

# Programme Project Report (PPR)

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**TAMIL NADU OPEN UNIVERSITY**  
Regulations and Overview for  
**B.A. Tourism and Travel Studies Programmes (Semester)**  
in Distance Mode

[w.e.f Academic Year 2020-2021]



**School of History and Tourism Studies**  
**Tamil Nadu Open University**  
**Chennai- 600 015**

**SCHOOL OF HISTORY AND TOURISM STUDIES**

**BOARD OF STUDIES MEMBERS LIST**

<b>S.No.</b>	<b>Name, Designation &amp; Contact</b>	<b>Nomination</b>
1	Dr. P. Rajan Professor & Head Department of History Annamalai University Annamalai Nagar, Chidambaram Mobile : 9942220552 Email: rajanbabu1963@gmail.com	Chairman
2	Dr. N. Dhanalakshmi Associate Professor & Director i/c. School of History & Tourism Studies Tamil Nadu Open University Saidapet, Chennai – 15. Mobile: 9444475330 Email:lashmi_naga2005@yahoo.co.in	Member
3	Dr. E. Iniyan Assistant Professor School of History & Tourism Studies Tamil Nadu Open University Saidapet, Chennai – 15. Mobile: 7604816312 Email: initnou@gmail.com	Member
4	Dr. P. Sumabala, M.A., M.Phil., Ph.D., Assistant Professor Department of Historical Studies Quaid-E-Millath Government College for Women (Autonomous) Anna Salai, Benny Road, Chennai-600002. Mobile: 9962840789 Email:sumabalakrishnamurthy@gmail.com	Member
5	Dr. J. Soundararajan, M.A., M.Phil, Ph.D., Associate Professor Department of Ancient History & Archaeology University of Madras, Chepauk, Chennai – 600005. Mobile : 9445628813 Email:jsrajan2013@gmail.com	Member

6	Dr. Cinthia Jude, M.A., M.T.M., M.Phil., P.G.DIA. Ph.D., Assistant Professor Department of History and Tourism Stella Maris College, Chennai-86 Mobile : 9884079904 Email : cinthia.jude@gmail.com	Member
7	Dr. K. Pannerselvam, M.A., M.Phil., Ph.D. Deputy Superintending Epigraphist Archaeological Survey of India Fort George, Chennai-600009. Mobile : 9886769865 Email: pselvam1941964@gmail.com	Member
8	Dr. A. Vasanthi, M.A.,(History) M.A.(Women Studies) M.A.(Tourism Management), Dip. in Archaeology and Epigraphy, M.Phil, Ph.D. Assistant Professor Department of Tourism and Travel Management Anna Adarsh College for Women, Anna Nagar, Chennai Mobile : 9840503999 Email : vg.vasanthi@gmail.com	Member
9	Mr. N. Kumaresan, M.A., M.Phil, M.Ed. P.G. Assistant Government Boys Higher Secondary School, Nandanam , Chennai – 35. Mobile : 9380610310 Email : kumaresangka@gmail.com	Member
10	Mr. V. Rajaguru, M.A.(Tamil), M.A.(English), B.Ed. B.T. Assistant, Government Higher Secondary School Thirupulani, Ramanathapuram Dt., Mobile : 9944978282 <i>Presently doing Diploma in Archaeology and Epigraphy in TNOU</i>	Member
11	Mr. Joshva Christopher Benjamin Manager – Sales, Le Royal Meridien No.1, GST Road, St. Thomas Mount, Chennai-16 Mobile : 8939833463 Email : joshva.christopher@leroyalmeridienchennai.com <i>Presently doing B.A. Tourism and Travel Studies in TNOU</i>	Member

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## **School of History and Tourism Studies Chennai – 15**

### **Bachelor of Arts in Tourism and Travel Studies – Distance Mode**

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#### **1. PROGRAMME'S OBJECTIVES**

- Students will know the basics of Tourism
- Students may understand the art and architecture of India
- Students will understand the Geography and Transportation involved in Tourism.
- Students will know the hospitality management in Tourism.
- Students will know the emerging trends in Tourism, Medical Tourism and Tourism Products.

#### **2. PROGRAMME OUTCOMES**

The students at the completion of the programme the students will be able to:

- After reading these materials the student will know the basics of Tourism.
- Students will analyse the art and architecture.
- Students will discuss the Geography and Transportation.
- Students will assess the hospitality management.
- Students will understand the emerging trends.

#### **3. PROGRAMME SPECIFIC OUTCOMES – B.A., Tourism and Travel Studies**

At the completion of this programme, the students will be able to:

- the students will be able to understand the basics of Tourism.
- will discuss the social and cultural issues in Tourism.
- Students will able to discuss the public relations and heritage management.
- Students will be able to explain the emerging trends in tourism
- Students will able to discuss eco tourism and related issues in tourism.

#### **4. Eligibility for admission**

Candidates should have passed the Higher Secondary Examination (10+2 pattern) conducted by the Board of Higher Secondary Education, Government of Tamilnadu or any other examination (10+3 pattern) accepted by Syndicate, as equivalent thereto.

**5. Medium:** English

**6. Duration of the Course**

The course for the Degree of Bachelor of Arts in Tourism and Travel Studies shall consist of three years (Six Semesters).

**7. Admission**

The candidate's admission for the Degree of Bachelor of Arts in Tourism and Travel Studies will betaken in both Academic & Calendar year admission batches.

**8. Course of Study**

The course of study shall comprise instruction in the following subjects according to the syllabus.

Course	Course Code	Course Title	Category	Evaluation		Credits
				CIA+TEE	Total	
<b>I Year - Semester I</b>						
Language		Tamil / other languages	CC	30+70	100	3
Language		Foundation in English	CC	30+70	100	3
Core I	BTTSS – 11	Introduction to Tourism	CC	30+70	100	4
Core II	BTTSS – 12	Indian Tourism	CC	30+70	100	4
Elective-1	BTTSSA -11	Art and Architecture of India	DSE	30+70	100	2
<b>I Year - Semester II</b>						
Language		Tamil / other languages	CC	30+70	100	3
Language		Foundation in English	CC	30+70	100	3
Core III	BTTSS – 21	Geography of Tourism	CC	30+70	100	4
Core IV	BTTSS – 22	Transport System and Tourism	CC	30+70	100	4
Elective-2	BTTSSA – 21	Communications and Automation	SEC	30+70	100	2
<b>II Year - Semester III</b>						
Language		Tamil / other languages	CC	30+70	100	3
Language		Foundation in English	AECC	30+70	100	3
Core V	BTTSS – 31	Socio Cultural Tourism in India	CC	30+70	100	4
Core VI	BTTSS – 32	Hospitality Management	SEC	30+70	100	4
Elective-3	<b>Elective</b> BTTSSSE-31A BTTSSSE-31B	Human Resource Management Modern Governments <b>Learner 's Choice – CBCS</b>	DSE	30+70	100	2
<b>II Year - Semester IV</b>						
Language		Tamil / other languages	CC	30+70	100	3
Language		Foundation in English	AECC	30+70	100	3
Core VII	BTTSS – 41	Marketing Management and Tour Operations	CC	30+70	100	4
Core VIII	BTTSS –42	Eco Tourism and Sustainability	CC	30+70	100	4

Elective -4	<b>Elective</b> BTTSSSE - 41 A BTTSSSE - 41 B	Public Relations for Tourism Women and Law in India <b>Learner 's Choice – CBCS</b>	DSE	30+70	100	2
	CCE	Environmental Studies	AECC	30+70	100	2
<b>III Year - Semester V</b>						
Core IX	BTTSS – 51	Emerging Trends In Tourism	CC	30+70	100	4
Core X	BTTSS – 52	Medical Tourism	CC	30+70	100	4
Core XI	BTTSS – 53	Tourism Product	CC	30+70	100	4
Core XII	BTTSS – 54	Air Ticketing and Fare Constructions	SEC	30+70	100	4
Core XIII	BTTSS – 55	Tour Operators Management	SEC	30+70	100	2
<b>III Year - Semester VI</b>						
Core XIV	BTTSS – 61	Gastronomy Tourism	CC	30+70	100	4
Core XV	BTTSS – 62	Human Rights and Tourism	CC	30+70	100	4
Core XVI	BTTSS – 63	Heritage Management	CC	30+70	100	4
Core XVII	BTTSS – 64	International Tourism	CC	30+70	100	4
Core XVII	BTTSS – P1	Field Visit and Submission of Project Report	SEC	-	100	4
			Total		3100	104

Continuous Internal Assessment- (CIA) Term End Examination - (TEE)

## 2. Examinations:

Examination to Bachelors Degree Programme in Tourism and Travel Studies is designed to maintain quality and standard. Theory Examination will be conducted by the University in the identified Examination Centres. There will be a Field Visit and submission of Project Report in the Final Year for 100 marks. For the Assignment students may be permitted to

write with the help of books/materials for each Course, which will be evaluated by the Evaluators appointed by the University.

**Assignment:** 30 Marks – Through Continuous Internal Assessment (CIA)

**Theory Examination**

Students shall normally be allowed to appear for theory examination after completing the Assignments. The Term -End Examination shall Carry 70 Marks and the Question Paper has three Sections: A, B & C for the duration of 3 hours.

**3. Scheme of Examinations:**

**Assignment:** 1 assignment for 2 credits are to be prepared by the learners. E.g. If a Course is of Credit 6, then 3 number of Assignments are to be written by the learner to complete the continuous assessment of the course. Assignment carries 30 Marks (Average of Total no of Assignment), consists of Long Answer Questions (1000 words) for each Course.

Sec-A	Answer any one of the question not exceeding 1000 words out of three questions.	1 x 15 = 15 Marks
	(Attendance) For attending Counselling Classes	15 Marks



**Question Pattern for Theory Examinations:**  
**Tamil Nadu Open University**  
**B.A., Tourism and Travel Studies Degree Examination**

Max. Marks: 70

**PART - A (3 × 3 = 9 marks)**

Answer any **Three** questions out of Five questions in 100 words  
All questions carry equal marks

1. From Unit - I
2. From Unit - II
3. From Unit - III
4. From Unit - IV
5. From Unit - V

**PART - B (3 × 7 = 21 marks)**

Answer any **Three** questions out of Five questions in 200 words  
All questions carry equal marks

6. From Unit - I
7. From Unit - II
8. From Unit - III
9. From Unit - IV
10. From Unit - V

**PART - C (4 × 10 = 40 marks)**

Answer any **Four** questions out of Seven questions in 500 words.  
All questions carry equal marks.

