

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

SECOND YEAR – SEMESTER- III
SEC IV – TOURISM ENTREPRENURSHIP

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
206S3A	TOURISM ENTREPRENURSHIP	SEC					1	1	25	75	100
Course Objectives											
C1	To introduce students to Tourism Entrepreneurs										
C2	To make them understand the types of Entrepreneur										
C3	To familiarize the students with types of tourism business										
UNIT	DETAILS										No. of Hours
1	Concept of Tourism Entrepreneurship – Agency - Entrepreneurship – Front Office – Multiple role of Agencies – Use of Information Technology										15
II	Transportation- Reservation Offices – Types of travel – Land, Air and Sea.										15
III	Accommodation- Types of Hotel Entrepreneurship –Domestic Tourism – Inbound Tourism – Out bound Tourism-										15
Total										45	
Course Outcomes										Programme Outcomes	
CO	On completion of this course, students will										
1	Know the responsibility of the entrepreneur and their role as organizer										PO1,PO2,
2	Understand the types of entrepreneurs										PO2, PO3
3	Understand the business involved in various types of tourism										PO1

Text Book	
1	Andreas walmsley, Entrepreneurship in Tourism, 2018.
2	Melodi Botha, Tourism Entrepreneurs, 2006
3	A.K.Bhatia, Tourism Development : Principles and Practices, Sterling Publishers, New Delhi