



Jamal Mohamed College (Autonomous)

Tiruchirappalli-620 020

Department of Hotel Management **& Catering Science**

Syllabi of Value Added Course

B.Sc. Hotel Management & Catering Science

(to be followed from 2020 onwards)

VALUE ADDED COURSE-I

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UHMVA C1	VAC– I	GEOGRAPHY OF TOURISM	30		100	25	75

Course Outcome:

After completion of this course, students will be able:

Understanding the different dimensions of tourism and their interrelationships.

1. Learn recent trends and dynamics of tourism in the context of globalization and sustainability.
2. Explain the location factors tourism activities.
3. Knowing the geographical, social, economic, political, cultural particularities of tourism resources and destinations.
4. Understand the interrelationships of tourism with environmental processes that interact at local, regional and global scale, with particular attention to the effects of climate change and biodiversity.

UNIT-I INTRODUCTION TO GEOGRAPHY AND TOURISM 6Hrs

Introduction to Geography - Geography and Tourism - Geography of Travel. Classification of Resources Conservation of Biodiversity Tourism in Africa – Introduction: Part – I Tourism in Africa – Introduction: Part – II 8. Tourism Attractions in Singapore and Indonesia;

UNIT-II TOURISM ATTRACTIONS IN MIDDLE EAST AND AFRICA 6Hrs

Tourism Attractions in Thailand and Malaysia Tourism in Gulf Countries Tourism in Gulf countries Tourism in South East Asia:

Tourism in South East Asia: Tourist attractions and activities in Egypt - Kenya and Uganda Tourist attractions in South Africa and emerging Tourist Destinations in Africa.

UNIT-III TOURISM ATTRACTIONS IN AMERICA, EUROPE AND AUSTRALIA 6Hrs

North America - Central & South America Europe - Australia - New Zealand Antarctica Cultural Geography. Outline of Urban Geography- Island Biogeography.

UNIT-IV TOURISM IN INDIA AND SUSTAINABLE DEVELOPMENT 6Hrs

Tourism in India Arunachal Pradesh - Assam - Geography of Goa - Geography of Gujarat. Geography of Odisha - Geography of Himachal Pradesh - Sustainable development

UNIT-V TOURISM IN SOUTH INDIA AND SUSTAINABLE DEVELOPMENT 6Hrs

Geography of Kerala|- Geography of Karnataka - Geography of Tamil Nadu Geography of Puducherry and sustainable development.

Activity based on syllabus:

Preparing a tourism broacher/booklet for a tourist destination

The contents of the broacher/booklet should be with tourist map, destination images and its features, tourist attraction centres, local accommodation facilities, restaurants and food courts, tourist information centres, transport facilities, car rental, call taxi, details of tour operators and travel agencies and other facilities such as cultural centres, cultural events, sports events, local libraries, hospitals and banks, important contact numbers, email ids and websites etc.

Text Book:

- T. B: 1. Milton Rafferty- Geography of World Tourism- Prentice Publisher New Jersey (1993)**
- T. B: 2. Boniface and Coopers- Worldwide destinations: The Geography of Travel and Tourism. Publisher; Roultdge; 7th Edition. New Delhi (2016)**
- T. B: 3. D.R Khullar - India - A comprehensive Geography. Kalyani Publications, Chennai (2018)**

Unit 1: T. B 1 Chapter 1 and 2
 Unit 2: T. B 2 Chapter 3 and 4
 Unit 3: T.B 2 Chapter 3 and 5
 Unit 4: T.B 3. Chapter 1, 2, 3 and 4
 Unit 5: T.B 3 Chapter 5, 6, and 7

Reference:

Geethanjali - Tourism Geography – Publisher; Centrum press – New Delhi (2010)

Online sources for reference:

www.india-tourism.com

www.tourismindia.com

www.incredibleindia.org

www.irctc.co.in

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits				
III	20UHMVAC1		GEOGRAPHY OF TOURISM			30					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓		✓	✓		✓	
CO3		✓		✓	✓		✓	✓	✓		
CO4	✓	✓		✓			✓			✓	
CO5	✓	✓	✓		✓		✓	✓	✓	✓	
Number of Matches= 30, Relationship : Moderate											

Prepared by:

1. Dr. A. Alan Vijay
2. Mr. S. Yoganand

Checked by:

1. Dr. A. Jafar Ahamed
2. Dr. M.P. Senthilkumar

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

VALUE ADDED COURSE-II

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20UHMVAC 2	VAC- I	TOURISM RESOURCES OF INDIA	30		100	25	75

Course Outcome:

After completion of this course, students will be able:

1. Explaining the global tourism systems and concrete tourist destinations through the analysis on different territorial scales.
2. Identify and describe the attractions of an area or region and the different types of tourism.
3. Locate and describe the major tourist regions.
4. Manage different sources of information for analyzing tourism. Analyzing data of economic, socio cultural and territorial environment at different scales to interpret their influence in tourist destinations.
5. Demonstrate interest in the knowledge of the reality and evolution of tourist areas.