11. From Unit - I
12. From Unit - II
13. From Unit - III
14. From Unit - IV
15. From Unit - V
16. From any unit
17. From any unit

## 12. Passing Minimum

For theory examination: The candidate shall be declared to have passed the examination if the candidate secures not less than 25 marks in the Term End Examinations (TEE) in each theory paper and secures not less than 13 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 40 marks in both external and internal taken together.

Continuous Internal Assessment (CIA)		Term End Examination (TEE)		Overall Aggregate Marks	Maximum Marks
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	CIA + TEE	
13	30	25	70	40	100

## 13. Classification of Successful Candidates:

Candidates who pass all the courses prescribed and who secure 60% and above in the aggregate of marks in Core courses will be placed in the First Class. Those securing 50% and above but below 60% in the aggregated will be placed in the Second Class. All other successful candidates will be placed in the Third Class.



**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**  
**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**  
**I Year–Semester-I**

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<b>Course Title</b>	<b>: Introduction to Tourism</b>
<b>Course Code</b>	<b>: BTTSS-11</b>
<b>Course Credit</b>	<b>: 4</b>

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ Define and explain the concept of Tourism, Nature and Characteristics of Tourism Factors.
- ❖ Trace the growth and development of Tourism in Asia and India.
- ❖ Define the History of Travel and Tourism.
- ❖ Enumerate the dynamics of Tourism and Economic Development.
- ❖ Explain impact of tourism on Economics, social, physical and environmental changes.

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**BLOCK I**

Definition and concept of Tourism- Nature, Definition, Characteristics, Tourism factors, frame work of Tourism – Types of Tourism.

**BLOCK II**

Growth and development of Tourism – Asia – India.

**BLOCK III**

History, Travel and Tourism – A Historical perspective of Travel and Journeys, Renaissance and the spirit of enquiry, ancient travelers, pilgrims, adventures, elements of tourism, encouragement of domestic tourists, paid holidays and group tourism.

**BLOCK IV**

Dynamics of Tourism – Tourism and Economic development – Focus on the developed and developing countries, natural and cultural environment in the context of the growth of tourism, decentralization – a tourism policy imperative, the Hague Resolutions, Facilitation of Tourism and Travel, security and protection of sites – Tourism Legislations.

## **BLOCK V**

Impact of Tourism – Economics, social, physical and environmental changes.

### **REFERENCE BOOKS**

1. Barkal and Mclik, Tourism – Past, Present and Future, London, 1995.
2. Kaul R. M. Dynamics of Tourism – A Trilogy, Vol I, New Delhi, 1997.
3. Seth, Pran Nath, Successful Tourism Practices, Vol I, New Delhi 1997.
4. Kumar, Chiranjib., Choudhary, Aditi. Introduction to Tourism & Hospitality. CreateSpace Independent Publishing Platform, 2017.
5. A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015.

### **WEB RESOURCES**

1. Nomadic- <https://www.bing.com/search?q=Nomadic>
2. Phenomenon - <https://www.bing.com/search?q=Phenomenon>
3. Infrastructure -[https://www.bing.com/search?q= Infrastructure](https://www.bing.com/search?q=Infrastructure)
4. Secondary trade -[https://www.bing.com/search?q= Secondary trade](https://www.bing.com/search?q=Secondary%20trade)
5. Leisure -[https://www.bing.com/search?q= Leisure](https://www.bing.com/search?q=Leisure)
6. Folk arts -[https://www.bing.com/search?q= Folk arts](https://www.bing.com/search?q=Folk%20arts)

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### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining and explaining the concept of Tourism, Nature and Characteristics of Tourism Factors.
- ❖ Tracing the growth and development of Tourism in Asia and India.
- ❖ Defining the History of Travel and Tourism.
- ❖ Critically enumerating the dynamics of Tourism and Economic Development.
- ❖ Explaining the impact of tourism on Economics, social, physical and environmental changes



**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**  
**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**  
**I Year–Semester-I**

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**Course Title** : Indian Tourism

**Course Code** : BTTSS-12

**Course Credit** : 4

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ Define Indian Tourism and its historical perspectives.
  - ❖ Explain the Nature, characteristics and features of Tourism.
  - ❖ Explain the National and Regional Organisations and its Functions and activities.
  - ❖ Analyse the Legislations and Regulations –Tourism and government polices-Tourism policy proposal 1982.
  - ❖ Describe the Future of Tourism, Promoting factors and constraints of Tourism.
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**BLOCK I**

Indian Tourism - A Historical Perspectives.

**BLOCK II**

Nature and characteristics - features of Tourism - Tourism Activities - Motivation for Tourism - Types and forms of Tourism.

**BLOCK III**

National and Regional Organisations - Functions and activities – India Tourism Development Corporation (ITDC), Tamil Nadu Tourism Development Corporation (TTDC), Rajasthan Tourism Development Corporation (RTDC), - Role of Indian government in promoting tourism.

**BLOCK IV**

Legislations and Regulations –Tourism and government polices-Tourism policy proposal 1982-Resolution, 1988-Tourism policy proposal, 1992-

Formation of Ministry of Tourism- significance of various agencies in promoting Tourism.

## **BLOCK V**

Future of Tourism – Promoting factors - constraints of Tourism.

### **REFERENCE BOOKS**

1. A.K.Bhatia-Tourism Development.
2. Seth Pran Nath-Fundamentals in Tourism.
3. Manoj Das-India; a tourist Paradise.
4. Dubey & Negi – Economic Geography of India.
5. [www.indiatourism.com](http://www.indiatourism.com).

### **WEB RESOURCES**

1. Affluent- <https://www.bing.com/search?q=Affluent>
2. Curiosity-- <https://www.bing.com/search?q=Curiosity>-
3. Propensity-- <https://www.bing.com/search?q=Propensity>-
4. Fascinating -- <https://www.bing.com/search?q=Fascinating>
5. Fissiparous -- <https://www.bing.com/search?q=Fissiparous>
6. Globalization -- <https://www.bing.com/search?q=Globalization>
7. Jostling -- <https://www.bing.com/search?q=Jostling>

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### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining Indian Tourism and its historical perspectives.
- ❖ Explaining the Nature, characteristics and features of Tourism .
- ❖ Explaining the National and Regional Organisations and its Functions and activities.
- ❖ Critically analysing the Legislations and Regulations – Tourism and government polices-Tourism policy proposal 1982.
- ❖ Describing the Future of Tourism, Promoting factors and constraints of Tourism.



**TAMIL NADU OPEN UNIVERSITY**  
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**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**  
**I Year – Semester-I**

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**Course Title** : Art and Architecture of India

**Course Code** : BTTSSA-11 (Allied)

**Course Credit** : 2

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ Define Mauryan Architecture and the Contribution of Asoka.
- ❖ Explain Buddhist Architecture, Jain Architecture and its influence on Indian Architecture.
- ❖ Define Temple Architecture and the different phases of Architecture.
- ❖ Explain pallava architectural forms with reference to Rock cut cave temple, monolithic rathas and structural temple.
- ❖ Explain architecture of Delhi Sultanates and imperial Mughals.

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**BLOCK I**

Mauryan Architecture: Introduction – Contribution of Asoka - the stupas – pillars – cave sanctuaries - Foreign Influence on Mauryan Architecture.

**BLOCK II**

Buddhist Architecture: Stupas – Chaityas – Jain Architecture and its influence on Indian Architecture.

**BLOCK III**

Temple Architecture: Dravida – Nagara – Vesara – Different phases of Architecture - Contribution of Sungas, Satavahanas and the Kushans – Gandhara art – The architectural designs of the Guptas.

**BLOCK IV**

South Indian Temples: The pallava architectural forms – Rock cut cave temple – monolithic rathas and structural temples - The early and Later

Chola architecture - Architecture under the Hoysalas – Pandyas – Vijayanagar emperors – Bhamini.

## **BLOCK V**

Islamic Architecture: Architecture under the Delhi sultanates – Architecture under the imperial Mughals.

## **REFERENCE BOOKS**

1. K.A.N. Sastri, Age of the Nandas and Mauryas, New Delhi 1967.
2. Percy Brown: Indian Architecture.
3. Srinivasan K.R – Temples of South India.
4. Basham; A.L – The wonder that was India, 3<sup>rd</sup> Revised (Ed) 1967.
5. Fergurson, James – History of Indian and eastern Architecture; 1876 Revised and Edited by James Burgess 2, vol.1910.

## **WEB RESOURCES**

1. Indigenous --<https://www.bing.com/search?q=Indigenous>
2. Remnants --<https://www.bing.com/search?q=Remnants>
3. Colossal --<https://www.bing.com/search?q=Colossal>
4. Monolithic pillars --[https://www.bing.com/search?q=Monolithic pillars](https://www.bing.com/search?q=Monolithicpillars)
5. Salabanjika --<https://www.bing.com/search?q=Salabanjika>
6. Splendid --<https://www.bing.com/search?q=Splendid>

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## **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining the Mauryan Architecture and the Contribution of Asoka.
- ❖ Explaining the Buddhist Architecture, Jain Architecture and its influence on Indian Architecture.
- ❖ Defining the Temple Architecture and the different phases of Architecture.
- ❖ Explaining the Pallava architectural forms with reference to Rock cut cave temple, monolithic rathas and structural temple.
- ❖ Explaining the architecture of Delhi Sultanates and imperial Mughals.





**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**  
**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**  
**I Year–Semester-II**

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**Course Title** : Geography of Tourism  
**Course Code** : BTTSS-21  
**Course Credits** : 4

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ Define Geography and Tourism and Tourism in India and the sub continent.
  - ❖ Explain the Impact of Geographical Division and climatic factors on Tourism.
  - ❖ Describe Geographical Divisions and Tourism in Urban, rural, cities, towns and mountains.
  - ❖ Enumerate Natural Resources of Tourism and Soils, Flora and Fauna.
  - ❖ Describe Agriculture and Agriculture related to tourism plantations.
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**BLOCK I**

Geography and Tourism-India and the sub continent – position and its significance – Location – size and shape – Boundaries – Political Divisions – Physical features – The coast and islands.

**BLOCK II**

Impact of Geographical Division and climatic factors on Tourism-Factors influencing the climate of India – significance of Monsoon and Rainfall in India – Famines and Floods.

