

DEPARTMENT OF HISTORY
S. V. UNIVERSITY
TIRUPATI – 517 502

MINUTES OF THE MEETING OF THE BOARD OF STUDIES IN HISTORY HELD ON 26TH JULY 2014 AT 11. 00 A M IN THE DEPARTMENT OF HISTORY, S. V. UNIVERSITY, TIRUPATI.

MEMBERS OF THE BOARD OF STUDIES

- | | |
|-------------------------------|---|
| 1. Prof. D. Usha Rani | Head |
| 2. Prof. D. Ananda Naidu | Co-Ordinator, M. A. Tourism & P. G. Diploma |
| 3. Prof. T. Nagamma | Chairperson |
| 4. Dr. P. Krishna Mohan Reddy | Member |

The Chairperson, Board of Studies in History welcomed the members. She explained the reasons for conducting the meeting of the Board.

The following items have been discussed.

Item No. I

It was resolved to revise the Syllabus relating to M.A. Tourism, Department of History.

I SEMESTER

1. Theoretical Concepts of Tourism
2. Planning and development of Tourism
3. Indian Heritage and Culture
5. Art and Architecture of North India
6. Cultural Tourism in India

II SEMESTER

1. Historical Application of Tourism in India
2. Tourism Management
3. World Tourism Geography
4. Art and Architecture of South India
5. Cultural Tourism in Andhra Pradesh

III SEMESTER

1. Travel Agency and Tour Operations Management
2. Emerging Trends in Tourism
3. Airline Ticketing and Information Management
4. Communicative English for Tourism and Hospitality
5. Tourism Research Methods

IV SEMESTER

1. Tourism Marketing
2. Tourism and Hospitality Management
3. Environment and Tourism
4. Hindi Language

Or

German Language

5. Assignment/Dissertation + Viva Voce

MEMBERS PRESENT

- | | |
|-------------------------------|--|
| 1. Prof. D. Usha Rani | Head |
| 2. Prof. D. Ananda Naidu | Co-Ordinator, M. A. Tourism &
PG Diploma in Tourism |
| 3. Prof. T. Nagamma | Chairperson |
| 4. Dr. P. Krishna Mohan Reddy | Member |

SRI VENKATESWARA UNIVERSITY:: TIRUPATI
S.V.U. COLLEGE OF ARTS
DEPARTMENT OF HISTORY
M.A.TOURISM

(Self Supporting Course – Regular)
CHOICE BASED CREDIT SYSTEM

(Effective from the batch of students admitted from the academic year 2015-2016)

REVISED SCHEME OF INSTRUCTIONS AND EXAMINATIONS

Sem	Course code	Title of the Course	Core/ Ele-ctive	No. of Cre-dits	Exam. Dura-tion	IA	SEE	Total Marks
I	T 101	Theoretical Concepts of Tourism	Core	4	3	30	70	100
	T 102	Planning and Development of Tourism	Core	4	3	30	70	100
	T 103	Indian Heritage and Culture	Core	4	3	30	70	100
	T 104	Art and Architecture of North India	Core	4	3	30	70	100
	T 105	Cultural Tourism in India	Core	4	3	30	70	100
II	T 201	Historical Application of Tourism in India	Core	4	3	30	70	100
	T 202	Tourism Management	Core	4	3	30	70	100
	T203	World Tourism Geography	Core	4	3	30	70	100
	T 204	Art and Architecture of South India	Core	4	3	30	70	100
	T205	Cultural Tourism in Andhra Pradesh	Core	4	3	30	70	100
	T 206	Human Values and Professional Ethics-I	Core	4	3	30	70	100
III	T301	Travel Agency and Tour Operations Management	Core	4	3	30	70	100
	T302	Emerging Trends in Tourism	Core	4	3	30	70	100
	T303	Airline Ticketing and Information Management	Core	4	3	30	70	100
	T304	Communicative English for Tourism and Hospitality	Core	4	3	30	70	100
	T 305	Tourism Research Methods	Core	4	3	30	70	100
IV	T 401	Tourism Marketing	Core	4	3	30	70	100
	T 402	Tourism and Hospitality Management	Core	4	3	30	70	100
	T403	Environment and Tourism	Core	4	3	30	70	100
	T404	Hindi Language OR Foreign Language (German)	Core	4	3	30	70	100
	T405	Assignment/Dissertation+ Viva Voce	Core	4	3	30	70	100
	T 406	Human Values and Professional Ethics-II	Core	4	3	30	70	100

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(Effective from the batch of students admitted from the academic year 2015-2016)

