accounting, Earnest B. Horwath & Luis Toth
2. Hospitality Accountig, Richard Kotas & Michael Conlan
3. Hotel & Catering Costing & Budgets, R.D Boardman, Heinemann

Major Elective -II(B)

TRAVEL AGENCY MANAGEMENT

Unit I:

Definition of Travel Agency and Tour Operations, differentiation, interrelationship. Origin and growth of travel agencies. An overview of the travel agents in India, local travel agents.

Unit II :

How to set up travel agency:

- (a) Market research, sources of funding
- (b) Comparative study of various types of organisation proprietorship, partnership, private limited and limited
- (c) Govt. rules for getting approval
- (d) IATA rules, regulation for accreditation
- (e) Documentation
- (f) Office automation
- (g) Practical exercise in setting up a Travel Agency

Unit III:

Departmentalization, managerial responsibilities and use of technology. Sources of earning : commissions, service charges etc. Itinerary preparation, important considerations for preparing itinerary, costing, types and components of package tour.

Unit IV:

Dealing with Principal Suppliers: Dealing with air travel, tourist transport and accommodation. Supplier challenges. Present business trends and future prospects problems and issues.

Unit V:

Publicity and promotion: Issues related to sales, promotional issues, marketing communication, public relations. Associations and Organizations promoting travel agencies and tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTA

Books for Reference:

1. Travel Agency and Tour Operation, Concepts and Principles - J.M.S. Negi
2. Professional Travel Agency Management - Chunk, James, Dexter & Boberg
3. The Business of Travel Agency Operations and Management - D.L. Foster
4. Travel Agency Management-An Introductory Text, Anmol Publication New Delhi-Mohinder Chand.
5. Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

SOCIAL HISTORY OF INDIA

Unit - I

Social Movements: Issues of Social Reform: The 'Womens' Question Phule, Ambedkar and the Caste question Dalit. Peasant. Tribal Movements

Unit - II

Nationalist Politics, 1858 – 1947 Phases of National Movement Economic Nationalism and Cultural Nationalism Mahatma Gandhi and Mass Nationalism: Gandhian thought, techniques and movements Growth of Communal Politics Partition of India

Unit – III

Independent India: Economy and Polity Constituent Assembly and Establishment of the Republic Economic and Social Change 1950 – 1970s Planned Economy Industrialization.

Unit – IV

Models of Growth Land Reform and the Structures of Dominations in Rural India Foreign Policy: Non-Alignment Panchsheel Federalism and the Linguistic States Politics Parties and Indian Politics 1950 – 1977.

Unit – V

Independent India: Culture and Society Modern Indian Literature, Art and Films Scientific and Technological Developments Dalit and Backward Caste Self Assertion Origins of environmentalism Peasant and Labour Movements.

Suggested Books:

Sugata Bose and Ayesha Jalal: Modern South Asia:History, Culture, Political Economy, New Delhi, 1998.

Sekhar Bandyopadhyay From Plassey to Partition Barbara D Metcalf andT.R. Metcalf A Concise History of India, Cambridge, 2002.

C.A. Bayly An Illustrated History of Modern India 1600 – 1947, London 1990 Sumit Sarkar Modern India 1885 – 1947, Macmillan, 1983.

Mushirul Hasan John Company to the Republic: A story of Modern India.

R.P. Dutt India Today Thomas Metcalf Ideologies of the Raj.

R. Jeffery, J Masseloss, P Reeves (ed) From Rebellion to the Republic Bipan Chandra: Nationalism and Colonialism Urvashi Butalia The Other side of Silence Francine Frankel India's Political Economy 1947- 1977.

Cultural History of South India – II

Unit I

Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural, fresco paintings, Post Classicism – Pallava – Cola

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Unit II

Medieval idiom –Mughal paintings, painters and illustrated texts, Modern – company school, Ravi Varma, Bengal School, Amrita Shrengil and Progressive Artists.

Unit III

Popular Culture

- a) Folk Lore and Oral tradition of Kathas, narratives, legends and proverbs, Linkages of bardic and literary traditions.
- b) Festivals, fairs and fasts; Links with tirtha, pilgrimage and localities.
- c) Textile and Crafts; the Culture of Food.

Unit IV

Communication, Patronage and Audiences

- a) Court Merchant groups and communities.
- b) Culture as Communication.

Unit V

Nationalism and the issue of Culture; Institutions of Cultural Practices Colonial and Post Colonial.