**BLOCK III**

Geographical Divisions and Tourism, Urban, rural, cities, town, mountains– **Hill stations** : Kashmir, Sri nagar, Shimla, Manali, Kulu Valley, Nainital, Darjeeling Mt Abu, Mahabaleswar, Ooty, Kodaikanal. **Beaches**: Puri, Konark, Gopalpur on sea.Juhu: Goa, Visakhapatnam, Chennai, Mahabalipuram,Pondichery,Kovalam, Trivandrum. **Ports**: Mumbai, Kolkota, Kochi, Chennai, Marmugoa, Paradeep, Vishakapatnam.

## **BLOCK IV**

Natural Resources and Tourism-Soils, Flora and Fauna, Wild life of India conservation of wild life. National Parks, Wild Life Sanctuaries, Safaris – Aforestation programme.

## **BLOCK V**

Agriculture-Agriculture related to tourism plantations – Problems and Types of Agriculture – Types of crops and cropping season – methods of cultivation – Irrigation – Rivers of India and River valley projects - floriculture.

## **REFERENCE BOOKS**

1. Cooper P. Christopher, Geography of Travel and Tourism, London: Butterworth-Heinemann, 2012
2. Velvet Nelson, An Introduction to the Geography of Tourism, London, 2017
3. Geetanjali. Tourism Geography. Centrum Press, New Delhi, 2017.
4. Hussain.M. Indian and World Geography. Tata McGraw Hill Education.
5. Khullar, D.R. Geography of India. Kalyani Publications.

## **WEB RESOURCES**

1. Crust - <https://www.bing.com/search?q=Crust>
2. Plate -[https://www.bing.com/search?q= Plate](https://www.bing.com/search?q=Plate)
3. Archipelago -[https://www.bing.com/search?q= Archipelago](https://www.bing.com/search?q=Archipelago)
4. Ethnic -[https://www.bing.com/search?q= Ethnic](https://www.bing.com/search?q=Ethnic)
5. Peninsula -[https://www.bing.com/search?q= Peninsula](https://www.bing.com/search?q=Peninsula)

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## **COURSE LEARNING OUTCOMES**

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- ❖ Defining Geography and Tourism and Tourism in India and the sub continent.
- ❖ Explaining the Impact of Geographical Division and climatic factors on Tourism.
- ❖ Describing the Geographical Divisions and Tourism in Urban, rural, cities, towns and mountains.
- ❖ Enumerating the Natural Resources of Tourism and Soils, Flora and Fauna.
- ❖ Describing Agriculture and Agriculture related to tourism plantations.



**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**  
**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**  
**I Year – Semester- II**

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<b>Course Title</b>	<b>: Transport System and Tourism</b>
<b>Course Code</b>	<b>: BTTSS-22</b>
<b>Course Credit</b>	<b>: 4</b>

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To Define Transport System, different types of Transport and the impact of science and technology on Transport.
- ❖ To Explain Land Transport with reference to Roadways, Automobiles, Bus and Cars.
- ❖ To Analyse Railways, its Origin and Development and types of trains.
- ❖ To Define Water transport and Inland waterways.
- ❖ To Explain Air Transport, its origin and development of Aviation sector.

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**BLOCK I**

Transport System - Different types of Transport - Impact of Science and Technology.

**BLOCK II**

Land Transport - Roadways – Automobiles – Bus and Cars – Coaches.

**BLOCK III**

Railways - Origin and Development – Railways - types of trains – Palace on wheel -Indrail pass.

**BLOCK IV**

Water Transport - Inland waterways – steam boat – cruises – hydrofils and Hovercrafts.

## **BLOCK V**

Air Transport-Origin and development of Aviation – IATA, ICAO, AIR Charters - Civil Aviation in India - Indian Airlines – Vayoodoot – IAAI.

### **REFERENCE BOOKS**

1. Stephen J. Page , Transport for Tourismbooks. New York, 1999
2. M.R. Dileep, Tourism, Transport and Travel Management, New York, 2019
3. Les M. Lumsdon, Stephen J., Tourism and Transport, Issues and Agenda for the New Millenium, United Kingdom, 2007
4. Prof. C. Michael Hall, Diem-Trinh Le-Klähm, Yael Ram, Tourism, Public Transport and Sustainable Mobility, New York, 2017
5. David Timothy Duval, Tourism and Transport: Modes, Networks and Flows, New York, 2007

### **WEB RESOURCES**

1. Affluence- <https://www.bing.com/search?q=Affluence>
2. Wagon - [https://www.bing.com/search?q= Wagon](https://www.bing.com/search?q=Wagon)
3. Urban - [https://www.bing.com/search?q= Urban](https://www.bing.com/search?q=Urban)
4. Stride - [https://www.bing.com/search?q= Stride](https://www.bing.com/search?q=Stride)
5. Cruising - [https://www.bing.com/search?q= Cruising](https://www.bing.com/search?q=Cruising)

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### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining Transport System, different types of Transport and the impact of science and technology on Transport.
- ❖ Explaining Land Transport with reference to Roadways, Automobiles, Bus and Cars.
- ❖ Analysing Railways, its Origin and Development and types of trains.
- ❖ Defining Water transport and Inland waterways.
- ❖ Explaining Air Transport, its origin and development of Aviation sector.



**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**  
**Chennai – 15**

**B.A. Tourism and Travel Studies – Syllabus**  
**I Year–Semester-II**

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<b>Course Title</b>	<b>: Communications and Automation</b>
<b>Course Code</b>	<b>: BTTSSA-21 (Allied)</b>
<b>Course Credit</b>	<b>: 2</b>

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define Communication and Indian Telecom industry.
- ❖ To explain Data communication with Modem, Multiplexer, Controllers, Protocols, Facsimile Transmission and Videotext.
- ❖ To analyse Communication Networks with Wide Area Network and Local Area Network.
- ❖ To define Automated systems of information and types of information.
- ❖ To describe the airline as vendor with Tele Ticketing, Satellite Ticket Printer, Electronic Ticket Delivery Network, Back Office Systems and Personal Computer.

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**BLOCK I**

Communication - Indian Telecom industry - Electronic mail - Voice communication - Call monitoring - Computer aided Telephone system.

**BLOCK II**

Data communication - Modem - Multiplexer - Controllers, Protocols - Facsimile Transmission - Videotext.

**BLOCK III**

Communication Networks - Wide Area Network – Local Area Network - Telex Electronic Data Interchange - Automated Teller Machine.

**BLOCK IV**

Automated systems of information - types of information - Video Conferencing - Computer Reservation System.

**BLOCK V**

The airline as vendor - Tele Ticketing - Satellite Ticket Printer - Electronic Ticket Delivery Network - Automated Ticketing Machine - Back Office Systems - Personal Computer.

### **REFERENCE BOOKS**

1. K S Manoj, Industrial Automation with SCADA: Concepts, Communications, Chennai, 2019
2. Spyros G. Tzafestas, Information, Communication, and Automation Ethics in the Knowledge Society Age, New York, 2018
3. Yanwen Wu, Advances in Computer, Communication, Control and Automation, Wuhan, 2011
4. Adnan Salihbegović, Aida Sadžak, Selma Rizvić, Information, communication and automation technologies, 2007
5. Cobus Strauss, Practical Electrical Network Automation and Communication Systems, Paris, 2003

### **WEB RESOURCES**

1. VDT - - <https://www.bing.com/search?q=VDT>
2. Device - <https://www.bing.com/search?q=Device>
3. Interconnected - <https://www.bing.com/search?q=Interconnected>
4. Subscriber - <https://www.bing.com/search?q=Subscriber>
5. Circuit - <https://www.bing.com/search?q=Circuit>
6. Keypad - <https://www.bing.com/search?q=Keypad>

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### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining Communication and Indian Telecom industry.
- ❖ Explaining Data communication with Modem, Multiplexer, Controllers, Protocols, Facsimile Transmission and Videotext.
- ❖ Analysing Communication Networks with Wide Area Network and Local Area Network.
- ❖ Defining Automated systems of information and types of information.
- ❖ Describing the airline as vendor with Tele Ticketing, Satellite Ticket Printer, Electronic Ticket Delivery Network, Back Office Systems and Personal Computer.
- ❖ Explaining Constitution of France and its salient Features



**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**  
**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**  
**II Year–Semester-III**

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**Course Title : Socio Cultural Tourism in India**

**Course Cod : BTTSS - 31**

**Course Credit : 4**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define Indian Culture and to explain general Features of Indian Culture
- ❖ To explain Indian Society viz., Family, Family patterns, Joint and Nuclear Family its Advantages and Disadvantages.
- ❖ To enumerate the Fairs of India.
- ❖ To explain Indian Festivals and the significance of the Indian festivals;
- ❖ To elucidate the cultural festivals in India.

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**BLOCK I**

Indian Culture - General Features of Indian Culture- Popular Indian Traditions – Indian Food specialties – Indian Costumes - Caste System in India - Varnashrama Dharma – The Doctrine of Karma - Kinship – Royal families and their lifestyle

**BLOCK II**

Indian Society – Family - the Smallest Social Unit - Family patterns- Joint - Nuclear – Advantages and Disadvantages - Types of Marriages in India – Hindu Marriages- Christian Matrimony- Muslim Nikkah – Legalities of Marriage – Sanctity of Marriage - Indian Ceremonies- Birth – Puberty – Marriage - Funerals.

**BLOCK III**

Fairs of India - Pushkar Fair of Rajasthan - Elephant Fair of Jaipur - Surajkund Craft Mela of Haryana –Ganaga sagar mela of West Bengal – Desert Festival of Jaisalmer - Sonapur Cattle Fair –Cultural Sports Festivals - Gujarat Kite-Festival

– Boat Race of Kerala– Jallikattu of Tamil Nadu - Distinctiveness of Indian fairs and festivals

#### **BLOCK IV**

Indian Festivals - Significance of the Indian festivals - Religious festivals of India – Diwali – Holi – Navarathri – Durga Pooja – Ganesh Chahturthi - Vasanth Panjami – Shivarathri –Kumbha Mela - Naga Panchami - Eid – ul - Fitr– Bakri – Id – Muharram – Id – e- Milad - Christmas – Esater – Good Friday - Buddha Poornima – Guru Purab – Mahavir Jayanthi – Ugadi – National festivals of India – Republic Day – Independence Day - Gandhi Jayanthi - Harvest festivals – Onam – Pongal – Bihu - Makar Sankarathi

#### **BLOCK V**

Cultural Festivals in India – Modhera Dance festival, Gujarat, Goa Carnival- Chennai Sangamam-Desert Festival, Rajasthan – Konark Dance Festival, Odisha – Hornbill Festival, Nagaland - Chennai-Chidambaram – Kila Raipur Festival - Arubathimuvar of Mylapore – Significance of the Cultural festivals

#### **REFERENCE BOOKS**

1. Shankar Rao C.N. Sociology of Indian Society, New Delhi, 2004.
2. Luvkush Mishra, Cultural Tourism in India, New Delhi, 1990.
3. Basham A.L. Cultural History of India, New Delhi, 198.
4. Jagadeesa Ayyar P.V., South Indian Festivites, AES, 2005.
5. Krishnamurthy. K. Social and Cultural Life in Ancient India, New Delhi, 1982.

