

TAMIL NADU OPEN UNIVERSITY
Regulations and Overview for
Tourism and Travel Studies Programmes (Non Semester) in Distance Mode

[w.e.f Academic Year 2004-2020]



School of History and Tourism Studies

Tamil Nadu Open University

Chennai- 600 015



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

Bachelor of Arts in Tourism and Travel Studies Regulations

INTRODUCTION

Bachelor of Arts in Tourism and Travel Studies Programme has been designed to provide in basic knowledge in History and Tourism related studies. It is designed to those students who are not having opportunity to study in regular mode and for drop-out students from rural and urban areas of Tamil Nadu. The main Objective of this Programme is to enable the students to have the basic knowledge in History and Tourism.

1. PROGRAMME'S OBJECTIVES

The primary objective of this programme is to make the learners to:

PO 1: Students will know the basics of Tourism

PO 2: Students may understand the art and architecture of India

PO 3: Students will understand the Geography and Transportation involved in Tourism.

PO 4: Students will know the hospitality management in Tourism.

PO 5 : Students will learn the emerging trends in Tourism, Medical Tourism and Tourism Products

2. PROGRAMME LEARNING OUTCOMES

The primary outcomes of this programme is to make the learners to

PLO 1: After reading these materials the student will know the basics of Tourism.

PLO 2: Students will analyse the art and architecture of India

PLO 3: Students will discuss the Geography and Transportation.

PLO 4: Students will assess the hospitality management.

PLO 5: Students will understand the emerging trends.

3. PROGRAMME SPECIFIC OUTCOMES – B.A., HISTORY

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

PSO 1: the students will be able to understand the basics of Tourism.

PSO 2: will discuss the social and cultural issues in Tourism.

PSO 3: Students will be able to discuss the public relations and heritage management.

PSO 4: Students will be able to explain the emerging trends in tourism.

PSO 5: Students will be 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

7. Admission

The candidate's admission for the degree of Bachelor of Arts in Tourism and Travel Studies will be taken 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 Code	Course Title	Evaluation		Credits
		CIA+TEE	Total	
FIRST YEAR				
BFTM-11	Tamil / other languages	25+75	100	6
BFEG-11	Foundation in English	25+75	100	6
TTS-1	Introduction to Tourism	25+75	100	8

TTS-2	Indian Tourism	25+75	100	8
TTSAL-1	Art and Architecture of India	25+75	100	8
SECOND YEAR				
BFTM-21	Tamil / other languages	25+75	100	6
BFEG-21	Foundation in English	25+75	100	6
TTS-3	Geography of Tourism	25+75	100	8
TTS-4	Transport system and Tourism	25+75	100	8
TTSAL-2	Communications and Automation	25+75	100	8
CCE	Environmental Studies	25+75	100	6
THIRD YEAR				
TTS-5	History of Modern Europe from 1600 to 1990 A.D.	25+75	100	6
TTS-6	History of U.S.A from 1775 to 1960 A.D.	25+75	100	6
TTS-7	History of China from 1839 to 1990 A.D.	25+75	100	6
TTS-8	Human Rights Perspectives	25+75	100	6
PTTS-1	India and Her Neighbours	25+75	100	8

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: 25 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 75 Marks and the Question Paper has two Sections: A& B for the duration of 3 hours.

3. Scheme of Examinations:

Assignment: The Assignments are to be written by the learner to complete the continuous assessment of the course. Assignment carries 25 Marks for each Course.

Question Pattern for Theory Examinations:

Tamil Nadu Open University B.A., Tourism and Travel Studies Degree Examination

Max. Marks: 75

PART - A (3 × 5 = 15 marks)

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

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

PART - B (4 × 15 = 60 marks)

Answer any **Four** questions out of Seven questions
All questions carry equal marks

6. From Block - I
7. From Block - II
8. From Block - III
9. From Block - IV
10. From Block - V
11. From any Block
12. From any Block

12. Passing Minimum

For theory examination: The candidate shall be declared to have passed the examination if the candidate secures not less than 26 marks in the Term End Examinations (TEE) in each theory paper and secures not less than 14 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	
14	25	26	75	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 othersuccessful 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

Course Title : Introduction to Tourism

Course Code : TTS-1

Course Credit : 8

COURSE OBJECTIVES

CO 1: Define and explain the concept of Tourism, Nature and Characteristics of Tourism Factors.

