



**JSS COLLEGE OF ARTS, COMMERCE & SCIENCE
(AUTONOMOUS)
B.N. ROAD, MYSURU-570025**

DEPARTMENT OF HISTORY

Career Oriented Course in

TOURISM

CBCS & N E P Syllabus

**2018-2019 to 2022-2023
onwards**

SEMESTER SCHEME

**PROFORMA FOR THE SCHEME OF STUDY AND EXAMINATION OF THE
CAREER ORIENTED CERTIFICATE COURSE IN TOURISM**

SEMESTER	PAPER AND TITLE	THEORY HRS/ WEEK	DURATION OF THEORY EXAM	MARKS FOR THEORY EXAM	INTERNAL ASSESSMENT MARKS (THEORY)	TOTAL MARKS FOR EACH PAPER
I	Fundamentals of tourism	4	3	60	40	100
II	Tourism Development in India	4	3	60	40	100
III	Tourism In Karnataka	4	3	60	40	100
IV	Tourism Planning	4	3	60	40	100
V	Travel and Tour Operators	4	3	60	40	100
VI	Historical and Heritage Tourism	4	3	60	40	100
TOTAL						0

CERTIFICATE COURSE IN TOURISM

I Semester

Paper I – Fundamentals of Tourism

42 Hrs
4hrs /week

❖ Course Outcome:

1. To establish a core knowledge base of tourism concepts and principles;
2. To describe and understand the whole tourism system and its significance when studying tourism;
3. To identify the key elements and structure of tourism industries and their economic contribution on a global scale;
4. To understand tourist motivations;
5. To identify the key socio-cultural, environmental and economic impacts of tourism and a more sustainable approach to tourism development and management

Unit I: 08 Hours

Introduction – Definition, meaning, scope and concept of Tourism.

Unit II: 12 Hours

Tourism through the Ages: Ancient, Medieval and Modern.

Unit III: 12 Hours

Types of Tourism: Religious & Cultural, Educational, Health & Adventure

Unit IV: 10 Hours

Tourism in India: From ancient to modern period.

Book for reference

1. Bhatia. A.K. –International Tourism
2. Bhatia. A.K. - Tourism in India- History and Development

CERTIFICATE COURSE IN TOURISM

II Semester

Paper I – Tourism Development in India

42 Hrs
4hrs /week

❖ Course outcome:

1. To develop Tourism substantially.
2. To promotes National Integration
3. To support local handicrafts and cultural pursuits.
4. To helps in the development of international understanding about our culture and heritage.

Unit I:

Introduction –Sargent Committee Report, Tourism since 1947- Tourism Polices, Ministry of Tourism, ITDC, Department of Tourism, Tourist Traffic-Committee..

12 Hours

Unit II:

Tourist Destinations: Religious and Cultural: Amarnath, Vishnodevi, Kashi, Amritsar, Buddhagaya, Puri, Tirupathi, Rameshwaram, Somanath, and Pandarapura.

10 Hours

Unit III:

Tourist Destinations: Historical- Delhi, Agra, Jaipur, Khajarahho, Ajantha, Ellora, Konaark, Tanjore, Kanchi, Goa

10 Hours

Unit IV:

Natural Tourist Destinations: Nainital, Shimla, Earnakulam.

Mahabaleshwaara, Kodaikanal, Gwalior, Ranthambur, Chittor, Vellor, Golkonda

10 Hours

Book for reference

1. Bhatia. A.K. –Tourism in India, History and Development.
2. Gupta.S.P - Tourism in India.
3. Gupta. S.P. Lal, Bhattacharya. M- Cultural Tourism in India.
4. Guide Books of Archaeological Survey of India.

DIPLOMA COURSE IN TOURISM

III Semester

Paper III –

Tourism in Karnataka

42 Hrs
4hrs /week

❖ Course Outcome:

1. To promote tourism in Karnataka.
2. To position Karnataka as a global tourism brand for visitors as well as for investors.
3. To develop the Heritage destinations and its Wildlife/ National Parks.
4. To develop the Historical and Cultural aspects of Karnataka.

Unit I:

10 Hours

Introduction – Tourism through the ages in Karnataka.

Unit II:

12 Hours

Tourism Promotion in Karnataka- KSTDC- Ministry of Tourism, Directorate of Tourism.

Unit III:

12 Hours

Tourist Destinations in Karnataka- Historical: Hampi, Pattadakal, Bijapur, Badami, Chitradurga, Mysore, Srirangapattana;, Banavasi, Halebidu, Sravanabelogala

Unit IV:

10 Hours

Religious and Cultural Destinations: Dharmastala, Sringeri, Kollur, Murudeshwara, Gokarna, Kudalasangama, Mahadeshwara Hills.