#### **WEB RESOURCES**

1. Genre- <https://www.bing.com/search?q=Genre>
2. Pageant- <https://www.bing.com/search?q=Pageant>
3. Flaunt- <https://www.bing.com/search?q=Flaunt>
4. Ethos- <https://www.bing.com/search?q=Ethos>
5. Panorama- <https://www.bing.com/search?q=Panorama>

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#### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining Indian Culture and to explain general Features of Indian Culture
- ❖ Explaining Indian Society viz., Family, Family patterns, Joint and Nuclear Family its Advantages and Disadvantages.
- ❖ Enumerating the Fairs of India.
- ❖ Explaining Indian Festivals and the significance of the Indian festivals
- ❖ Elucidating the cultural festivals in India.





**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**

**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**  
**II Year–Semester-III**

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**Course Title** : Hospitality Management

**Course Code** : BTTSS-32

**Course Credit** : 4

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**COURSE OBJECTIVE**

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While studying this course, the Learner will be able to:

- ❖ To define Hospitality industry and explain its nature and scope.
  - ❖ To explain Hotel Management with reference to Front office.
  - ❖ To explain Food and Beverage Management and Restaurant.
  - ❖ To analyse Indian Food as North Indian and South Indian.
  - ❖ To describe Duties and Responsibilities of the Front Office Personnel.
- 

**BLOCK I**

Hospitality industry: Definition - Nature and scope - Essentials of Hospitality Industry components of Hospitality Industry - Conventional and Non-conventional Hotels - Major international hotel chains - Major hotel chains of India.

**BLOCK II**

Hotel Management: Front office - Various room plans - Reservation - Registration - Telephone handling - House Keeping - Various rooms types - Services - Billing - Traveller's Cheques - Change of currencies - Night audit - Rates - Commission and Brokerage - Computerisation.

**BLOCK III**

Food and Beverage Management: Restaurant - Types and layout, Etiquette, Menu -Types of Menu - Food and Beverage Service - Equipments and their services.

**BLOCK IV**

Food Specialty: Indian Food - North Indian (Vegetarian and non-vegetarian), South Indian (Vegetarian and non-vegetarian) - Fast food - National - International.

## **BLOCK V**

Front Office Management: Duties and Responsibilities of the Front Office Personnel Front Office System - Communication - Guest Relations - Front Office Security - Federation of Hotel and Restaurants Associations of India - Hotels of Future.

### **BOOKS FOR REFERENCES**

1. Anand M.N.-Tourism and Hotel Industry in India.
2. Andrews Sudhir, Front office training manual (1999).
3. Andrews Sudhir, House keeping training manual.
4. Roy C Wood, Hospitality Management: A Brief Introduction, New Delhi, 2015
5. Andrews Sudhir, Food and Beverage service training manual.

### **WEB RESOURCES**

1. Bleeding -[https://www.bing.com/search?q= Bleeding](https://www.bing.com/search?q=Bleeding)
2. Blended -[https://www.bing.com/search?q= Blended](https://www.bing.com/search?q=Blended)
3. Closets -[https://www.bing.com/search?q= Closets](https://www.bing.com/search?q=Closets)
4. Custodian -[https://www.bing.com/search?q= Custodian](https://www.bing.com/search?q=Custodian)  
Discrepancy -[https://www.bing.com/search?q= Discrepancy](https://www.bing.com/search?q=Discrepancy)

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### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Explaining the rule of the Manchus and Socio, Economic conditions.
- ❖ Analysing the Sphere of Influences and Open Door Policy- Sino-Japanese War, 1894-95.
- Critically analysing China and the First World War and May Fourth Movement.
- Explaining the Struggle between Kuomintang Party and the Chinese Communist Party.
- Critically enumerating the Cultural Revolution and the Big Leap Forward.



**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**

**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**

**II Year–Semester-III**

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**Course Title : Human Resource Management**

**Course Code : BTTSSSE-ELECTIVE- 31A**

**Course Credit : 2**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define Human Resource Management, and to explain the Objectives of Human Resource Management.
  - ❖ To explain HR Planning and Execution
  - ❖ To elucidate the Responsibility of Recruitment and Selection.
  - ❖ To define Job Evaluation and to explain Its Nature and Scope.
  - ❖ To explain Labour Issues and its Redressal through Labour Welfare and Labour Grievance Handling Department
- 

**BLOCK - I**

Scope and Values of Human Resource Management - Meaning - Objectives of Human Resource Management - Importance - Functions and Responsibilities of the HR Department in an Organization - Challenges faced by HR Manager- Opportunities - Need for Human Resource Management in Tourism Industry

**BLOCK - II**

HR Planning and Execution - Man Power Planning - Significance - Characteristics - Factors hindering Planning - The various steps involved in Human Resource planning - Types of Human Resource Planning.

**BLOCK – III**

Responsibility of Recruitment and Selection - Recruitment meaning - source metho Selection method- Selection Process – Challenges during recruitment - Interviews – Levels of Interviews - Placement- Induction- Training – Performance appraisal - Increments.

#### **BLOCK - IV**

Job Evaluation – Its Nature and Scope – Concept and the limitations for Job Evaluation - Job analysis - Job descriptions - Job Linkages - Job Specification - Job design – Job Challenges .

#### **BLOCK - V**

Labour Issues and Redressal – Labour Welfare - Labour Grievance Handling Department – Procedure for Redressal - Discipline of the employee – Breach of Institutional rules - Trade Unions – Role of a Union Leader - Social security and Social Insurance- Responsibilities of the International Labour Organisation.

#### **BOOKS FOR REFERENCE**

1. Rao, V.S.P., Human Resource Management, New Delhi, 2010.
2. Garry Dessler, A Framework for Human Resource Management, Noida, 2011
3. Ivaneceovich, J.M., Human Resource Management, London, 2010.
4. Mamoria, C.B. and Gaonkar, S.V., Personnel Management, New Delhi, 2011.
5. David D. Balkin and Robert L. Cardy, Managing Human Resources, New Delhi, 2010

#### **WEB RESOURCES**

1. Pursue -[https://www.bing.com/search?q= Pursue](https://www.bing.com/search?q=Pursue)
2. Intangible -[https://www.bing.com/search?q= Intangible](https://www.bing.com/search?q=Intangible)
3. Hospitality -[https://www.bing.com/search?q= Hospitality](https://www.bing.com/search?q=Hospitality)
4. Innovation -[https://www.bing.com/search?q= Innovation](https://www.bing.com/search?q=Innovation)
5. Recreation -[https://www.bing.com/search?q= Recreation](https://www.bing.com/search?q=Recreation)

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#### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining Human Resource Management, and to explain the Objectives of Human Resource Management.
- ❖ Explaining HR Planning and Execution.
- ❖ Elucidating the Responsibility of Recruitment and Selection.
- ❖ Defining Job Evaluation and to explain Its Nature and Scope.
- ❖ Explaining Labour Issues and its Redressal through Labour Welfare and Labour Grievance Handling Department .



# TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies

Chennai – 15

**B.A. Tourism and Travel Studies - Syllabus**

**II Year–Semester-III**

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**Course Title : Modern Governments**

**Course Code : BTTSE – ELECTIVE - 31B**

**Course Credit : 2**

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## **COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define Constitution of India and explain the meaning of State.
- ❖ To explain Constitution of UK and its salient features.
- ❖ To explain Constitution of USA and its salient features.
- ❖ To explain Constitution of Switzerland and its salient features.
- ❖ To explain Constitution of France and its salient features.

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### **BLOCK I**

**Constitution :** Definition of Constitution – Meaning of State – The theory of Separation of Powers – the Rule of Law and the Administrative Law – Party system – Convention and Usages

### **BLOCK II**

**Constitution of U.K.:** Salient Features – The Executive – Monarchy – Prime Minister and Cabinet – The Legislature – Parliament – House of commons and House of Lords – Judiciary – Party System.

### **BLOCK III**

**Constitution of U.S.A. :** Salient Features – Federalism – President – Congress – House of Representatives and Senate – Federal Judiciary – Supreme Court – Judicial Review – The Theory of Separation of Powers – Checks and Balances – Party System.

### **BLOCK IV**

**Constitution of Switzerland :** Constitution of Switzerland – Salient features – Federalism – Federal council as Plural Executive – Federal Assembly – National Assembly – National Council – Federal Tribunal – Direct Democracy – Referendum – Initiative and Recall.

### **BLOCK V**

**Constitution of France :** Main features of the Constitution – President of the Republic – Prime Minister – Parliament – law making Procedure – Judiciary – Administrative Law – Party System.

## WEB RESOURCES

<https://legalserviceindia.com/legal/article-6034-separation-of-powers-in-india.html>

<https://www.surendranatheveningcollege.com/wp-content/uploads/2020/04/British-Political-Systems-Salient-Features.pdf>

<https://www.khanacademy.org/humanities/us-government-and-civics/us-gov-interactions-among-branches/us-gov-congress-the-senate-and-the-house-of-representatives/a/lesson-summary-the-senate-and-the-house-of-representatives>

<http://www.penacclaims.com/wp-content/uploads/2018/08/Amartansh-Pratap-Singh.pdf>

<https://rtuassam.ac.in/online/staff/classnotes/files/1627700248.pdf>

## BOOKS RECOMMENDED

1. J.C. Johari - Major Modern Political System
2. A.C. Kapoor - Modern Constitutions
3. V.D. Mahajan - Select Modern Government
4. Ridley and Blondel - Public Administration in France
5. Vishoo Bhagwan and - World Constitutions, Sterling Publishers  
Vidya Bhusan Pvt. Ltd.,
6. V.D. Mahajan - Modern Government, New Delhi, 1992
7. Johari J.C. - Comparative Government and Politics

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## COURSE LEARNING OUTCOMES

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After completion of this course, the Learner will be able to:

- ❖ Defining Constitution of India and explain the meaning of State.
- ❖ Explaining Constitution of UK and its salient features.
- ❖ Explaining Constitution of USA and its salient features.
- ❖ Explaining Constitution of Switzerland and its salient features.
- ❖ Explaining Constitution of France and its salient features.



