

**SYLLABUS**

MANONMANIAM SUNDARANAR UNIVERISTY, TIRUNELVELI-12

**UG - COURSES – AFFILIATED COLLEGES**Course Structure for **B.A. Tourism**

(Choice Based Credit System)

(with effect from the academic year 2017- 2018 onwards )

Semester-V				
Part	Subject Status	Subject Title	Subject Code	Credit
III	Core	TOURISM PRODUCTS OF INDIA	SMT051	4
	Core	INTERNATIONAL AIRLINE MANAGEMENT	SMT052	4
	Core	ECONOMICS OF TOURISM	SMT053	4
	Core	ECO TOURISM	SMT054	4
	Elective	METHODOLOGY OF RESEARCH IN TOURISM	SET05A	4
	Elective	TRAVEL AGENCY MANAGEMENT	SET05B	4
	common	PERSONALITY DEVELOPMENT	SCSB5A	2



**Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks**

**A. Scheme for internal Assessment:**

Maximum marks for written test: **20 marks**

**3 internal tests**, each of **I hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

**B. Scheme of External Examination**

**3 hrs.** examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	10	Outstanding
2	80-89	A+	9	Excellent
3	70-79	A	8	Very Good
4	60-69	B+	7	Good
5	50-59	B	6	Above Average
6	40-49	C	5	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma (GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : CGPA  $\geq$  7.5\*
- First Class : CGPA  $\geq$  6.0
- Second Class : CGPA  $\geq$  5.0 and  $<$  6.0
- Third Class : CGPA  $<$  5.0



## **TOURISM PRODUCT OF INDIA**

### **Objectives:**

The module is prescribed in the course to inform the students about the concepts and heritage of tourism product and to make them to aware of it.

### **Unit I:**

Tourism Products: Definition, Concept and classification. Cultural Heritage of India - Stages of evolution, continuity. Heritage – Meaning, types, of Heritage Tourism, Heritage Management Organisations- UNESCO, ASI, ICOMOS, INTACH.

### **Unit II:**

Architectural Heritage of India : glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Buddhist and Islamic. Selected case studies of World Heritage Sites in India

### **Unit III :**

Pilgrimage Destinations: Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhya (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura– Vrindavana, Allahabad, Ujjain, Hardwar, Gangasagar. Pallani Murugan Temple (TN), Tirupathi (AP) Sabarimalai (Kerala). Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgriha, Kapilvastu, Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana Muslim: Ajmer Sharif, Nizamuddin (Delhi), Sikh: Amritsar, Christian: Annai Velankani.

### **Unit IV:**

Natural Resources: Important Wildlife Sanctuaries, National Parks and Natural Reserves in India. Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar, Kodaikanal and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Tamilnadu, Andman Nicobar & Lakshdweep islands.

### **Unit V:**

Important Museum, Art Galleries and Libraries. Performing art of India: classical dances, folk dances and folk culture. Fairs and Festivals : Social, religious and commercial fairs of touristic significance.

### **Books for References:**

1. Basham A. L. : The Wonder that Was India.
2. Basham A. L. : Cultural History of India
3. Peroy Brown : Islamic Architecture
4. Peroy Brown : Indian Architecture



5. James Burgess : Western Cave Temples of India
6. Enakshi Bhavnani : Dances of India
7. R. Nath : Mughal Colour Decoration
8. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
9. Gupta M. L. and Sharma D. D. : Indian Society and Culture



# INTERNATIONAL AIRLINES MANAGEMENT

## Objectives:

The module is prescribed in the course to inform the students about the Airlines management and to develop their skill in the relevant field.

## Unit I:

History, growth and development of aviation industry. Aviation in India, present status of airline companies, airports, airport security etc.

## Unit II:

Role of IATA and its function, ICAO its role and function, DGCA, Airport Authority of India, Open sky policy, International conventions ; Warsaw convention, Chicago convention 1944.

## Unit III:

Management of Airlines – Types of airlines, airlines personnel and revenue earning, airport management, study of aircraft parts, the aircraft turnaround, the control tower.

## Unit – IV:

Airport facilities and special passengers, airport access, check in facilities, landing facilities for departing passengers, in-flight services, cabin component, audio and video projection equipment, emergency equipment for disembarkation, in-flight entertainment, classes of service with more comfort.

## Unit – V:

Baggage – Definition & rules – free baggage allowance – special charged – prohibited items.

## Books for Reference:

1. Jagmohan Negi, ‘Air travel Ticketing and Fare construction’, Kanishka, New Delhi, 2005
2. OAG, Consultant, IATA, Geneva
3. Air Tariff Book
4. Stephen Shaw, ‘Airlines in Shifts & Mgt’, Ashgate Pub, USA, 2004
5. IATA, Geneva
6. R. Doganis, ‘Airport Business’
7. K.Sikdar, All you wanted to know about airlines functions
8. Journal of Air Transport Management by Elsevier Science
9. Joel Lech, ‘Airfare secrets exposed’, Powell Books, London, 2002



# ECONOMICS OF TOURISM

## **Objectives:**

The module is prescribed in the course to inform the students about the concept and perception of economic significance of tourism and to make the students to understand the students in the said areas.

## **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:**

Tourism 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, PrenticeHall 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.
5. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.



6. Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
7. Adhikary M., Managerial Economics, Khosla Pub.
8. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
9. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
10. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.
11. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge



## **ECO TOURISM**

### **Objectives:**

The module is prescribed in the course to inform the students about sustainability of tourism by imparting the significance of 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. 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.





# METHODOLOGY OF RESEARCH IN TOURISM

## Objectives:

- To impart knowledge in basic statistics and operation research models.
- To enable students to plan and do a research project.

## Unit I:

**Research:** Meaning, Purpose, Scope of Research and Scientific method, Types of Research, Review of Literature – need, purpose notes taking, Selection and formulation of a research problem- Formulation of hypothesis operational definition of concepts. Research Design (Plan) Meaning, Process of Preparation, Components of research design (Plan).

## Unit II:

**Data:** Secondary and Primary, Interviewing and observation. Questionnaire and Schedule Measurement and Scaling. Pre-testing, pilot Study Sampling – Probability and Non – Probability methods of Sampling, Sample size, Field collection of data, Processing of data, editing, Tabulation, Preparation of tables, Graphical Presentation.

## Unit III:

**Data Analysis:** Hypothesis testing for Mean and Proportion. One-sample tests. Two sample tests. Test for Large and samples Chisquares test for goodness of fit and independence.

## Unit IV:

**Correlation:** Meaning Types, Scatter diagram, Co-efficient of Correlation. Rank correlation, Simple linear regression analysis. Types of report – Style of writing – Synoptical outline of chapters. Steps in drafting the report.

## Unit V:

**Assignment Modules:** Problems with special reference to Flight scheduling transpiration models, Traveling sales man problem (statement only). Replacement Models for Equipment's which deteriorate with Time, Models. When items fails completely Preventive Maintenance Policy; Waiting line Models. Basic structure of the model – Single Channel Models – Description of other models in use.

## Books for Reference:

1. Goode and Hatt – Methods in Social Investigation.
2. Krishnaswamy OR – Methodology of Research in Social Sciences Human Publications House.



# TRAVEL AGENCY MANAGEMENT

## **Objectives:**

The module is prescribed in the course to inform the students about the travel agency management and to develop their skill in the respective field.

## **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.

