



BTTM- B- TOURISM AND TRAVEL MANAGEMENT
CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED
CURRICULUM FRAMEWORK (CBCS - LOCF)

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

Revised as on 05.01.2023

Sem.	Part	Courses	Title	Ins. Hrs.	Credits	Exam. Hours	Maximum Marks		
							Int.	Ext.	Total
I	I	Language Course - I (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-I		6	3	3	25	75	100
	III	Core Course – I (CC)	Principles of Tourism	6	5	3	25	75	100
		Core Course-II (CC)	Tourism Geography	6	5	3	25	75	100
		First Allied Course-I (AC)	Cultural History of Ancient India.	4	3	3	25	75	100
	IV	Value Education	Value Education	2	2	3	25	75	100
		Total		30	21				600
II	I	Language Course - II (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-II		6	3	3	25	75	100
	III	Core Course – III (CC)	Tourism Resources of India	6	5	3	25	75	100
		Core Course-IV (CC)	Tourism Management	6	5	3	25	75	100
		First Allied Course-II (AC)	Cultural History of Medieval India	4	3	3	25	75	100
		Add on Course- I ##	Professional English- I	6 *	4	3	25	75	100
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75	100
		Total		30 +6 *	25				700

\$ For those who studied Tamil upto 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

Those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part- I should study special Tamil in Part -IV

The Professional English – Four Streams Course is offered in the 2nd and 3rd Semester (only for 2022-2023 Batch) in all UG Courses. It will be taught apart from the Existing hours of teaching/ additional hours of teaching (1 hour /day) as a 4 credit paper as an add on course on par with Major Paper and completion of the paper is must to continue his/her studies further. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020)

*** The Extra 6 hrs/cycle as per the G.O. 76/2020 will be utilized for the Add on Professional English Course.**

@ NCC Course is one of the Choices in Non-Major Elective Course. Only the NCC cadets are eligible to choose this course. However, NCC Course is not a Compulsory Course for the NCC Cadets.

**** Extension Activities shall be out side instruction hours.**

SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMMES – ARTS

Sl. No.	Part	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	I	Language Courses	4	12	400
2.	II	English Courses	4	12	400
3.	III	Core Courses	15	75	1500
4.		Allied Courses I & II	4	12	400
5.		Major Based Elective Courses	2	10	200
6.		Add –on Course (Professional English I & II)	2	8	200
7.		Project	1	3	100
8.	IV	Non Major Elective Courses	2	4	200
9.		Skill Based Elective Courses	2	4	200
10.		Soft Skills Development	1	2	100
11.		Value Education	1	2	100
12.		Environmental Science	1	2	100
13.	V	Gender Studies	1	1	100
14.		Extension Activities	1	1	---
	Total		41	148	4000

PROGRAMME OBJECTIVES

- To create a comprehensive under graduation in the emerging field of Tourism Education.
- To blend the Tourism and History Subjects appropriately.
- To develop more job opportunities to the wards through tourism education.
- To impart professionalism in Tourism Service through appropriate Tourism Education.
- To inculcate administrative orientation through Tourism Management Subjects.
- To inculcate administrative orientation through History Subjects.

First Year

**CORE COURSE-I
PRINCIPLES OF TOURISM
(Theory)**

Semester- I

Code:

Credit: 5

OBJECTIVES:

- To understand the basic concepts of tourism
- To know the framework of tourism
- To identify the components of tourism

UNIT – I BASIC CONCEPTS:

Definition of Tourism, Components of Tourism- Nature and Importance of Tourism – Concept of travel, Traveler, Visitor, Excursionist, Tourist, Picnic - Motivations for Travel – Typology and Forms of Tourism, Sectors of Tourism.

UNIT – II EVOLUTION OF TOURISM:

Roman Period – Development of Tourist Destinations – Age of Renaissance- Concept of Holiday – Paid Holiday - Industrial Revolution – Post World War-II Scenario - Structure of Present Day Tourism

UNIT – III ECONOMIC AND SOCIAL SIGNIFICANCE OF TOURISM:

Economic Significance: Multiplier Effect – Foreign Exchange Earnings – Balance of Payments – Economic Leakage – Job opportunities in Tourism. Social Significance: Cultural and Social aspects of Tourism – Demonstration Effects – Doxey's Irritation Index – Tourism and International Understanding – Regional Development.

