

TOURISM AND ITS PRACTICES

Sem	Subject code	Category	Lecture Hr/Sem		Theory		Practical	Credits
II	21CPHI2Ea	Elective II	4hr per week	60	4hr per week	60	-	3

COURSE OBJECTIVE

To enable the students to understand about the World Tourism Organization.
To make the students understand the Indian Tourism Resources.

COURSE OUTCOMES

On the successful completion of the course the student will be able to ..

CO Number	CO Statement	Knowledge Level (K1-K4)
CO1	Examine the World Tourism Organization	K1
CO2	Discuss about the Accommodation and Hospitality	K2
CO3	Explain the Role of Travel Agencies	K2
CO4	Understand the Transport and Tourism Marketing	K1
CO5	Describe about the Indian Tourism Resources	K2

Knowledge Level : K1-Remember ; K2 –Understand ; K3 – Apply ; K4 - Analyse

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	M	S	M
CO2	M	S	S	S	M	S
CO3	S	M	S	M	S	M
CO4	S	S	M	S	M	S
CO5	S	M	S	M	S	M

S- Strong; M- Medium; L- Low

UNIT- I World Tourism Organization**15 Hours**

International and Indian Tourist Organization: World Tourism Organization, Pacific - Asia Travel Association, Indian Tourism Development Corporation, Tourism - Development Corporations Of Various State, Tamil Nadu, Tourism Development Corporation.

UNIT - II Accommodation and Hospitality**10 Hours**

Accommodation and Hospitality Ancient and Medieval Modes of Accommodation - Hotels and Motels - Star Hotels - Indian and International Hotel Chains - Youth Hotels and Beach Resorts and Spas in India.

UNIT - III Travel Agencies**15 Hours**

Travel Agencies: Profile, Role and Functions of a Modern Travel Agency - International Travel Agencies - Indian Travel Agencies - International Air Transport Association(IATA) and Travel Agents Association of India (TAAI).

UNIT - IV Transport and Tourism Marketing**10 Hours**

Transport and Tourism Marketing: Air Rail, Ship and Bus Transports - Ticketing Procedures - Tourism Marketing Processors and Functions - Tourism Publicity.

UNIT - V Indian Tourism Resources**10 Hours**

Indian Tourism Resources: Natural Resources - National Parks - Tiger Resources - Bird's Sanctuaries - Palace on Wheels and Deccan Queen.

TEXT BOOKS

S.no	Authors	Title	Publishers	Year Of Publication
1	Mr. A. Sathis	Tourism Development in India	A.P.H., Publishing	1998
2	A.K. Bhatia	International Tourism, Fundamentals and Practices	Sterling	1991
3	A.K. Bhatia	Tourism Development: Principles and Practices	Sterling	1989

REFERENCE BOOKS

S.no	Authors	Title	Publishers	Year Of Publication
1	Clotman, MICHAL:	Tourism Marketing	Van Nostrand Reinhold,	1989
2	Selvam	Tourism Industry in India	Himalaya	1989
3	Mishra.Lavkush	Religion Tourism in India,	New Delhi	1990

WEB SOURCES:

<https://www.researchgate.net>

<https://www.interreg-central.eu>

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