Suggested Reading:

- K. T. Acharya, A Historical Dictionary of Indian Food , OUP.
- Banerjea J.N.: The Development of Hindu Iconography, Calcutta, 1956
- Bussagli M and Srivaramamurthy C.: 5000 Years of Indian Art, New York, n.d.

Tourism Undertaking

Unit I

Modes of transport- Rail, Road, Air and Sea.Elements of transportation. Political influences on transport for tourism. Regulation of competition.Role of Railways in promotion of domestic tourism. Important tourist trains in India. Case study of Air India and a few important International Airlines.

Unit - II

Accommodation and Catering- Types of hotel, procedure of categorization and classification of hotels . Accommodation and the tourism product.Qualityissues.New concepts and developments in accommodation.

Unit III

Definitions of Travel Agency and Tour Operators, Itinerary making and costing ,

Approval of Travel Agency by Department of Tourism , Govt. of India. Rules and Regulations for approval.Classifications of travel agents and Forms of organizations.Functions of travel

agency and the tour operators.Tour planning.

Unit IV

Tourism Organization and their role in Tourism Development, Local – DTTDC, RTDC, MPTDC

Unit - V

National- IATO, TAAI, ITDC, International – IATA, ICAO,UNWTO, Freedoms of air,Open skies policy.

Suggested readings

- Achariya “ Civil Aviation and Tourism Management”
- Mill and Morrison- “ The Tourism System”
- Murphy- “ Transport and Distribution”
- JagmohanNegi -Travel Agency Operations and Concepts and Principles
- S. P. Singh-Travel Tourism Management
- Hollander S. - Passenger Transportation (Michigan

TOURISM POLICY AND PLANNING

Unit – I:

Tourism Planning – phases – needs – goals – planning process – role of government in tourism

Unit – II:

Tourism Planning in India - five year plans – tourism policy Considerations and structure planning – safety and security of tourists.

Unit – III:

Tourism policy formulation – public sector involvement – role of public sector and planning – legislation and regulation establishing tourism policy – Manila Declaration – Goa declaration.

Unit – IV:

Origin and development of tourism policy in India – Tamilnadu. Types of planning – local, regional, national and master plan – National Action plan of 1992 – National Tourism Policy of 2002.

Unit – V:

Incentives and subsidies of state and central government to promote tourism – national committee for tourism.

Books for Reference :

- Balu U. : Tourism in India – Policy and Perspective
Gunn C.M. : Tourism Planning
Hall P. : Urban and Regional Planning
Mishra S.K. : Tourism in India – Policy and Perspective

HOUSE KEEPING MANAGEMENT

Unit – 1:

Introduction to House Keeping: Importance & Functions of Housekeeping House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas. Co-ordination with other Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.

Unit - II :

Layout of House Keeping Department : Sections of the housekeeping department, their functions and layout. Organization of Housekeeping Department : Hierarchy in large, medium & small hotels - Attributes of staff. Job Descriptions and Job Specifications

Unit – III:

Guest Rooms: Types - Amenities & facilities for Standard & VIP guest rooms.

Unit – IV:

Cleaning Equipments : Classification, use, care & maintenance Selection & purchase criteria. Cleaning Agents: Classification, use, care and storage - Distribution & Control - Selection Criteria

Unit – V:

Key Control : Computerized keys - Manual keys - Key Control Procedures Glossary of Terms: Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS: -

1. Housekeeping Training Manual - Sudhir Andrews

Hotel, Hostel & Hospital Housekeeping – Brenscon & Lanox

HUMAN RESOURCE MANAGEMENT IN TOURISM

Unit I:

Basic Philosophy and Approaches in HRD Planning. HRD Functions

Unit II:

Human Resource Management (HRM) in Perspective: HRM: The Field and It's Environment. The Evolving Role of HRM in the tourism industry: the Changing Emphasis

Unit III:

Meeting Human Resource Requirements: Human Resource Planning (HRP). Job/Role Analysis. Recruitment & Selection. Orientation & Placement.

Unit IV:

Developing Effectiveness in Human Resources: Training & Development (T&D). Performance Management. Potential Appraisal. Career/Succession Planning.

Unit V :

Managing Employee Growth: Conflict and Stress management. Importance of Discipline and Counseling in Tourism. Human Resource Management in Tourism: HRM in the service Industry. Emerging trends and Perspectives

Books for Reference:

1. Ian Beardwell & Len Holden– Human Resource Management: A contemporary
1. perspective, Macmillan
2. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life,
3. Profits, Tata Mcgraw Hill
4. M. Madhukar - Human Resource Management in Tourism , R. Publications