CO 2: Trace the growth and development of Tourism in Asia and India.

CO 3: Define the History of Travel and Tourism.

CO 4: Enumerate the dynamics of Tourism and Economic Development.

CO 5: Explain impact of tourism on Economics, social, physical and environmental changes.

BLOCK I

Definition and concept of Tourism- Nature, Definition, Characteristics, Tourism factors, framework 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 Triology, 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.

Course Learning Outcomes

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

CLO 1: Defining and explaining the concept of Tourism, Nature and Characteristics of Tourism Factors.

CLO 2: Tracing the growth and development of Tourism in Asia and India.

CLO 3: Defining the History of Travel and Tourism.

CLO 4: Critically enumerating the dynamics of Tourism and Economic Development.

CLO 5: Explaining the impact of tourism on Economics, social, physical and environmental changes



TAMIL NADU OPEN UNIVERSITY
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B.A. Tourism and Travel Studies - Syllabus – I Year

Course Title : Indian Tourism

Course Code : TTS-2

Course Credit : 8

COURSE OBJECTIVES

CO 1: Define Indian Tourism and its historical perspectives.

CO 2 : Explain the Nature, characteristics and features of Tourism .

CO 3 : Explain the National and Regional Organisations and its Functions and activities.

CO 4: Analyse the Legislations and Regulations –Tourism and government polices-Tourism policy proposal 1982.

CO 5: Describe the Future of Tourism, Promoting factors and constraints

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.

Course Learning Outcomes:

CLO 1: Defining Indian Tourism and its historical perspectives.

CLO 2: Explaining the Nature, characteristics and features of Tourism .

CLO 3: Explaining the National and Regional Organisations and its Functions and activities.

CLO 4: Critically analysing the Legislations and Regulations –Tourism and government polices-Tourism policy proposal 1982.

CLO 5: Describing the Future of Tourism, Promoting factors and constraints



TAMIL NADU OPEN UNIVERSITY
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B.A. Tourism and Travel Studies - Syllabus – I Year

Course Title : Art and Architecture of India
Course Code : TTSAL-1
Course Credit : 8

COURSE OBJECTIVES

CO 1: Define Mauryan Architecture and the Contribution of Asoka.

CO 2: Explain Buddhist Architecture, Jain Architecture and its influence on Indian Architecture.

CO 3: Define Temple Architecture and the different phases of Architecture.

CO 4: Explain pallava architectural forms with reference to Rock cut cave temple, monolithic rathas and structural temple.

CO 5: Explain architecture of Delhi Sultanates and imperial Mughals.

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, 3rd Revised (Ed) 1967.
5. Fergusson, James – History of Indian and eastern Architecture; 1876 Revised and Edited by James Burgess 2, vol.1910.

Course Learning Outcomes

CLO 1 : Defining the Mauryan Architecture and the Contribution of Asoka.

CLO 2: Explaining the Buddhist Architecture, Jain Architecture and its influence on Indian Architecture.

CLO 3: Defining the Temple Architecture and the different phases of Architecture.

CLO 4: Explaining the Pallava architectural forms with reference to Rock cut cave temple, monolithic rathas and structural temple.

CLO 5: Explaining the architecture of Delhi Sultanates and imperial Mughals.



TAMIL NADU OPEN UNIVERSITY
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B.A. Tourism and Travel Studies - Syllabus – II Year

Course Title : Geography of Tourism

Course Code : TTS-3

Course Credit : 8

COURSE OBJECTIVES

CO 1: Define Geography and Tourism and Tourism in India and the sub continent.

CO 2: Explain the Impact of Geographical Division and climatic factors on Tourism.

CO 3: Describe Geographical Divisions and Tourism in Urban, rural, cities, towns and mountains.

CO 4: Enumerate Natural Resources of Tourism and Soils, Flora and Fauna.

CO 5: Describe Agriculture and Agriculture related to tourism plantations

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.

Course Learning Outcomes:

CLO 1: Defining Geography and Tourism and Tourism in India and the sub continent.

CLO 2: Explaining the Impact of Geographical Division and climatic factors on Tourism.

CLO 3: Describing the Geographical Divisions and Tourism in Urban, rural, cities, towns and mountains.

CLO 4 : Enumerating the Natural Resources of Tourism and Soils, Flora and Fauna.