**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**  
**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus – II Year–  
Semester-IV**

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<b>Course title</b>	<b>: Marketing Management and Tour Operations</b>
<b>Course code</b>	<b>: BTTSS-41</b>
<b>Course credit</b>	<b>: 4</b>

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**COURSE OBJECTIVE**

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While studying this course, the Learner will be able to:

- ❖ To define Marketing and explain the Functional importance of Marketing.
- ❖ To analyse Buyer Behaviour and explain Market Segmentation.
- ❖ To describe Travel Agency and explain its Importance.
- ❖ To enumerate Tour Operations with reference to Passenger Reservation, Ticketing, Standard Procedures, Air Tickets and Mass media techniques.
- ❖ To analyse Travel legislation with referent to Travel regulations and Chicago convention.

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**BLOCK I**

Definition of Marketing - Functional importance of Marketing - Buying and selling - Transportation - Warehousing - Branding and Packaging.

**BLOCK II**

Buyer Behaviour - Market Segmentation - Pricing - Sales Promotion.

**BLOCK III**

Travel Agency - Importance - Organisation - Functions - Business.

**BLOCK IV**

Tour Operation - Passenger Reservation, Ticketing - Standard Procedures - Air Tickets - Mass media techniques - computer reservation system - Teletex - internet.

## **BLOCK V**

Travel legislation and organisation - Travel regulations - Chicago convention - Bilateral agreement - the Warsaw convention - World Travel Mart (WTM) - Travel Trade Workshop (TTW) - European incentive and Business Travel Meetings (EIBTM)

## **BOOKS FOR REFERENCES**

1. Chand Mohinder, Travel Agency Management in introductory Text.
2. Sushma Seth Bhat and Seth, Pran Nath - An introduction of Travel Management.
3. Jha S.M. Tourism Marketing, New Delhi, 2004.
4. Bhatia, A.K. Tourism Management and Marketing, New Delhi, 2008.
5. Philip Kotler, John. T. Bowen, James. C. Makens, Marketing for Hospitality and Tourism, Chennai, 2002.

## **WEB RESOURCES**

- <https://www.yourarticlelibrary.com/marketing/essential-functions-of-marketing-transportation-and-storage/25853>
- [https://www.tutorialspoint.com/consumer\\_behavior/consumer\\_behavior\\_market\\_segmentation.htm](https://www.tutorialspoint.com/consumer_behavior/consumer_behavior_market_segmentation.htm)
- <https://www.shobhituniversity.ac.in/pdf/econtent/Marketing-Management-Unit-2-Dr-Neha-Vashistha.pdf>
- <https://www.unwto.org/international-code-for-the-protection-of-tourists>
- <https://www.moodlemonkey.com/get-assignment-solution-moodle-monkey/legislation-and-ethics-in-travel-and-tourism-sector/>

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## **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining Marketing and explain the Functional importance of Marketing.
- ❖ Critically analysing Buyer Behaviour and explain Market Segmentation.
- ❖ Describing Travel Agency and explain its Importance.
- ❖ Enumerating Tour Operations with reference to Passenger Reservation, Ticketing, Standard Procedures, Air Tickets and Mass media techniques.
- ❖ Analysing Travel legislation with referent to Travel regulations and Chicago convention.





## TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies  
Chennai – 15

### B.A. Tourism and Travel Studies Syllabus II Year–Semester-IV

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**Course Title** : Eco Tourism and Sustainability  
**Course Code** : BTTSS - 42  
**Course Credit** : 4

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#### COURSE OBJECTIVES

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While studying this course, the Learner will be able to:

- ❖ To define eco tourism and to explain meaning and components of eco tourism.
  - ❖ To define ecology and to explain the Basic Laws of Ecology and Sustainability.
  - ❖ To enumerate the impacts of eco tourism viz., environmental, socio cultural and economic impact of eco tourism.
  - ❖ To elucidate Policies and Planning in Eco Tourism viz., The Air (Prevention and Control of Pollution) Act, 1981, The Water (Prevention and Control of Pollution) Act, 1974 and Environment Protection Act, 1986.
  - ❖ To describe eco tourism marketing and to explain Eco-Bridge, Eco Lodges, Eco Resorts, Tree Houses, Trekking, Camping and Development Strategies for Eco tourist Accommodations
- 

#### BLOCK - I

Meaning of Eco tourism - Defining Eco tourism-Components of Eco tourism - Principles of Eco tourism - Types of Eco tourism - Global Growth and Magnitude of Eco tourism

#### BLOCK - II

Ecology - Basic Laws of Ecology - Sustainability - Carrying Capacity- Absorbing Capacity - Eco Tourism Resources - Hill stations - Coastal Regulation Zones - Forests and Jungles - Eco Tourism Venues- Private Protected Areas- Public Protected - Areas- Modified Spaces - Indigenous territories

#### BLOCK- III

Impacts of Eco Tourism – Environmental Impacts of Eco tourism - Poaching – Trampling - Socio-Cultural Impact of Eco tourism - Economic Impact of Eco tourism

#### **BLOCK - IV**

Policies and Planning in Eco Tourism - The Air (Prevention and Control of Pollution) Act, 1981 - The Water (Prevention and Control of Pollution) Act, 1974 - Environment Protection Act, 1986 - National Green Tribunal Act, 2010 -United Nations Environmental Programme (UNEP) - National Policy on Ecology - Eco Labelling and Eco Certification -

#### **BLOCK - V**

Marketing Ecotourism - Eco-Bridge -Eco Lodges-Eco Resorts - Tree Houses - Trekking - Camping - Development Strategies for Eco tourist Accommodations - Marketing and promotion of Eco- tourist destinations.

#### **BOOKS FOR REFERENCE**

1. Ramesh Chawla, Ecology and Tourism Development, New Delhi, 2006.
2. Chawla, Romila, Ecotourism and Development, New Delhi, 2003.
3. Singh, Ratan Deep, National Eco Tourism and wildlife Tourism - Policies and Guidelines, New Delhi, 2004.
4. Arora, Shyam Lal, Adventure tourism and sports, Issues and Prospectives, New Delhi, 2007
5. Prabhas Chandra, Global Eco Tourism - Codes, Protocols and Charters, New Delhi, 2003.

#### **WEB RESOURCES**

<https://youmatter.world/en/definition/ecotourism/>  
<https://fs.blog/four-laws-of-ecology/>  
<https://www.sciencedirect.com/topics/earth-and-planetary-sciences/ecological-carrying-capacity>  
<https://www.bbc.co.uk/bitesize/guides/zq4hvcw/revision/7#:~:text=Positive%20impact%20of%20ecotourism%20on%20the%20environment&text=Ecotourism%20can%20reduce%20the%20need,t he%20conservation%20of%20the%20area.>

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#### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining eco tourism and to explain meaning and components of eco tourism.
- ❖ Defining ecology and to explain the Basic Laws of Ecology and Sustainability.

- ❖ Enumerating the impacts of eco tourism viz., environmental, socio cultural and economic impact of eco tourism.
- ❖ Elucidating Policies and Planning in Eco Tourism viz., The Air (Prevention and Control of Pollution) Act, 1981, The Water (Prevention and Control of Pollution) Act, 1974 and Environment Protection Act, 1986 .
- ❖ Describing eco tourism marketing and to explaining Eco-Bridge, Eco Lodges, Eco Resorts, Tree Houses, Trekking, Camping and Development Strategies for Eco tourist Accommodations



**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**  
**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**  
**II Year–Semester-IV**

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**Course Title** : **Public Relations for Tourism**

**Course Code** : **BTSSE – Elective – 41A**

**Course Credit** : **2**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To explain Public Relations Theory & Practice relating to Public Relations and the Tourism Industry.
- ❖ To elucidate the Public Relations for the Tourism Organizations.
- ❖ To define the Responsibility of Crisis Manager.
- ❖ To explain the Link between Public Relations and Media Relations.
- ❖ To explain the Event Management in Tourism and the various types of Events.

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**BLOCK – I**

Public Relations Theory & Practice -Meaning and Scope - Public Relations and the Tourism Industry –Various components of Public Relations - Organising Public Relations

**BLOCK – II**

Public Relations for the Tourism Organizations – The Corporate Plan and its objectives - Corporate Identity- Logos and symbols - Internal and External Communication - Corporate In-house Journal

**BLOCK – III**

Responsibility of Crisis Manager - Role of the PR Department - Crisis team - Crisis Communication - Disaster Management – Handling Disasters tactfully

**BLOCK – IV**

Link between Public Relations and Media Relations - Avenues of Communication - Press Relations, Broadcast Media and Internet Promotion - PR and advertising - Developing appropriate customer feedback

## **BLOCK – V**

Event Management in Tourism - Various Types of Events - Organization for Events - Event Policy and Objectives – Challenges in Event Management – Role of a Event Manager - Impact of Public Relations in Tourism

### **BOOKS FOR REFERENCE**

1. French, Ylva, Public Relations for Leisure and Tourism, London: Orient Longman, 2014
2. Black, Sam, Practical Public Relations, London: Pittman Publishing Company, 2000
3. Jeffkins, F., Public Relations For Your Business, New Delhi: Jaico Publications, 2004
4. Chauhan, A.S., Public Relations, New Delhi: Verma Publications, 1995
5. Rene, Henry A., Marketing Public Relations, Delhi: Surjeet Publications, 2003

### **WEB RESOURCES**

<https://www.himpub.com/documents/Chapter3040.pdf>

<https://5wpr.net/the-role-of-pr-in-the-tourism-industry/#:~:text=Public%20relations%20helps%20tourism%20businesses,destination%2C%20attraction%2C%20or%20event.>

<https://www.techtargget.com/searchdisasterrecovery/tip/Roles-and-responsibilities-of-a-crisis-management-team>

<https://courses.lumenlearning.com/clinton-marketing/chapter/reading-public-relations/>

<https://csic.georgetown.edu/magazine/public-relations-play-role-social-media-marketing/>

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### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Explaining the Public Relations Theory & Practice relating to Public Relations and the Tourism Industry.
- ❖ Elucidating the Public Relations for the Tourism Organizations.
- ❖ Defining the Responsibility of Crisis Manager.
- ❖ Explaining the Link between Public Relations and Media Relations
- ❖ Explaining the Event Management in Tourism and the various types of Events.
  
- ❖ Enumerating the Festivals across India.