UNIT I GENERAL INTRODUCTION

6Hrs.

Indian Tourism - General Introduction - Understanding Tourism Products. Tourism resources Natural Tourist attractions - Wildlife sanctuaries - National parks Rivers- lakes, Sarovars - hill stations and beach tourism.

UNIT II TOURISM RESOURCE POTENTIAL

6 Hrs

Tourism Product of Manmade tourist attractions – Temples - pilgrimage centres – Monuments - Archaeological sites - Historical sites - Amusement parks. Luxury trains Accommodation Units - Managing tourism products.

UNIT III CULTURAL TOURISM

6 Hrs.

Cultural Tourism in India Fairs and Festivals of India - Indian Classical Dances - Indian Folk Dances and Music traditions - Fairs & festival in India - Indian Paintings - Handicrafts of India - Museums in India.

UNIT IV ECO TOURISM

6Hrs.

Basic Properties of Ecology Tourism and Ecology Linkage - Global Concern. Conservation of Ecology - Natural & Other Tourism Resources Eco-Tourism Development - Business of Ecotourism - Ecological Planning - Tourism and Sustainable Development.

UNIT IV IMPACTS OF TOURISM DEVELOPMENT

6Hrs.

Tourism & Environmental Impact Assessment - Tourism Carrying Capacity. Economic Impact of Tourism - Physical Impact of tourism - Socio cultural impact of tourism. Destination Carrying Capacity - Indian Tourism Policy.

Activities based on syllabus:

1. Identify the natural and man-made tourism resource of India
2. Prepare a tour itinerary for a package holiday tour.
3. Work out planning and costing for a tour itinerary
 - (i.e.) Travel expenditure (Transport and local transfers)
 - Accommodation charges
 - Tourist attraction centre charges/entrance fee.
 - Travel insurance
 - Escorted tour/tour guide/translator
 - Promotional pricing
 - Special discounts
 - Competitive pricing strategy
 - Foreign currency fluctuations
 - Marginal cost
 - Total cost

TEXT BOOKS:

B. 1 RajamanickamThandavan, Girish Revathy. Tourism Product – Diamont Publishers; New Delhi (2015)

B. 2 Robinet Jacob, P.Mahadevan , Sindhu Joseph - Tourism Products of India: A National Perspective ; Abhijeet Publication, New Delhi (2012)

T.B 3 L.K. Singh - Ecology, Environment and Tourism. Publisher; Gyan Books Delhi (2008)

T. B. 4 Iqbal and Ashraf - Tourism in India: Planning and Development. Publisher; Sarup and sons. Delhi (2006)

Unit 1: T. B 1 Chapter 1 and 2

Unit 2: T. B 2 Chapter 3 and 4

Unit 3: T.B 2 Chapter 3 and 5

Unit 4: T.B 3. Chapter 1, 2, 3 and 4

Unit 5: T.B 4 Chapter 2, 3, and 5

REFERENCES ;

Anurag Mathur - Indian Tourism: Tourist Places of India - Publisher; Self Publisher; 1st edition. Lucknow (2016)

Online sources for reference:

www.india-tourism.com

www.tourismindia.com

www.incredibleindia.org

www.irctc.co.in

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
III	20UHMVAC2	TOURISM RESOURCES OF INDIA					30					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		

CO1	✓	✓		✓	✓		✓	✓	✓	✓
CO2	✓	✓	✓	✓			✓	✓		✓
CO3		✓		✓	✓		✓	✓	✓	
CO4	✓	✓		✓			✓		✓	✓
CO5	✓	✓			✓		✓	✓		✓
Number of Matches= 33, Relationship : Moderate										

Prepared by:

1. Dr. A. Alan Vijay
2. Mr. S. Yoganand

Checked by:

1. Dr. A. Jafar Ahamed
2. Dr. M.P. Senthilkumar

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High