UNIT – IV TOURISM ADMINISTRATION IN INDIA:

Development of Tourism in India – Formation of Ministry of Tourism – Department of Tourism (Government of India) - Functions of Department of Tourism.

UNIT – V TOURISM ORGANISATIONS:

Concept of Organizing Tourism - United Nation World Tourism Organization (UNWTO) – International Associations and Organizations – Role of Private in Tourism - Tourism Organizations in India – National Organization (India Tourism Development Corporation (ITDC) – Regional Organizations – (Tamilnadu -TTDC, Kerala-KTDC) - Role of government in promoting tourism.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Evolution of Tourism – Tourism Administration in India – Tourism Organizations - Role of government in promoting tourism in India.

REFERENCE BOOKS:

1. Burkart and Melik, **Tourism -Past, Present and Future**, London, 1995.
2. R.M. Kaul, **Dynamics of Tourism – A Triology**, Vol.I., New Delhi, 1997.
3. Seth Pran Nath, **Successful Tourism Practices**, Vol.I., New Delhi, 1997.
4. **Tourism: Principles and Practices**, Jitendra Mohan Mishra and Sampad Kumar Swain

COURSE OUTCOME:

- Successful completion of this course will lead the students to appropriate knowledge in tourism principles.

First Year

**CORE COURSE-II
TOURISM GEOGRAPHY
(Theory)**

Semester-I

Code:

Credit: 5

OBJECTIVES:

- To know the geographical divisions of India
- To understand the importance of the beaches and ports of the country rearing out the tourism of the country
- To realize that agriculture contributing to the growth of tourism

UNIT- I WORLD GEOGRAPHY:

Physiographic: Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia -Most visited natural tourist attractions of the world.

UNIT-II PHYSICAL GEOGRAPHY OF INDIA:

Physiography: Climate and Vegetation of Indian subcontinent-Distribution of Rivers-Mountains- Plateaus & Plains of India.

UNIT-III PHYSICAL GEOGRAPHY OF ASIA PACIFIC REGIONS:

Major tourist destinations: Attractions and accessibilities of countries – China-Singapore- Sri Lanka-Indonesia-Thailand-Maldives-Malaysia- Australia- New Zealand- Japan, Nepal .

UNIT-IV AFRICA & MIDDLE EAST TOURIST DESTINATIONS:

Major tourist attractions and accessibilities of major countries: South Africa- Egypt- Nigeria- Mauritius- UAE- Israel- Saudi Arabia- Seychelles.

UNIT-V EUROPE & AMERICA TOURISM DESTINATIONS:

Major tourist attractions and accessibility of major countries: France- Germany-UK- Italy- Portugal- Switzerland-USA- Spain- Brazil- Argentina- Mexico-Caribbean Islands .

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

UNESCO World Heritage sites of India – China - South Africa – Egypt - Europe

REFERENCE BOOKS:

1. Bhattacharya Nirmal, Jeyaraman. K., **Indian Economy and Geography of India**, New Delhi, 1995.
2. Gupta, VK, **Tourism in India**, New Delhi, 1987.

3. Sharma, T.C., O. Court into, **Economic and Commercial Geography**, New Delhi, 1998.
4. Singh, R.L., **India a Regional Geography**, New Delhi, 1998.
5. Wright Gillian, **Hill Stations of India**, Hong Kong, 1998.

COURSE OUTCOME

- Successful completion of this course will lead the students to appropriate knowledge in tourism geography.

First Year

**FIRST ALLIED COURSE-I
CULTURAL HISTORY OF ANCIENT INDIA
(Theory)**

Semester-I

Code:

Credit: 3

OBJECTIVES:

- To understand aspects of Vedic Culture.
- To trace contributions of Indus Culture.
- To aware Cultural renaissance of Guptas.

UNIT – I VEDIC CULTURE:

Geographical expansion –Early Vedic Society and Culture-Importance of Vedic Mythology- Eight Marriages -Religion- Beliefs and Practices.

UNIT –II ANCIENT CULTURE IN INDIA:

Sources of Ancient History-Indus Culture: Origin- The City: Harappa and Mohenjadaró- Archaeological sites: Lothal and Kalibangan- Socio-economic Conditions – Town Planning- Arts- Metals-seals- Scripts-Sports Activities- Ornaments.

