

UNIVERSITY OF MADRAS
M.A. DEGREE PROGRAMME IN HISTORICAL STUDIES
 SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR – SEMESTER- III

Course code	503S3A	TOURISM PRINCIPLES AND PRACTICES	L	T	P	E
Core/Elective/ Supportive/	Elective		4	0	0	3
Pre-requisite	The course provides required skills for conducting field visits /investigations into places of historical importance. Focuses on sites for conducting tours and studies, participant observation and data collection /analysis.		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the concept of tourism and its practice 2. understand the significance of historic sites 3. understand and appreciate life style and traditional practices of the people 4. Highlight the role of tourism in employment generation 5. Assess the economic potential of tourism 6. Understand the need for ecotourism. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the evolution of modern tourism industry					K1
2	Identify the tourism resources in India					K2
3	Analyze the relevance of tourism industry					K3
4	Assess the role of tourism in developing nations like India for employment generation					K4
5	Promote eco tourism					K5
K1 - Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;						
Unit: 1	CONCEPT OF TOURISM				14 hours	
Tourism – Definitions and Scope – Origin and Growth – Kinds of Tourism – Developments of Modern Tourism – World Tourism Organization [WTO] – Impact of Tourism.						
Unit: 2	Domestic and International Tourism				14 hours	
Tourism and Culture – People’s instinct for travel – Tourism as an economic activity – Tourism as a Merchandise – Domestic and International Tourism – Effects in Employment – Foreign Exchange – Sustainable Eco-tourism – Biodiversity and its Conservation.						

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Unit: 3	Agencies for the promotion of Tourism	14 hours
Tourism infrastructure – Accommodation: Classification of Hotels – Transportation: Kinds of transportations – Travel Agency and Tour Operator – Tourist Guide – Ticketing – International Air Transport Association [IATA] – International Civil Aviation Organization [ICAO] – Indian Association of Tour Operators [IATO] – Travel Agents Association of India [TAAI].		
Unit:4	Role of government for promotion of tourism	14 hours
Tourism in India – Sergeant Committee – Tourism Administration and Organization – Ministry of Tourism – Non Government Agencies – Indian Tourism Development Corporation [ITDC] – Tourism Industry in Tamil Nadu – Tamil Nadu Tourism Development Corporation[TTDC].		
Unit:5	Employment Potential	14 hours
Tourism Resources in India: Geography – Cultural Heritage – Art and Architecture – Monuments – Religious Resources – Fare and Festivals – Tourist centers in Tamil Nadu.		
Total Lecture hours		70 hours
Text Book(s)		
1	Bhatia, A.K. Tourism Development: Principles and Practices (Sterling Publishers(P) Ltd, New Delhi)	
2	Anand, N.M. Tourism and Hotel Industry in India (Sterling Publishers(P) Ltd, New Delhi)	
3	Kaul, E.H , Dynamics of Tourism	
4	Govt. of Tamil Nadu, Tamilnadu Tourism Development Publications.	
5	Mishra, L, Religious Tourism in India, Mohit Publications, New Delhi, 2000.	
Reference Books		
1	ChistpherJ. Holloway, The Business of Tourism (Macdonald and Evans 1983)	
2	Chris Cooper , Tourism : Principles and Practices, Prentice Hall, UK, 2004	
3	Ratandeep Singh , Dynamics of Modern Tourism, Kanishka Publishers,New Delhi, 1998.	
4	Pran Nath Seth , Successful Tourism Management, Tourism Practices, Vol. I & II, Sterling Publishers,New Delhi, 2011.	
5	Sampad Kumar & Jiltendra Mohan Mishra, Tourism : Principles and Practices OUP Indian, New Delhi, 2011	

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	S	L
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	M	S	S	S	S	S	S	M	S

*S-Strong; M-Medium; L-Low