Natural Destinations- Ranganatittu, Kuduremukha, Yana, Agumbe

Book for reference

1. Dr.Vijayalakshmi- History of Tourism
2. Outline map of Karnataka should issued to students at the time of examination.

DIPLOMA COURSE IN TOURISM

IV Semester

Paper IV –

Tourism Planning

42 Hrs
4hrs /week

❖ Course outcome:

1. To encourage sustainable development,
2. To protect cultural assets and advance economic growth
3. To give boost to the tourism sector.
4. The policy is built around the 7-S Mantra: - Swaagat. (welcome) Soochanaa (information) Suvidhaa (facilitation) Surakshaa (security) Sahyog (cooperation) Sanrachnaa (infrastructure) and Safaai (cleanliness).

Unit I:

06 Hours

Meaning and Significance of Tourism Planning-Evolution of Tourism Planning.

Unit II:

12 Hours

Tourism Development: Basic infrastructure, supportive services. Tourism Planning Policy, Tourism and environment and Towards sustainable tourism

Unit III:

12 Hours

History of Hotels- Types of Hotels: Motels, Home Stays, Youth Hostels, Heritage Hotels- Grading

Unit IV:

12 Hours

Emergence of Modern Mass Tourism in post II Second World War period: Tourist Generators in 1960's, Expansion of Tourism in 1990's, Tourism in Globalization Era.

Book for reference

1. Edward - Tourism Planning.
2. Sharma. J.K. – An Introduction to Tourism.
3. Jayapalam – An Introduction to Tourism
3. M.D. Zulfikar – Tourism and Hotel Industry.
5. Sharma. S.P. – Tourism Education

ADVANCED DIPLOMO COURSE IN TOURISM

V Semester

**Paper V – Travel and Tour Operators 42 Hrs
4hrs /week**

❖ Course outcome:

1. To marketing and publicity
2. To booking of tickets
3. To itinerary preparation
4. To designing of tour packages
5. To processing of travel documents
6. To travel insurance, travel research & conducting tours

Unit I: 12 Hours

Travel Intermediaries: Brief history – Travel Agency- Definition

Types of Travel Agencies: Retail and Wholesale

Tour Operators: Inbound, Outbound, Domestic Tour Operators

Unit II: 06 Hours

Functions of Travel Agent and Agency, their functions- Travel information and counselling.

Travel services, Marketing- Tourist guides and their functions.

Unit III: 12 Hours

Travel Agents: Thomas Cook Company, the Grant Circular Tour, the American Express Company.

Modern Travel Agencies: ASTA (American Society of Travel Agents), Universal Federation Travel Agents Associations.

Unit IV: 12 Hours

Travel Agents in India: Travel Agents Association of India, State Agencies.

Travel Documents- Passports, VISAS and others

Book for reference

1. Chand, Mahindar-Travel Agency.
2. Sinha. P.C.-Tourism Management
3. N.Jayapalam – An Introduction to Tourism
3. Bhatia.A.K.- International Tourism

Advanced Diploma Course in Tourism

VI Semester

Paper VI – Historical and Heritage Tourism 42 Hrs
4hrs /week

❖ Course outcome

1. To learn about their cultural heritage.
2. To develop critical thinking skills and promote a sense of pride and patriotism.
3. To provide an opportunity for experiential learning, physical activity.
4. To conservation of cultural resources.
5. To accurate interpretation of resources.
6. To restoration or conservation of man-made structures such as military forts or historic houses.

Unit I: 08 hrs

Introduction- Meaning and Concept of Selection of Heritage Sites and Monuments

Unit II: 12 hrs

World Heritage: Cultural, Natural and Mixed Heritage- Criterion for selection of site, Edicts -Heritage sites in Egypt; Italy and India

Unit III: 12 hrs

Tourism Organisations: WTO (World Tourism Organization), PATA (Pacific Area Travel Association)

Unit IV: 10 hrs

Conservation of Cultural Heritage and Protection of Monuments:

Ancient Monuments Preservation Act-1878-1904

Ancient Monuments, Archaeological Sites and remains Act, 1958 and Amendment 2010.

Antiquities Traffic Export Act-1947.

Book for reference

1. John Marshall-Conservation Manual.
2. Gupta.S.P- Tourist Monuments in India
3. Havell. E.B.-Benares
3. Guide Books of Archaeological Survey of India
5. Mill.R.C- Tourism, the International Business

SCHEME OF THEORY EXAMINATION IN TOURISM

IA 40 Marks

Time: 03 Hrs

Max. Marks: 60

PART A

1. Answer any FOUR of the following:

4 X 10=40

- 1
- 2
- 3
- 4
- 5
- 6

PART B

2. Answer any **Four** of the following

5 X 4=20

- 1
- 2
- 3
- 4
- 5
- 6