UNIT – III JAINISM AND BUDDHISM:

Teaching of Mahavir and Buddha- Literary sources –Pilgrimage Centers in Jainism-Pilgrimage sites in Buddhism-Sangha- Jatakas-Buddhist councils.

UNIT – IV MAURYAN CULTURE:

Socio-Economic conditions-Arthashastra- Amusements- Literary activity-Dhamma of Asoka-and its Impact-Assimilation of foreigners in Indian Society –The Kushanas: Science and Technology

UNIT – V CULTURE OF GUPTA PERIOD:

Socio –Economic conditions – Literary activities- Science and Education –Hindu revival Cultural contributions of Harshavardhana –The Rajputs: Socio- Economic conditions –religion and literature- Cultural Renaissance.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Importance of Vedic Mythology - Mohenjo Daro - Impact of Dhamma on Ashoka - Science and Education in Gupta Period.

REFERENCES

1. A.L. Basham, The wonder that was India, Grow Press, New York, 1954.
2. D.D. Koasambi, The Culture and Civilization of Ancient India: In Historical Outline Vikas, New Delhi, 1971.
3. R.S. Sharma, Material Culture and Social Formation in Ancient India, MacMillan, New Delhi, 1983.
4. Indian Feudalism, Orient Longman, New Delhi, 1978.
5. R.C. Majumdar (ed.), History and Culture of Indian People, Bharatiya Vidya Bhavan Bombay, 1960.
6. R.C. Majumdar and Srivastva, History of India (From 320 to 1206 A.D.), Surjeet Book Depot, New Delhi, 1996.

COURSE OUTCOME

- Successful completion of this course will lead the students to appropriate knowledge in cultural history of ancient India.

First Year

**CORE COURSE-III
TOURISM RESOURCES OF INDIA
(Theory)**

Semester-II

Code:

Credit: 5

OBJECTIVES:

- To get the knowledge of Tourism Resources.
- To aware of the Wildlife in India.
- To gain the knowledge of Religious Tourism.

UNIT –I TOURISM RESOURCES:

Definition- General Features of Tourism Resources- Classification: Natural-Manmade- Types of Tourism- Geographical Importance of Tourism- Indian Customs-Food-Dress- Literature-Festivals and Handicrafts.

UNIT –II WILDLIFE IN INDIA:

National Parks-National Sanctuaries-Tourism Resources in Himalayas -Indian Safaris-Tourism in Eastern and Western Ghats - Mountains- Hill stations - Desert- Beaches-Islands-Coastal lines.

UNIT –III RELIGIOUS TOURISM:

Buddhism: Lumbini -Bodhgaya- Pibrahawa-Vaishali-Rajgir-Sakasia-Amaravati-Sanchi-Jainism: Mt.Abu- Sravanabelagola - Sikhism: Golden Temple; Anandapur sahib - Islam: Nagore-Jima Mazid-Qwat-ul-Islam Masque (Delhi)-Christianity: Se-Cathedral- Baslica of Jesus-(Goa)- Jewish Synagogue(Cochin).

UNIT –IV PILGRIMAGE CENTERS IN INDIA:

Hinduism: Kailash-Kedharnath-Badrinath-Amarnath- Rishkesh-Haridwar-Dwaraka- Kasi– Navagraha Temples-Mahamahm Festivals

UNIT –V: HISTORICAL MONUMENTS:

Museums- Art galleries- Forts- Palaces- Historical Monuments: Red Fort- Gate way of India,- India gate-Taj Mahal - UNESCO recognized sites of India.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Indian Handicrafts – Indian Safaris –Pilgrimage Centers in south India.

REFERENCES:

1. India –A Travel Guide, Arunadeshpande
2. India-A Tourist paradise, Mohandas
3. Hill stations of India, Ghillian Wright.
4. Religious tourism In India, Lvakushmisra
5. Tourism product VolI&II, R Thandavan.
6. Lonely Planet India, Guidebook, Travel literature

COURSE OUTCOMES:

- Successful completion of this course will lead the students to appropriate knowledge Tourism resources in India.