**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**  
**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus**  
**II Year – Semester-IV**

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**Course Title : Women and Law in India**

**Course Code : BTTSSSE- ELECTIVE- 41A**

**Course Credit : 2**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ Describe the colonial Legal System and explain Indian Constitution.
- ❖ Explain the Personal Laws of Women with reference to marriage, Divorce, Adoption and The Hindu Succession Act 1956 and 2005
- ❖ Enumerate the Laws Relating to Violence Against Women.
- ❖ Explain Sexual Harassment at Work place. (VISAKA) and Rape.
- ❖ Elucidate UN Rights of Women and Children.

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**Block –I**

Colonial Legal System – Indian Constitution- Fundamental Rights – Directive Principles of State Policy – Human Rights.

**Block –II**

Women and Personal Laws – Laws related to Marriage – Divorce – Adoption- The Hindu Succession Act 1956 and 2005

**Block – III**

Laws Relating to Violence Against Women - Devadasi Abolition Act – Dowry Prohibition Act, 1964 – The Suppression of Immoral Trafficking Act, (SITA) – Medical Termination of Pregnancy Act (MTP) – Pre-Natal Diagnostic and Techniques Act (PNST)- Indecent Representation Act-The Commission of Sati (Prevention) Act 1987.

### **Block –IV**

Sexual Harassment at Work Harassment at work Place (VISAKA) and Rape-Eve Teasing and Child Abuse-Women and Labour Laws -Employees State Insurance Act (ESI).

### **Block – V**

UN Rights of Women and Children - Role of Legal Aid cells and Ceters - National Commission for Women, Schedule Caste, Schedule Tribe -Minorities, Backward Classes and Child Rights Ministry of Social Justice and Empowerment and Ministry of Women and Child Development.

### **WEB RESOURCES**

1. Sati -<https://www.google.com/search?q=Sati>
2. Certiorari -<https://www.google.com/search?q= Certiorari>
3. Habeas corpus -<https://www.google.com/search?q= Habeas +corpus>
4. NIPCCD -<https://www.google.com/search?q= NIPCCD>
5. NCW -<https://www.google.com/search?q= NCW>
6. NCBC -<https://www.google.com/search?q= NCBC>

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### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Describing the colonial Legal System and explain Indian Constitution.
- ❖ Explaining the Personal Laws of Women with reference to marriage, Divorce, Adoption and The Hindu Succession Act 1956 and 2005 .
- ❖ Enumerating the Laws Relating to Violence Against Women.
- ❖ Explaining Sexual Harassment at Work place. (VISAKA) and Rape.
- ❖ Elucidating UN Rights of Women and Children.
- ❖ develop a better organizational culture.

**ENVIRONMENTAL STUDIES (CCE)**

**Compulsory Paper**





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**B.A. Tourism and Travel Studies - Syllabus –**  
**III Year–Semester-V**

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**Course Title** : Emerging Trends in Tourism  
**Course Code** : BTTSS-51  
**Course Credit** : 4

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define tourism and to explain the basic components of Tourism.
  - ❖ To explain the significance of the Tourism industry and to explain the factors influencing the growth of Tourism.
  - ❖ To enumerate the Emerging Trends in Tourism.
  - ❖ To define Leisure and Recreation.
  - ❖ To Analyse Tourism Administration In India with reference to Ministry of Tourism, ITDC,TTDC and Tourism Information Centers.
- 

**BLOCK – I**

Introduction to Tourism - Definition of tourism- Basic components of Tourism - Types of Tourism - Tourism as an Industry International and Domestic Tourist – Basic travel Motivators

**BLOCK – II**

Significance of the Tourism industry- Factors influencing the growth of Tourism - Economic significance of Tourism - Social significance of Tourism – Tourism Paradigms – Travel Circuits – MICE Tourism

**BLOCK – III**

Emerging Trends in Tourism - Rural Tourism- Features of an Indian village- Rural Hospitality - Dark Tourism - Eco Tourism- Space Tourism – Fashion Tourism – Wine Tourism - Medical Tourism - Wellness Tourism- Virtual Tourism – pop Culture Tourism

**BLOCK – IV**

Leisure And Recreation – UNESCO Heritage Sites in India – Statistics on Tourist Attraction – Indian railways – Special Tourism Trains – Holiday Cruises – Modern Tourist Attractions – Malls and Amusements

## **BLOCK – V**

Tourism Administration In India – Ministry of Tourism – ITDC – TTDC – Tourism Information Centers – Role of the WTO in National Tourism – National Tourist Organisation

### **BOOKS FOR REFERENCE**

1. Camilleri, Mark Anthony. Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice. Switzerland: Springer Publications, 2018.
2. Vasudevan, Venu., Vijayakumar, Saroop Roy, B.R. An Introduction to the Business of Tourism. New Delhi: Sage Publications, 2017.
3. Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017.
4. Walker, John R. Introduction to Hospitality, London: Pearson, 2017.
5. Kumar, Chiranjib., Choudhary, Aditi. Introduction to Tourism & Hospitality. Create Space Independent Publishing Platform, 2017.

### **WEB RESOURCES**

<https://tourismnotes.com/travel-tourism/#:~:text=tourism%20as%20a%20socio%20economic,seen%20as%20a%20tourism%20product.>

<http://www.oas.org/dsd/publications/unit/oea78e/ch10.htm>

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3559353](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3559353)

<https://www.journalppw.com/index.php/jpsp/article/download/7540/4926/8755>

[https://www.academia.edu/30802825/rural\\_tourism\\_in\\_india\\_relevance\\_prospects\\_and\\_promotional\\_strategies](https://www.academia.edu/30802825/rural_tourism_in_india_relevance_prospects_and_promotional_strategies)

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### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining tourism and to explain the basic components of Tourism.
- ❖ Explaining the significance of the Tourism industry and to explain the factors influencing the growth of Tourism.
- ❖ Enumerating the Emerging Trends in Tourism.
- ❖ Defining Leisure and Recreation.
- ❖ Analysing Tourism Administration In India with reference to Ministry of Tourism, ITDC, TTDC and Tourism Information Centers.



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**B.A. Tourism and Travel Studies - Syllabus**  
**III Year – Semester – V**

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**Course Title** : **Medical Tourism**  
**Course Code** : **BTTSS-52**  
**Course Credit** : **4**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To explain the meaning, nature and Scope of medical Tourism
- ❖ To define the business of Medical Tourism.
- ❖ To enumerate the Popular traditional Indian Treatments.
- ❖ To elucidate Popular Healing Medical Tourist Destinations in India.
- ❖ To explain the Prominent Healing therapies destinations in India.

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**BLOCK – I**

Meaning, nature and Scope of medical Tourism - Evolution of Medical Tourism in India - Sources of Medical Tourism – Policies and Laws regarding Medical Tourism

**BLOCK – II**

Business of Medical Tourism - Marketing Medical Tourism - Health Care services Providers - Medical Insurance Policy- Advantages and Disadvantages - Promotion of Medical Tourism in India.

**BLOCK – III**

Popular traditional Indian Treatments – Indian Philosophy of Food as Medicine – Kaivaithiyam – PaatiVaithiyam – Historical Significance of Ayurveda – Homeopathy – Unani – Siddha – Accupuncture – Acupressure – Reikhi – Pranic Healing – Varma Kalai

**BLOCK – IV**

Popular Healing Medical Tourist Destinations in India - Kutralam – Mental health Centers - Fertility Centres – Kotakkal - Puthur – Bone and Fracture Care

Centers - Centers for Yoga – Isha Yoga – Manavalakkalai - Yogamandhiram - Sanjeevanam – Aayush – Shanthagiri

#### **BLOCK – V**

Prominent Healing therapies destinations in India - Clay Therapy – SPA therapeutical Treatments - Music Therapy - Andhra Fish Therapies - Magnetic therapy - Mud therapy - Aroma therapy - Naturopathy therapy - Herbal therapy

#### **BOOKS FOR REFERENCE**

1. R. Bookman, MilicaZarkovic, Bookman and karla Medical Tourism in Developing Countries, London, 2007.
2. David Reisman, Health Tourism: Social Welfare Through International Trade United Kingdom, 2010.
3. Sarngadharan.M, V.S.Sunanda, Health Tourism in India, New Delhi, 2009.
4. David Hancock, The Complete Medical Tourist, United Kingdom, 2006.
5. Kumar.R, Medical Tourism in India- Management and Promotion, New Delhi, 2008.

#### **WEB RESOURCES**

<https://www.oecd.org/health/health-systems/48723982.pdf>

<https://www.magazine.medicaltourism.com/article/marketing-strategies-healthcare-tourism>

<https://www.youtube.com/watch?v=yK3i42X-oUo>

<https://paativaithiyam.in/>

<https://www.hindawi.com/journals/ecam/2013/376327/>

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#### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Explaining the meaning, nature and Scope of medical Tourism.
- ❖ Defining the business of Medical Tourism.
- ❖ Enumerating the Popular traditional Indian Treatments.
- ❖ Elucidating Popular Healing Medical Tourist Destinations in India.
- ❖ Explaining the Prominent Healing therapies destinations in India.



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**B.A. Tourism and Travel Studies - Syllabus –**  
**III Year–Semester- V**

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<b>Course Title</b>	<b>: Tourism Product</b>
<b>Course Code</b>	<b>: BTSS - 53</b>
<b>Course Credit</b>	<b>: 4</b>

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define Tourism Product, Tourist and Traveller.
- ❖ To explain the importance of Tourism and Cultural Tourism in India.
- ❖ To enumerate Tourism Related Issues viz., Women and Child Trafficking, Drug trafficking, Prostitution and Pollution.
- ❖ To analyse Tourism and Contemporary issues in Tourism.
- ❖ To explain the Administration of Tourism Products.