CLO 5: Describing Agriculture and Agriculture related to tourism plantations.



TAMIL NADU OPEN UNIVERSITY
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B.A. Tourism and Travel Studies - Syllabus – II Year

Course Title : Transport System and Tourism
Course Code : TTS-4
Course Credit : 8

COURSE OBJECTIVES

- CO 1:** Define Geography and Tourism and Tourism in India and the sub continent.
- CO 2:** Explain the Impact of Geographical Division and climatic factors on Tourism.
- CO 3:** Describe Geographical Divisions and Tourism in Urban, rural, cities, towns and mountains.
- CO 4:** Enumerate Natural Resources of Tourism and Soils, Flora and Fauna.
- CO 5:** Describe Agriculture and Agriculture related to tourism plantations.
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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

Course Learning Outcomes

CLO 1: Defining Transport System, different types of Transport and the impact of science and technology on Transport.

CLO 2: Explaining Land Transport with reference to Roadways, Automobiles, Bus and Cars.

CLO 3: Analysing Railways, its Origin and Development and types of trains.

CLO 4: Defining Water transport and Inland waterways.

CLO 5: Explaining Air Transport, its origin and development of Aviation sector.



TAMIL NADU OPEN UNIVERSITY
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Chennai – 15

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

Course Title : Communications and Automation

Course Code : TTSAL-2

Course Credit : 8

COURSE OBJECTIVES

CO 1: To define Communication and Indian Telecom industry.

CO 2: To explain Data communication with Modem, Multiplexer, Controllers, Protocols, Facsimile Transmission and Videotext.

CO 3: To analyse Communication Networks with Wide Area Network and Local Area Network.

CO 4: To define Automated systems of information and types of information.

CO 5: To describe the airline as vendor with Tele Ticketing, Satellite Ticket Printer, Electronic Ticket Delivery Network, Back Office Systems and Personal Computer.

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

Course Learning Outcomes

CLO 1: Defining Communication and Indian Telecom industry.

CLO 2: Explaining Data communication with Modem, Multiplexer, Controllers, Protocols, Facsimile Transmission and Videotext.

CLO 3: Analysing Communication Networks with Wide Area Network and Local Area Network.

CLO 4: Defining Automated systems of information and types of information.

CLO 5: Describing the airline as vendor with Tele Ticketing, Satellite Ticket Printer, Electronic Ticket Delivery Network, Back Office Systems and Personal Computer.



TAMIL NADU OPEN UNIVERSITY
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Chennai – 15

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

Course Title : International Tourism

Course Code : TTS-5

Course Credit : 8

COURSE OBJECTIVES

CO 1 : Trace the History and growth of travel.

CO 2: Explain International Organisations with reference to U.N. Conference WTO, PATA, IATA, ICAO, UFTAA ,ICC and CAPA.

CO 3 : Enumerate the Current issues in international tourism and the Changing trends.

CO 4 : Explain Environmental and health hazards viz., Air, noise and visual pollutions.

CO 5: Describe the Social and economic impact of Tourism.

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.

Course Learning Outcomes

CLO 1: Tracing the History and growth of travel.

CLO 2: Explaining the International Organisations with reference to U.N. Conference WTO, PATA, IATA, ICAO, UFTAA ,ICC and CAPA.

CLO 3: Enumerating the Current issues in international tourism and the Changing trends.

CLO 4: Explaining the Environmental and health hazards viz., Air, noise and visual pollutions.

CLO 5: Describing the Social and economic impact of Tourism.



TAMIL NADU OPEN UNIVERSITY
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Chennai – 15

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

Course Title : Hospitality Management

Course Code : TTS-6

Course Credit : 8

COURSE OBJECTIVES

CO 1: Define Hospitality industry and explain its nature and scope.

CO 2: Explain Hotel Management with reference to Front office.

CO 3: Explain Food and Beverage Management and Restaurant.

CO 4: Analyse Indian Food as North Indian and South Indian.

CO 5: 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. Andrews Sudhir, Food and Beverage service training manual.

Course Learning Outcomes

CLO 1: Defining Hospitality industry and explain its nature and scope.

CLO 2: Explaining Hotel Management with reference to Front office.

CLO 3: Explaining Food and Beverage Management and Restaurant.

CLO 4: Critically analysing the Indian Food as North Indian and South Indian.