First Year

**CORE COURSE-IV
TOURISM MANAGEMENT**

Semester-II

Code:

(Theory)

Credit: 5

OBJECTIVES:

- To know the concepts of management in tourism industry
- To study the development of tourism in India
- To realize the importance of tourism and job opportunities in the field.

UNIT –I INTRODUCTION:

Concept of Management in Tourism Industry – Meaning and Measurements of Tourism defined by various organizations – Socio-economic importance of Tourism.

UNIT –II MANAGEMENT PROCESS:

Functions of planning: organizing- staffing-Directing and controlling – functions-skills and roles of a Manager - External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought.

UNIT –III PLANNING:

Nature, Scope, Process, Steps, Types and Limitations of planning - Importance of Tourism Planning - Organizing process – Departmentation – Organization system – Organization Structure – Authority and relationship.

UNIT –IV STAFFING PROCESS IN TOURISM:

Nature and purpose of staffing – Manpower planning – Recruitment – Selection and training of personnel - Performance appraisal – Methods of performance appraisal.

UNIT –V ORGANISATIONAL BEHAVIOUR IN THE SERVICE INDUSTRY:

Leadership – Conflict management – Team management – Decision making - Crisis management – Strategic management – Management challenges in tourism.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Functions of Manager – Skills – Leadership – Crisis

REFERENCES :

1. AkshayKumar, Tourism Management
2. P.N. Seth, Tourism Management.
3. A.K., Bhatia, Tourism Development – Principles and Practices, New Delhi, 1982. 4 .
K.M., Menon, Tourism Management in India, Jaipur, 1999

COURSE OUTCOME

- Successful completion of this course will lead the students to appropriate knowledge in tourism management.

First Year

**FIRST ALLIED COURSE- II
CULTURAL HISTORY OF MEDIEVAL
INDIA
(Theory)**

Semester-II

Code:

Credit: 3

OBJECTIVES

- To Know the Cultural contributions of Sultanate
- To Understand Social conditions of Medieval India.
- To aware of Economic activities

UNIT –I ESTABLISHMENT OF DELHI SULTANATE:

Literary Evidences- Archaeological Evidences – Social Conditions during the Sultanate period- Travelogues.

UNIT –II VIJAYANAGARA:

Socio-Economic Conditions – Education and Literature - Cultural Contributions – Krishnadevaraya-I Achievements – Bamini Kingdoms: Socio- Cultural life.

UNIT –III MUGHALS:

Factors for the successful advent of Muslims – Conditions of India on the eve of Babar's Invasion – Literary sources – Social and Religious Conditions –Economic Conditions – Administrative and Land Reforms of Shershaah - Akbar's Religious Policy- Cultural Conditions under the Mughals.

UNIT –IV RISE OF MARATHAS

Cultural contributions -Sivaji's carriers - Folk Music and Dances- Powada Dance – Koli Music - Fairs and Festivals.

UNIT –V RELIGION IN MEDIEVAL INDIA:

Bhakti Movements - Sufism – Sufiorders – Chisti, Suharwardi, Quadi, Nasqubhandi - Sikhism- Basic features of Sikhism- Sikh Guru's.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Social life under the Delhi Sultanate - Bhakti Movement - Trade and commerce in medieval India - Sufism and Bhakti movement

REFERENCES:

1. Ishwari Prasad – A short History of Muslim rule
2. Habib, Irfan(ed) – Researches in the History of India 1200 –1750 (Delhi)
3. Habib Irfan(ed) – Agrarian system of Mughal India
4. Majumdar, R.C.(ed), History and culture of Indian People, Bhartiya Vidya Bhavan, Bombay, 1960.
5. Srivatsava – the Mughal Empire 1526 – 1803 A.D.
6. Sathianathier – Political and cultural History of India, Volume - I & II
7. Basham, A.L. – The wonder that was India
8. Tarachand – State and society in Manual period
9. T.R. Venkatraman – Mughal of Indian History Volume – I
10. V.D. Mahajan, Mughal Rule in India, S. Chand & Sons, New Delhi.
11. S.M. Edwards, The History of India as Told by its Own Historians, 8Vols, Trubner, London, 1877.

COURSE OUTCOME:

- Successful completion of this course will lead the students to appropriate knowledge in cultural contributions of medieval India.
