

YEAR - I B.A HISTORY	TOURISM: CONCEPTS AND PRINCIPLES	HI102S
SEMESTER - I		HRS/WK - 5
CORE - 2		CREDIT - 4

Objectives

- 1: To learn about the definition, meaning, scope and types of tourism
- 2: To make the students to understand the antiquity of tourism in India from the early days, Tourists produces available.
- 3: To let the students aware of negative impact of Tourism on the Heritage Cultural Monuments and the ecological challenges thus faced.

Course Outcome (CO)

- CO1:** Know the History of Tourism in India from the rudimentary stage.
- CO2:** Understand the basics of Tourism as an Industry with much prospects of employment.
- CO3:** Realise the Historical and Cultural Glories of Tamil Nadu through Art and Architecture, Fairs and festivals which are of major Tourism potential
- CO4:** Voice against the adverse effects of Tourism like Human Vandalism and Cultural and Environmental Challenges

SEMESTER I	COURSE CODE: HI102S				COURSE TITLE: TOURISM: CONCEPTS AND PRINCIPLE'S					HOURS:5
COURSE OUTCOME (COs)	PROGRAMME OUTCOMES (POs)				PROGRAMME SPECIFIC OUTCOMES (PSOs)					CREDIT:4
CO	P O 1	P O 2	P O 3	P O 4	P S O 1	P S O 2	P S O 3	P S O 4	PSO5	MEAN SCORE OF CO'S
CO1	2	3		3	2	3	3	2	3	2.33
CO2	3		3	3	3	3	3	3	3	2.66
CO3	2	3	2		2	3	2	3	2	2.11
CO4		3	2	3	2	3	2	2	3	2.22
MEAN OVERALL SCORE										2.33

Result: The score of this course is 2.33 (Moderate)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **Moderate** association with Programme Outcome and Programme Specific Outcome.

UNIT I

Tourism: Definition, Nature and Meaning- Need for Tourism- Historical Development of Tourism- Types of Tourist- Domestic and International Tourists- Visitor- Excursionist- Basic Components of Tourism and its characteristics.

UNIT II

Types of Tourism- Domestic and International Tourism- Forms of Tourism: Historical Tourism- Cultural Tourism- Heritage Tourism- Religious Tourism- **Eco Tourism**- Entertainment Tourism- Medical Tourism- Educational Tourism- Pleasure and Sports Tourism- Neo forms of Tourism.

UNIT III

Emerging Trends and new thrust areas of Tourism- **Government Policies and Programme**- Tourism and Economy- Positive and Negative Impacts of Tourism- Socio-Cultural, Economic and Environmental Impacts of Tourism.

UNIT IV

Elements of Tourism: Locale- Transport- Accommodation- Food and Cuisine- Important Tourist Attraction in India- Historical (Art and Architecture, Historical Monuments), Cultural- Fair and Festivals.

UNIT V

Tourism Organizations: Objective and Role of ITDC, TIDC, ASI, TFCI- Overview of National and International Organizations and Associations- PATA, FHIRAI, WTO, ICAO and IATA.

TEXT BOOKS

1. A.K.Bhatia, Tourism Development- Principles and Practices, New Delhi, 1992.
2. Babu, A.Satish Tourism Development of India, New Delhi, 1998.
3. A.K.Bhatia International Tourism: Fundamental and Practices, New Delhi, 1991.

REFERENCE BOOKS

- 1.A.K.Bhatia Tourism in India—History and Development, New Delhi, 1989.
- 2.M.Selvam Tourism Industry in India, Bombay, 1989.
- 3.AshokChibber Tourism
- 4.JavidAkthar Tourism Management in India