REVISED SYLLABUS

SEMESTER I

T-101: THEORETICAL CONCEPTS OF TOURISM

- Unit I Tourism: Definition, Meaning, Nature and Scope of Tourism – Types of Tourism – Motivations – Travel in ancient, medieval and modern times
- Unit II Elements of Tourism: Accommodation – Transport – Catering – Entertainment
- Unit III Travel Agency: Role of Travel Agency – Thomas Cook – The Grand Circular Tour – The American Express Company – Profile of Modern Travel Agency – Setting up of a Travel Agency – The Tour Operator – Group Inclusive Tour – IATA Accreditation - Travel Trade Authority – UFTAA – WATA – ASTA
- Unit IV Tourism Organizations: The Need for Organization – Types of Organizations – UN Conference Recommendations – The National Tourist Organization – Functions of the National Tourist Organization – Tourism Organizations in India – Early History – IUOTO – WTO – PATA – European Travel Commission – IOTO
- Unit V Tourism Promotion: Advertising – Publicity – Public Relations – Sales Support – Modern Trends

Suggested Readings

1. Bhatia A. K., *Tourism Development*, Sterling Publishers Pvt. Ltd., New Delhi, 2007
2. Bhatia A.K., *International Tourism Management*, Sterling Publishers Pvt. Ltd., New Delhi, 2006
3. Biswanath Ghosh, *Tourism and Travel Management*, Vikas Publishing House Pvt. Ltd., New Delhi, 1998
4. Seth, P. N., *Successful Tourism Management*, Sterling Publishers Pvt. Ltd, New Delhi, 1987
5. Seth, P.N and Sushma Seth Bhat, *An Introduction to Travel and Tourism*, Sterling Publishers Pvt. Ltd, New Delhi, 2006
6. Mario D' Souza (ed.), *Tourism Development and Management*, Mangal Deep Publications, Jaipur, 1998
7. Michael, M. Coltman, *Introduction to Travel and Tourism: An International Approach*, Wiley, London, 1989
8. Punia, B.K., *Tourism Management: Problems and Prospects*, Ashish Publishing House, New Delhi, 1997
9. Vanama, P. K., *Trends in Tourism*, Prabhu Publishers, Chennai, 2005

T-102: PLANNING AND DEVELOPMENT OF TOURISM

- Unit I Concept of Planning: Need for Tourism Planning – Consequences of unplanned Development – Process of Planning
- Unit II Formulating Tourism policy: Role of government, Public and Private Sectors – Role of international, national and local Tourism organizations in carrying out Tourism policy
- Unit III Tourism Development: Linkage between planning and Tourism Development - Public and Private sectors - their role in Tourism Development

- Unit IV Tourism in India at different levels: Different Approaches - Planning for special interest – Adventure and alternative forms of Tourism – Case studies – Garhwal, Himalayas, Bhutan – Environmental Tourism
- Unit V Tourism Policy of India: National Action Plan on Tourism (1992) – Draft National Tourism Policy (1997) – Concept of National Tourism Board – Tourism in the states of India – Case study of Tourism policies of State Governments – Andhra Pradesh, Rajasthan, Himachal Pradesh and Goa

Suggested Readings

1. Gunn, Clare A., *Tourism Planning: Basics, Concepts, Cases*, Taylor and Francis, London, 1994
2. Hollaway J.C., *The Business of Tourism*, Financial Times Prentice Hall, New Jersey, 2006
3. Inskip, Edward, *Tourism Planning: An Integrated and Sustainable Development Approach*, VNR, New York, 1991
4. Mill and Morrison, *The Tourism System: An Introductory Text*, Prentice-Hall, New Jersey, 1992
5. Poynter James M., *Tour Design – Marketing and Management*, Prentice Hall, New Jersey, 1993
6. Seth, P. N., *Successful Tourism Management*, Sterling Publishers, Pvt. Ltd, New Delhi, 1987

T-103: INDIAN HERITAGE AND CULTURE

- Unit I Brief Outline of Indian History and Culture: Ancient, Medieval and Modern Times
- Unit II Indian Architecture: Salient Features - North Indian Architecture –Deccan and South Indian Architecture
- Unit III Indian Paintings and Sculptural Art: Jain, Buddhist and Hindu Art
- Unit IV Selected Heritage sites: Museums, Palaces, Forts and other Monuments
- Unit V Religious Rituals and Festivals: Important festivals in North India – South Indian Traditions and Customs - Functions