CLO 5: Describing the Duties and Responsibilities of the Front Office Personnel.



TAMIL NADU OPEN UNIVERSITY
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Chennai – 15

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

Course Title : Marketing Management and Tour Operations

Course Code : TTS-7

Course Credit : 8

COURSE OBJECTIVES

CO 1: Define Marketing and explain the Functional importance of Marketing.

CO 2: Analyse Buyer Behaviour and explain Market Segmentation.

CO 3: Describe Travel Agency and explain its Importance.

CO 4: Enumerate Tour Operations with reference to Passenger Reservation, Ticketing, Standard Procedures, Air Tickets and Mass media techniques.

CO 5: Analyse Travel legislation with referent to Travel regulations and Chicago convention.

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.

Course Learning Outcomes

CLO 1: Defining Marketing and explain the Functional importance of Marketing.

CLO 2: Critically analysing Buyer Behaviour and explain Market Segmentation.

CLO 3: Describing Travel Agency and explain its Importance.

CLO 4: Enumerating Tour Operations with reference to Passenger Reservation, Ticketing, Standard Procedures, Air Tickets and Mass media techniques.

CLO 5: Analysing Travel legislation with referent to Travel regulations and Chicago convention.



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

Course Title : Places of Tourism Interest

Course Code : TTS-8

Course Credit : 4

COURSE OBJECTIVES

CO 1 : Explain the Places of Worship with reference to Kancheepuram, Chidambaram, Rameshwaram, Goa, Ajmir, Konark, Velankanni and Tirupati.

CO 2 : Explain monuments of national importance across India.

CO 3: Enumerate Forts and Caves across India.

CO 4 : Describe Games and Sports of India.

CO 5 : Enumerate the Festivals across India.

BLOCK I

Places of Worship: Kancheepuram, Chidambaram, Rameshwaram, Goa, Ajmir, Konark, Velankanni and Tirupati.

BLOCK II

Monuments: National Museum (Delhi) Indian Museum (Kolkatta) Prince of Wales Museum (Mumbai) Salar Jung Museum (Hyderabad) – Taj Mahal.

BLOCK III

Forts & Caves : Red Fort (Delhi), Agra Fort (Agra), Fort William (Kolkotta), Fort of Chittor (Rajasthan), Gwalior Fort (Madhya Pradesh), Golconda Fort (Andhra Pradesh), Fort of St. George (Chennai), Vellore Fort (Vellore), Ajanta, Ellora, Elephanta, Nagarjunakonda, Kanheri, Sithannavasal.

BLOCK IV

Games and Sports: Chennai, Kolkatta, Delhi, Bangalore. Exhibition and Trade Fairs- Delhi and Chennai. Health: Kerala, Jaipur and Andhra Pradesh. Ashram: Puducherry, Thiruvannamalai. Entertainment and Theme Parks- Chennai, Coimbatore, Bangalore, Cochin and Kanyakumari.

BLOCK V

Festivals of India: Brahmotsavam (Tirupathi) –Onam-Boat festival (Kerala) – Dussera (Karnataka) Pongal (Tamil Nadu and Andhra Pradesh) Kumbamela (Allahabad) – Deepavali, Flower Festival – Ooty and Kodaikanal and Bangalore.

BOOKS FOR REFERENCES

1. Manoj Das – India, a Tourist Paradise
2. India a Travel kid.
3. India Insight Guides

Course Learning Outcomes

CLO 1: Explaining the Places of Worship with reference to Kancheepuram, Chidambaram, Rameshwaram, Goa, Ajmir, Konark, Velankanni and Tirupati.

CLO 2: Explaining monuments of national importance across India.

CLO 3: Enumerating the Forts and Caves across India.

CLO 4: Describing the Games and Sports of India.

CLO 5: Enumerating the Festivals across India.



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Chennai – 15

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

Course Title : Project Work
Course Code : PTTS-1
Course Credit : 4

PTTS-1

PROJECT WORK

Project work should carry 100 marks

Project work can be done on any related to Tourism.

1. Eco Tourism
2. Hotel Management
3. Tour Operation and Travel Agencies
4. Air lines
5. Places of tourism interest
6. Heritage Tourism
7. Beach Tourism
8. Medical Tourism

OBJECTIVES

Job oriented project works

OUTCOMES

Learning Life Skills

