

# **TOURISM AND TRAVEL MANAGEMENT**

## **SKILL BASED ELECTIVE I (IV SEMESTER)**

### **TOURISM AND TAVEL AGENCY**

#### **Unit I**

Definition of Tourism – Types of Tourism – Basic Components of Tourism  
Motivation for Tourism.

#### **Unit II**

Different kinds of Accommodations: Star Hotels – Resort Groups – Cottages –  
Time share Hotels – Motels. Different kinds of Transport: Air Transport - Rail  
Transport – Sea way Transport and Road Transport.

#### **Unit III**

Tourism Development in India: Sargent Committee – Ministry of Tourism -  
ITDC – TTDC – Trade Fair – Travel Agents Association of India (TAAI).

#### **Unit IV**

Travel Intermediaries: Travel Agency – Tour Operator – Tourist Guides –  
International Air Transport Association (IATA) - Pacific Area Travel Association  
(PATA) – International Civil Aviation Organisation (ICAO) - World Tourism  
Organisations (WTO).

#### **Unit V**

Documentation: Passport - Visa – Emigration and Immigration – Foreign  
Exchange – Balance of Payment – Insurance Cover – Overseas Tour Packages.

#### **References:**

Ramachary, Tourism in India, 2001

A.K. Bhaattia, Tourism in India, 2001

Davison Rob, Toursim Pitman, London 2004

G.K. Puri, Handbook of Tourism.

-----

## **SKILL BASED ELECTIVE II (V SEMESTER)**

### **CULTURAL TOURISM IN INDIA**

#### **Unit I**

Travel for knowledge and education – travel during Ancient period-Nalanda, Taxila , Kanchipuram, Madurai, Medieval Period – Travellers – Abdul Razaak, Ibn Batuta, Marcopolo, Domingos Paes, Nuniz Modern Period – William Hawkins, Thomas Roe, Bernier.

#### **Unit II**

Culinary Traditions, Crafts, Melas, Emporias, Folklores, Traditions. Music-Hindustani, Carnatic Dance – Kuchipudi, Odissi, Kathakalli, Bharathanattiyam.

#### **Unit III**

Tourist Centres in North – Delhi, Agra, Jaipur, Ajanta, Ellora. South – Belur, Helibed, Mysore, Mamallapuram, Kanchipuram, Madurai, Tanjore, Trichy.

#### **Unit IV**

Fairs – in Chennai, Chidambaram, Thiruvaiyaru and Kanyakumari. Festivals – Holi, Deepavali, Dasara, Ugadi, Onam, Pongal.

#### **Unit V**

Eco-Tourism – The concept – Eco Tourism in Coastal centres – Kanyakumari, Mahabalipuram, Poompuhar, Kovalam. Hill Stations – Ooty – Masinakudi, Kodaikanal, Kerala – Kumaragam.

#### **References:**

1. Agarwal V.S. The Heritage of Indian Art, Publications divisions, Govt. of India, New Delhi 2003.
2. Basham A.L. The wonder That was India, 3<sup>rd</sup> Edition, London, 2002.
3. Basham A.L. (ed) A cultural History of India, Oxford University Press, New Delhi 2002.

-----

## **SKILL BASED ELECTIVE III (V SEMESTER)**

### **TOURISM PRODUCT - 3**

#### **Unit I**

Geography of Tourism – South Indian Culture – Art & Architecture – Temples in west coast - ,Thiruvananthapuram and Guruvayur.

#### **Unit II**

Temples in Karnataka – Saravananbelagula, Behlur – Hampi – Halebidu – Garden City Bangalore.

#### **Unit III**

Heritage Tourism – Eco Tourism – Cultural Tourism – Sports Tourism – Health Tourism Adventure Tourism.

#### **Unit IV**

Temples in Tamil Nadu – Grand Temple in Tanjavur – Airavatheswara Temple in Darapuram – Cave Temples in Mamallapuram – Meenakshi Temples in Madurai – Church in Velankanni, Durgam in Nagore.

#### **Unit V**

Tourism marketing – purpose of Tourism marketing – marketing information systems (MIS) – Tourism promoting strategy – Tourism planning – Tourism advertisement strategy - publicity – overseas marketing and domestic marketing.

#### **Reference Books:**

1. Rometa Chawla – Economics of tourism and Development 2002
2. K.K.Sharma – Tourism and Economics Development 2003
3. M.Plankaj Bhalla – potential of Tourism in study of Himachal Pradesh 2004.
4. Diamond J. – Tourism role in economic development and cultural change 2004.
5. J. Jafari – Economic costs of tourism Developing countries 2002.

- - - - -