Suggested Readings

1. Agarwala, V.S., *The Heritage of Indian Art*, Publication Division, Govt. of India, New Delhi, 1964
2. Alderson, W.T. and S.P.Law, *Interpretation for Historic Sites, American Association for State and Local History*, 2nd edn. Nashville, 1986
3. Ambrose Kay, *Classical Dance & Customs of India*, Adam & Charlie Black, London, 1950
4. Bandyopadhyaya, S., *Music of India*, Taraporevala, Bombay, 1958
5. Basham, A.L., *The Wonder that was India*, 3rd edn, London, 1967
6. Basham, A.L.,(ed.) *A Cultural History of India*, Oxford University Press, New Delhi, 1975
7. Bram, P., (ed.), *Indian Paintings*, YMCA Publishing House, Calcutta, 1963
8. Ghosh, D.P., *Studies in Museum and Museology in India*, Indian Publication, Calcutta, 1968
9. *Indian Handicrafts*, Publications Division, New Delhi, 1969
10. Heinrich Zimmer, *The Art of Indian Asia: Its Mythology and Transformations*, Vol. I, Princeton University Press, New York, 3rd edn, 1968
11. Majumdar, R.C., (ed.), *History and Culture of the Indian People*, Vol. I & II, Bombay, 1965
12. Stella, Kamrishi, *The Art of India*, Phaidon Press, London, 1963

T. 104: ART AND ARCHITECTURE OF NORTH INDIA

Unit I	Indus Civilization: Seals - Pottery - Painting – Sculpture – Art and Architecture
Unit II	Mauryan Art and Architecture: Erection of Pillars - Caves and Stupas - Sanchi, Saranath, Bodh Gaya
Unit III	Gupta's Art and Architecture: Temple constructions -Gandhara and Mathura School of Art –Paintings at Ajanta and Ellora- Metallurgy
Unit IV	Indo- Islamic Architecture: Qutub Minar- Fatehpur Sikri - TajMahal - Red Fort - Painting - Ajantha - Mughals, Rajasthani, Pahari, Kangra, Mewar and Bundi
Unit V	Music: Hindustani – Carnatic – Dances - Kathakali, Odessy, Manipuri, Kathak, Bharatanatyam, MohiniAttam and Kuchipudi - Folklore Dances – Instruments - Veena, Sarod, Tabla, Mridangam, Sitar and Violin

Suggested Readings

1. Brown, Percy, *Indian Architecture, Buddhist and Hindu Architecture* - Volume I & II, Read Books Design, New Delhi, 2010
2. Mahalingam, T. V., *Readings in South Indian History*, B.R. Publications, New Delhi, 2006
3. Swamy Sadananda, *Origin and Early History of Saivism in South India*, University of Madras, Chennai, 1939
4. Sastri, K. A. N., *A History of South India*, Oxford University Press, Chennai, 2000

T. 105: CULTURAL TOURISM IN INDIA

Unit I	Natural Resources: Physical Features of India – Mountains, Hills, Rivers, Valleys, Forests, Climate – Deserts, Snow, Beaches, Flora and Fauna
Unit II	Archaeological and Historical Resources: Archaeological sites, Pre-historic, Proto-historic caves, Historical sites- Ancient, Medieval and Modern Structures- Multi-purpose Projects
Unit III	Cultural Resources: Important Religious Centres, Shrines- Pilgrimage Centres, Fairs and Festivals. Centres of Yoga and Meditation, Indian Dance forms - Music – Classical and Folk
Unit IV	Various Types of Handicrafts: Cane work, Pottery, Terracotta, Carpets, Textiles - Kalamkari, Costumes, brass, Silver, Stone cutting, Ornaments, art of cookery - Varieties of food - North Indian and South Indian dishes
Unit V	Modern Centres of Handicrafts: Art Galleries, National and State Emporiums - Eco-Tourism - Forests, Zoological Parks, Gardens - Medical Tourism - Ayurvedic, Nature cure centres -Yoga and Meditation Centres

Suggested Readings

1. Gupta, S. P., *Krishna, Cultural Tourism in India: Museums, Monuments & Art: Theory and Practice*, D. K. Print World, New Delhi, 2002
2. Ghosh Shopna, *Introducing Geography-2*, Dorling Kindersley Pvt. Ltd, New Delhi, 2009
3. Chakrabarthy, D.K., *India: An Archaeological History: Beginning to Early Foundation*, Oxford University Press, London, 2009
4. Gokulsing, K.M., Wimal Dissanayake, *Popular Culture in Globalised India*, Taylor & Prancis, London, 2008
5. Kamala Devi, C., *Handicrafts of India*, ICCR, New Delhi, 1995
6. Acharya, Ram, *Tourism & Cultural Heritage of India*, RGSA Publishers, Delhi, 2007
7. Bhardwaj, S.M., *Hindu Places of Pilgrimage in India: A Study in Cultural Geography*, Thomson Press, Faridabad, 1983
8. *Archaeological Remains, Monuments and Museums*, ASI, New Delhi, 2006