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**BLOCK – I**

Introduction to Tourism - Definitions of Tourism Product, Tourist/Traveller – Basic Components of Tourism - Elements of Tourism - Types of Tourism – Business tourism, Mass Tourism, Cultural Tourism and Heritage, Environmental Tourism, Medical tourism

**BLOCK – II**

Importance Of Tourism - Cultural Tourism in India – Heritage Sites in India – Types of Cultural Tourism - Travel Circuits - Indian Railways and Special Trains - Tourism Sustainability – Basic Strategies adopted to promote Tourism – Natural Tourist Resources – Manmade Tourist Resources

**BLOCK – III**

Tourism Related Issues – Women and Child Trafficking – Drug trafficking – Prostitution – Pollution – Air – Water – Land – Virtual – Endangered species – Extinct Species – Poaching - Trampling – Exploitation of the Local Community

**BLOCK – IV**

Tourism and Contemporary issues – Information Technology in Tourism –GPS – VISA Issues – Immigration issues –Air Ticketing – CRS– Google Maps -Digital Maps

## **BLOCK – V**

Administration of Tourism Products – Role of the Ministry of Tourism – National Tourism Organization – ITDC – TTDC – Incredible India – Enchanted Tamil Nadu

### **BOOKS FOR REFERENCE**

1. Tourism Products, Random Publications, New Delhi, 2018
2. Linda L. Lowry, The SAGE International Encyclopedia of Travel and Tourism, New Delhi, 2016
3. Dallen J. Timothy, Managing Heritage and Cultural Tourism Resources, New York, 2017
4. Pierre J Benckendorff, Zheng Xiang, Pauline J Sheldon, Tourism Information Technology, UK, 2019
5. Bourdeau, Laurent, et al. World Heritage Sites and Tourism: Global and Local Relations. New York: Routledge, 2016

### **WEB RESOURCES**

<https://www.cvs.edu.in/upload/Tourism%20Product%20-%20E%20content.pdf>

<https://timesofindia.indiatimes.com/travel/destinations/cultural-tourism-in-india-a-look-at-the-countrys-rich-cultural-destinations/photostory/94157474.cms>

[https://www.unodc.org/documents/human-trafficking/An\\_Introduction\\_to\\_Human\\_Trafficking\\_-\\_Background\\_Paper.pdf](https://www.unodc.org/documents/human-trafficking/An_Introduction_to_Human_Trafficking_-_Background_Paper.pdf)

[https://link.springer.com/10.1007/978-3-030-05324-6\\_2-1](https://link.springer.com/10.1007/978-3-030-05324-6_2-1)

<https://tourism.gov.in/about-us/india-tourism-development-corporation-itdc#:~:text=The%20Corporation%20is%20running%20hotels,shopping%20facilities%20to%20the%20tourists>

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## **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining Tourism Product, Tourist and Traveller.
- ❖ Explaining the importance of Tourism and Cultural Tourism in India.
- ❖ Enumerating Tourism Related Issues viz., Women and Child Trafficking, Drug trafficking, Prostitution and Pollution.
- ❖ Analysing Tourism and Contemporary issues in Tourism.
- ❖ Explaining the Administration of Tourism Products.
- ❖ Explaining the role of Women in Politics and Women's rights.



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**B.A. Tourism and Travel Studies - Syllabus**  
**III Year–Semester-V**

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**Course Title : Air Ticketing and Fare Constructions**

**Course Code : BTTSS - 54**

**Course Credit : 4**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To Define Air Transport and to explain Aviation History.
- ❖ To explain Airline policies and practices.
- ❖ To enumerate the basic elements of air fare.
- ❖ To define Fare construction and guidelines for fare construction.
- ❖ To enumerate Travel Documents and Travel Formalities.

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**BLOCK – I**

Air Transport - Aviation History- International Airline Codes - Types of Air Crafts  
Flight handling and In-flight services

**BLOCK – II**

Airline policies and practices - Baggage allowance - Checked Baggage - Excess  
Baggage surcharge - Baggage Handling - International air transport regulations-  
State regulations -Five freedoms of air

**BLOCK – III**

Basic elements of air fare- Class of Service- Air Fare - rules and Regulations -  
Special fares- Discounted fares- Policy regarding Children, Restricted –Disabled  
passengers - Taxes- Billing and Settlement Plan (BSP)

**BLOCK – IV**

Fare construction - Guidelines for fare construction- One Way Trip - Circle Trip-  
Round Trip - Around the World Trip- Open Jaw-Stop-over- Non Stop- Direct -  
Mileage System - Lowest Combinations Principles

**BLOCK – V**

Travel Documents and Travel Formalities - Passport- Types- VISA- Conditions of  
issue- Types- Entry and Duration of Stay - Travel Information Manual (TIM)  
Health Certificates.General Preventive Measures - Customs and Currency-  
Travel Insurance- Consequences of Negligence

## **BOOKS FOR REFERENCE**

1. D'Souza Mario, Tourism Development And Management, (Jaipur, 2002).
2. Kotler, Philip.; Kevin Lane Keller Marketing Management, (Chennai, 2006).
3. Saxena P.K., Principles of Management (New Delhi, 2009).
4. Negi Jagmohan, Air Ticketing And Fair Construction, (New Delhi, 2008).
5. IATA - Standards and Manuals.

## **WEB RESOURCES**

[https://en.wikipedia.org/wiki/International\\_Air\\_Transport\\_Association\\_code](https://en.wikipedia.org/wiki/International_Air_Transport_Association_code)

<https://www.jal.co.jp/jp/en/inter/baggage/checked/>

<https://www.iata.org/en/publications/newsletters/iata-knowledge-hub/the-most-important-travel-documents-for-your-trip/>

<https://www.iata.org/en/services/finance/bsp/>

<https://www.flygofirst.com/terms-conditions/>

<https://tourism.gov.in/about-us/india-tourism-development-corporation-itdc#:~:text=The%20Corporation%20is%20running%20hotels,shopping%20facilities%20to%20the%20tourists.>

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## **COURSE LEARNING OUTCOMES**

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- ❖ Defining Air Transport and to explain Aviation History.
- ❖ Explaining Airline policies and practices.
- ❖ Enumerating the basic elements of air fare.
- ❖ Defining Fare construction and guidelines for fare construction.
- ❖ Enumerating Travel Documents and Travel Formalities.





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**B.A. Tourism and Travel Studies - Syllabus**  
**III Year–Semester-V**

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**Course Title : Tour Operators Management**

**Course Code : BTTSS - 55**

**Course Credit : 4**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define Nature, Scope of Tour operators and Functions.
- ❖ To define the Concept of Guiding and to explain the functions of a Tourist Guide.
- ❖ To enumerate the Travel Regulations and Laws.
- ❖ To define Job responsibility of a tour Guide.
- ❖ To explain the Tour Operations.

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**BLOCK – I**

Nature and Scope of Tour operators - Functions - Significance of tour operators  
- Planning - Costing and pricing

**BLOCK – II**

The Concept of Guiding – Scope and functions of a Tourist Guide – Types of Guides –Personal Hygiene and Grooming – Guide Registrations and Certification - Leadership Qualities, Interpersonal Relations and Communication Skills

**BLOCK – III**

Travel Regulations and Laws – The Chicago convention - Bilateral agreement – Warsaw Convention-Indian Association of Tour Operators (IATO) - Inbound – Outbound – Package and individual tours

**BLOCK – IV**

Job responsibility of a tour Guide - Itinerary Review - Participant check list – Punctuality and practicality – Addressing traveler's special needs

## **BLOCK – V**

Tour Operations – Travel Consultancy – Role of Travel and Tour Operators –  
Tour Manager – Functions

### **BOOKS FOR REFERENCE**

1. Kumar Chiranjib.C – Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism, Createspace Independent Publishing Platform, USA, 2016
2. Chowdhary, Nimit- A Handbook for Tour Guides, Matrix Publishers, IITM, 2013
3. Perks, Jeremy & Barrie, Jan- How to be an award winning Tour Guide, Australia, 2015
4. Manning Nick- How to be a Tour Guide, USA, 2016
5. Bhatia A K- Business of Travel Agency and Tour Operations Management, Sterling, New Delhi, 2017

### **WEB RESOURCES**

<https://tourismnotes.com/tour-operators/>

[https://eggp.inflibnet.ac.in/eggpdata/uploads/eggp\\_content/S001827/P001855/M030278/ET/15260344009.12\\_ET.pdf](https://eggp.inflibnet.ac.in/eggpdata/uploads/eggp_content/S001827/P001855/M030278/ET/15260344009.12_ET.pdf)

<https://www.icao.int/secretariat/legal/lists/current%20lists%20of%20parties/allitems.aspx>

<https://uou.ac.in/sites/default/files/slm/BTTM-202.pdf>

<https://www.twai.com/Blog/post/10-reasons-why-travel-consulting-is-important-to-travel-companies>

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### **COURSE OUTCOMES**

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- ❖ Defining Nature, Scope of Tour operators and Functions.
- ❖ Defining the Concept of Guiding and explaining the functions of a Tourist Guide.
- ❖ Enumerating the Travel Regulations and Laws.
- ❖ Defining Job responsibility of a tour Guide.
- ❖ Explaining the Tour Operations.



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**B.A. Tourism and Travel Studies - Syllabus**  
**III Year – Semester-VI**

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**Course Title : Gastronomy Tourism**

**Course Code : BTTSS - 61**

**Course Credit : 4**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define Gastronomy Tourism and to explain its Meaning and Scope.
  - ❖ To enumerate the Cuisines around the World.
  - ❖ To explain the Prominent Tools and Techniques for regular cooking.
  - ❖ To explain Food decorum and Dining etiquette.
  - ❖ To trace the Growth of Gastronomy Tourism.
- 

**BLOCK – I**

Gastronomy Tourism – Meaning and Scope - Cuisines as a motivator for Travel-Destinations popular for Cuisines – India, Italy, France Popular Food festivals around the world – Wild food festival, New Zealand – Onion Market, Switzerland – Bacon festival, California – Dumpling festival, Hong Kong - Pizza Fest, Italy – Vegetarian Festival, Thailand

**BLOCK – II**

Cuisines around the World - American Cuisine - American Food items - Meal structure – Chinese Cooking – Chinese Food Items - Meal structure - Mexican Cuisine - Mexican Foods – Meal Structure – British Foods – Meal Structure

**BLOCK – III**

Prominent Tools and Techniques - Tools for regular cooking – Tools for baking – Types of spoons and knives – Modern equipments – Culinary Styles – Presentation Techniques – International Standards - Techniques – preparation techniques - Ethnic procedures – Serving techniques – Buffets – Live counter Food - Grading procedures – Usage of preservatives – Classes of preservatives

#### **BLOCK – IV**

Food decorum – Dining etiquette – Table manners - Menus – Types of menus – A la carte – Buffet – Functional menus – Cyclic menus - Menus according to Festivals and functions

#### **BLOCK – V**

Growth of Gastronomy Tourism – Motivating Factors – Promotion - Food as medicine - Tradition of Fasting – Food Restrictions - Health benefits - Spiritual Diets – Halaal Food – Science behind food - Festivals and Special food items

#### **BOOKS FOR REFERENCE**

1. Kong Lily Lee Lee, Sinha Vineeta , (Ed.), Food, Foodways And Foodscapes: Culture, Community And Consumption In Post Colonial Singapore, Singapore, 2015
2. James Farrer, The Globalisation of Asian Cuisines, Transnational Networks and Culinary Contact Zones, New York, 2015
3. Dweep J. Singh, John Davidson, Granma`s Guide to Home aking Tips and techniques for healthy home Baking, Jd – Biz Publishing, 2015
4. Daniel Boulud, HarperCollins, Braise: A Journey Through International Cuisine, 2013
5. Parvinder S Bali, International Cuisine and Food Production Management, India

