



E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

Re-accredited (3rd Cycle) with Grade **A⁺** & **CGPA 3.51** by NAAC

DEPARTMENT OF HISTORY

CBCS

w.e.f.2019– 2020 onwards

CERTIFICATE COURSE

TOURISM BUSINESS AND MANAGEMENT

Subject Code : 19HC1

Project : 19HCPR

Contact Hours: 45 hours

Objectives:

- To make known the students with the concepts and practices of Tourism
- To explain management of Tourism Sector
- To equip the students with the knowledge of emerging trends in Tourism Business and Management.
- To intensify attendances for general knowledge about Tourism and to help students to clarify benefits and impacts of Tourism.

Unit I:

Introduction– Definition, Nature and Importance of Tourism – Motivations for Travel - Evolution of Tourism – Concept of Holiday – Paid Holiday - Types of Tourism

Unit II:

Components of Tourism - Five A's of Tourism – (Attraction, Accessibilities, Amenities, Accommodations and Awareness) – - Tourism Product – Natural and Manmade Tourism Resource.

Unit III:

Development of Tourism in India – Tourism Organization - United Nation World Tourism Organisation (UNWTO) - Indian Association of Tour Operators (IATO) India - Tourism Development Corporation (ITDC) — TamilNadu Tourism Development Corporation (TTDC).

Unit IV:

Package Tour – Travel Agency and Tour Operators – Types of Itinerary – Planning tools for an Itinerary – Role of Tourist Guide

Unit V: Business of Tourism

Tourist Attractions - Classification - Tourist Attractions (Natural/Manmade Attractions of India) - Classification of Hotels – Departments of a Star Category Hotel - Procedures of Check-in and Check-out - Event Management.

Text Books:

1. Abbas. R - Tourism & Travel Mangement, Izad publications, Madurai, 2006.
2. Bhatia A.K. - Tourism Development - Principles and Practice, Sterling Publications. New Delhi.
3. Shantha kumari - Facts on TOURISM, Shantha Publication, Chennai, 1996

Reference Books:

1. Batra G.S - Tourism Product & Development, Deep & Deep Publications Pvt.Ltd., New Delhi.
2. Batra G.S. & R.C.Dangwal - Tourism Promotion & Development, Deep & Deep Publications Pvt.Ltd., New Delhi,2001.
- 3Chris Cooper (et.al), - Tourism-Principles and Practice, Pitman Publishing, London, 1993.
4. Christopher.J.Holloway - The Business of Tourism, Pearson Education Ltd, England, 1998.
5. Geethanjali - Tourism and Eco Travel, Centum Press,New Delhi,2010

6. JagMohan Negi
 - Tourism Guide and Tour Operation, KanishkaPublishers,Distributors, New Delhi,2007.
7. Jeyabalan. N
 - An Introduction to Tourism Atlantic Publications, New Delhi.
8. JHA S.M
 - Tourism Marketing, Himalaya Publishing House,Mumbai.
9. Kaul R.L.
 - Dynamics of Tourism: A Trilogy Sterling Publishers,Pvt. Ltd, New Delhi. 1982.
10. Manohar Puri & Gian Chand
 - Travel Agency and Tourism Pragun Publications Pvt. Ltd., New Delhi, 2006.
11. Negi
 - Hotels for Tourism Development, Metropolitan India, Publishers Pvt.Ltd., Delhi, 1997
12. Negi
 - Professional Hotel Management S. Chand, Publications, Pvt. Ltd., Delhi, 2000.
13. Percy.K.Singh
 - Fifty Years of Indian Tourism, Kanishka Publishers,New Delhi, 1998.
14. Prannath Seth
 - Succesful Tourism and Management, Sterling Publishers pvt.limited, 1997.
15. Praveen Sethi
 - Nature and Scope of Tourism, Rajat Publications,New Delhi,1999.
16. Sudhir Andrews
 - Hotel Front Office Training Manual, Tata McGraw Hills, Mumbai, 1986.