#### **WEB RESOURCES**

<https://www.tandfonline.com/doi/full/10.1080/13683500.2011.589895>

<https://www.gentlemansgazette.com/table-etiquette-guide-informal-dining-manners/>

<https://www.mealime.com/kitchen-essentials-list>

<https://www.chefspencil.com/most-popular-mexican-foods/>

<https://www.transitionsabroad.com/listings/travel/articles/guide-to-authentic-food-in-mexico.shtml>

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#### **COURSE LEARNING OUTCOMES**

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After completion of this course, the Learner will be able to:

- ❖ Defining Gastronomy Tourism and explaining its Meaning and Scope.
- ❖ Enumerating the Cuisines around the World.
- ❖ Explaining the Prominent Tools and Techniques for regular cooking.
- ❖ Explaining Food decorum and Dining etiquette.
- ❖ Tracing the Growth of Gastronomy Tourism



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**B.A. Tourism and Travel Studies - Syllabus –**  
**III Year–Semester-VI**

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**Course Title : Human Rights and Tourism**

**Course Code : BTTSS-62**

**Course Credit : 4**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define Human Rights and trace the evolution of Human Rights.
- ❖ To enumerate International Bills, Declarations and Covenants
- ❖ To define Human Rights as Basic Rights.
- ❖ To enumerate the Human Rights Violations in Tourist Destinations.
- ❖ To analyse Human Rights and Voluntary Organisations in India.

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**BLOCK I**

Meaning and Character of Human Rights – Evolution of Human Rights - Civil and Political Rights-Economic Rights - Social and Cultural Rights

**BLOCK II**

International Bills, Declarations and Covenants - Magna Carta- Bill of Rights- Universal Declaration of Human Rights - International Covenant on Civil and Political rights - International Covenant on Economic, Social and Cultural Rights

**BLOCK III**

Human Rights as Basic Rights - Fundamental Rights - its functions - Duties of Citizens - National Human Rights Commission - State Human Rights Commission - Amnesty International - Asia Watch - People's Watch.

**BLOCK IV**

Human Rights Violations in Tourist Destinations - Women and Child Trafficking - Crimes against Women - Child Labour - Drug Smuggling - Anti Social Activities.

**BLOCK V**

Human Rights and Voluntary Organisations in India – Promotion of Human Rights – Challenges of Human Rights.

## **BOOKS FOR REFERENCES**

1. International Bill of Human Rights, Amnesty International Publication, 1988.
2. Maurice Cranston - What are Human Rights, 1973.
3. Desai, A.R. - Violation of Democratic Rights in India, Sangam Books, 1986.
4. Pandey - Constitutional Law.
5. Tim, R.W. - Working for Justice and Human Rights, A Practical Manual

## **WEB RESOURCES**

<https://www.coe.int/en/web/compass/human-rights-activism-and-the-role-of-ngos>

<https://medcraveonline.com/JHAAS/human-rights-and-trafficking-in-women-and-children-in-india.html>

<https://www.amnesty.org/en/location/asia-and-the-pacific/south-asia/india/report-india/>

<https://sur.conectas.org/en/social-economic-cultural-rights-civil-political-rights/>

<https://www.coe.int/en/web/compass/the-evolution-of-human-rights>

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## **COURSE LEARNING OUTCOMES**

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- ❖ Defining Human Rights and trace the evolution of Human Rights.
- ❖ Enumerate International Bills, Declarations and Covenants
- ❖ Defining Human Rights as Basic Rights.
- ❖ Enumerating the Human Rights Violations in Tourist Destinations.
- ❖ Analysing Human Rights and Voluntary Organisations in India.



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**B.A. Tourism and Travel Studies - Syllabus –**  
**III Year–Semester-VI**

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**Course Title : Heritage Management**

**Course Code : BTTSS-63**

**Course Credit : 4**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To define Heritage Management and the Significance of Heritage Management.
  - ❖ To define Heritage and Heritage Protection.
  - ❖ To explain the role of the National and International Heritage Organizations.
  - ❖ To enumerate Indian Natural Heritage and Natural Resources.
  - ❖ To explain Tangible and Intangible heritage.
- 

**BLOCK – I**

Definition of Heritage Management - Significance of Heritage Management - Criteria for fixing a World Heritage Sites by UNESCO, World Heritage Council (WHC) - Types of Heritage Property – World Famous Heritage sites

**BLOCK – II**

Meaning and Definition of Heritage - Protection – Conservation - Preservation of Heritage Monuments - Evolution of Indian Culture – Significance of Indian Heritage and Culture

**BLOCK – III**

Role of the National and International Heritage Organizations - UNESCO - International Council on Monuments and Sites (ICOMOS) - Archaeological Survey of India (ASI) and Indian National Trust for Art and Cultural Heritage (INTACH) - Recent trends in Heritage Management

**BLOCK – IV**

Indian Natural Heritage - Natural Resources- Wildlife Sanctuaries - National Parks and Natural Reserves in India - Hill Stations, Forests, Hills and Mountains – Man Made Resources - Beaches and Islands

## **BLOCK – V**

Tangible and Intangible heritage – Music and dance of India – Folk Art – Religious Centers – Handicrafts and Handlooms – Museums and Art Galleries

### **BOOKS FOR REFERENCE**

1. Acharya, R. Tourism and Cultural Heritage of India. Jaipur: Rosa, 1986.
2. Chawla, Romila. Cultural Tourism and Development. New Delhi: Sonali, 2004
3. Bhatia, A.K. Tourism Development: Principles and Practices. New Delhi: Sterling, 2003.
4. Singh L K. Indian Cultural Heritage Perspective for Tourism, New Delhi: Isha Books, 2008
5. Allachin, B., AllacinF.R., Conservation of Indian Heritage, New Delhi, 1998.

### **WEB RESOURCES**

<https://mohua.gov.in/upload/uploadfiles/files/Chap-8.pdf>

<https://unesdoc.unesco.org/ark:/48223/pf0000135853#:~:text=Heritage%20objects%20are%20the%20tangible,on%20its%20shape%20and%20significance.>

[https://www.tourmyindia.com/wildlife\\_sanctuaries/](https://www.tourmyindia.com/wildlife_sanctuaries/)

<https://www.icomos.org/en/about-icomos/mission-and-vision/icomos-mission#:~:text=Its%20role%3A%20to%20preserve%20and%20protect&text=ICOMOS%20is%20an%20Advisory%20Body,the%20conservation%20status%20of%20properties.>

<https://whc.unesco.org/en/criteria/>

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## **COURSE LEARNING OUTCOMES**

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- ❖ Defining Heritage Management and the Significance of Heritage Management.
- ❖ Defining Heritage and Heritage Protection.
- ❖ Explaining the role of the National and International Heritage Organizations.
- ❖ Enumerating Indian Natural Heritage and Natural Resources.
- ❖ Explaining Tangible and Intangible heritage.





**TAMIL NADU OPEN UNIVERSITY**  
**School of History and Tourism Studies**

**Chennai – 15**

**B.A. Tourism and Travel Studies - Syllabus –**  
**III Year–Semester-VI**

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**Course Title : International Tourism**

**Course Code : BTTSS - 64**

**Course Credit : 4**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

- ❖ To trace the History and growth of travel.
- ❖ To explain International Organisation viz., U.N. Conference, WTO, PATA, IATA, ICAO, UFTAA ,ICC and CAPA.
- ❖ To enumerate the Current issues in international tourism.
- ❖ To describe the environmental and health hazards of International Tourism.
- ❖ To explain the Social and economic impact of Tourism.

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**BLOCK I**

History and growth of travel - Reasons for travel - Travel accounts - Annual holiday

**BLOCK II**

International Organisation- U.N. Conference WTO -PATA, IATA, ICAO, UFTAA ,ICC and CAPA.

**BLOCK III**

Current issues in international tourism- Changing trends- cost factor of travel duration of stay.

**BLOCK IV**

Environmental and health hazards - Air, noise, visual pollutions crimes-human rights and tourism related issues-Trafficking in women and children-Drug Trafficking-Deposition and displacement of people.

**BLOCK V**

Social and economic impact of Tourism-Manila Declaration-Economic Benefits-Balance of payment-Regional development and social impact.

## **BOOKS FOR REFERENCES**

1. A.K Bhatia-International Tourism.
2. Seth Pran Nath-Successful Tourism Management.
3. Arjun Kumar Bhatia, International Tourism Management, New Delhi, 2006
4. Yvette Reisinger, International Tourism: Cultures and Behaviour, USA, 2009
5. William F. Theobald, Global Tourism, Singapore, 2013

## **WEB RESOURCES**

<https://uou.ac.in/sites/default/files/slm/BTTM-202.pdf>

[https://unctad.org/system/files/official-document/iteiia20075\\_en.pdf](https://unctad.org/system/files/official-document/iteiia20075_en.pdf)

<https://uou.ac.in/sites/default/files/slm/BTTM-503.pdf>

<https://www.icc-cpi.int/news/conference-mark-iccs-20th-anniversary-1-july-2022>

<https://www.ojp.gov/ncjrs/virtual-library/abstracts/trafficking-women-and-children-market-perspective>

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## **COURSE LEARNING OUTCOMES**

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- ❖ Tracing the History and growth of travel.
- ❖ Explaining International Organisation viz., U.N. Conference, WTO, PATA, IATA, ICAO, UFTAA , ICC and CAPA.
- ❖ Enumerating the Current issues in international tourism.
- ❖ Describing the environmental and health hazards of International Tourism.
- ❖ Explaining the Social and economic impact of Tourism



**TAMIL NADU OPEN UNIVERSITY  
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**B.A. Tourism and Travel Studies - Syllabus –  
III Year – Semester-VI**

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**Course Title : Field Visit and Submission of Project Report**

**Course Code : BTTSS-P1**

**Course Credit : 4**

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**COURSE OBJECTIVES**

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While studying this course, the Learner will be able to:

Introduction - General introduction - Specific statement of the problem to be studied - Purpose of the Project

Project Overview - Definition of Terms - Significance of the project - Review of Literature

Methodology - Methods used for collecting data - Descriptive writing

Summary and Recommendations - Summary and Recommendations - References and Appendices

Project Report - Reference List/Bibliography

Avoid Plagiarism