SEMESTER II

T. 201: HISTORICAL APPLICATION OF TOURISM IN INDIA

- Unit I History of Tourism in India: Origin and growth of Religious Tourism in ancient, medieval and modern times
- Unit II Types of Tourist destination in India –Monuments- Museums- Hill resorts Sarais- Beaches- Wild life Sanctuaries
- Unit III Important Heritage Centres of India
- A. Delhi- Agra-Jaipur
 - B. Sanchi-Khajuraho
 - C. Belur-Halebidu- Hampi
 - D. Mahabalipuram – Kanchipuram- Tanjore
- Unit IV Tourist Centres of Andhra Pradesh and Telangana
- A. Vishakapatanam Circuit
 - B. Amravati- NagrajunaKonda Circuit
 - C. Kurnool Circuit
 - D. Tirupati Circuit
 - E. Warangal Circuit
- Unit V Socio- Cultural Heritage of Andhra Pradesh: Performing Arts - Fairs and Festivals, Folk Cultures- Handicrafts

Suggested Readings

1. Arya, R.P., *Incredible India : Tourist and Travel guide*, India Map Service, New Delhi, 2007
2. Babu, P.George, *Tourist and Tourism*, Abjith Publications, Delhi, 2006
3. Batia, G.S., *Tourism in the 21th Century*, Anmol Publications, Delhi, 1996
4. Bhardwaj, S.M., *Hindu Places of Pilgrimage in India, , A study of Cultural Geography*, Thomas press limited, Fairabad, 1983
5. Bhatia,A.K., *Tourism Development: Principles and Practices*, Sterling Publishers,New Delhi, 2007
6. Bhatia A.K., *Tourism in India: History and Development*, Sterling Publishers, New Delhi, 1978
7. Biswanath Gosh, *Tourism and Travel Management*, Vikas Publishers, New Delhi, 1998
8. Brajesh Kumar, *Pilgrimage Centres of India*, Diamond Pocket books Pvt. Ltd, New Delhi, 2000
9. Dorman. C Priyan, *Global Tourism Directory of India*, Global Communications, New Delhi, 1989
10. Ganguly, P. Adwaita, *India Travel Guide, Spiritual Tourism and Ground Realities, Vol-1*, Vedantic Research Publications, New Delhi, 2007
11. Husain, S. A., *The National Culture of India*, NBT, New Delhi,2008

T. 202: TOURISM MANAGEMENT

- Unit I Definition of Management Concept: Development of Management -Managerial skills of Tourism - Management of Tourism - Components of Tourism- Accommodation – Attractions – Accessibility - Management of Environment
- Unit II Management of Tourism Marketing: Segmentation - Marketing mix - Tour Pricing- Types of Demand and Supply and Marketing Research.
- Unit III Management of Human Resources: Co-ordination - Special Training -Technical Skills - Guide Services - Event Management Like Exhibitions –Meetings - Fairs And Festivals

- Unit IV Financial Management: Accounting - Book Keeping - Requirement of Finance for Development - Promotion and Administration - Sources of Finance - Public and Private Investments - Sectoral Investment and Foreign Investment
- Unit V Tourism Planning: Role of Govt. and non-Govt. Organisations - Approaches to Tourism Planning - Tourism Policies and issues - Tourism and Regional Development

Suggested Readings

1. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd, New Delhi, 1983
2. Douglas Pearce, *Tourism Today - A Geographical Analysis*, Longman, London, 1987
3. Javid Akhtar, *Tourism Management in India*, Ashis Publications, Delhi, 1990
4. Kunal Chatopadhyaya, *Economic Impact of Tourism and Development*, Kanishka Publications, Delhi, 1997
5. Lesley Pender, Richard Sharply, *The Management of Tourism*, Sage, New Delhi, 2005
6. Medlik, D., *Managing Tourism*, Butt Worth Heinann Ltd, Britain, 1995
7. Pran Seth, *Successful Tourism Management*, Sterling Publishers Pvt. Ltd., New Delhi, 1985

T. 203: WORLD TOURISM GEOGRAPHY

- Unit-I** Introduction to Geography: Meaning and definition – Relationship between Tourism and Geography – Forms of Geography – Meaning and Definitions and Features of Tourism Geography – Importance of geography on Tourism – Geography as a Tourist Attraction
- Unit-II** Indian Geography: Physical and Political Features of Indian Sub-continent - Climatic conditions prevailing in India- Important Tourist Attractions in India
- Unit-III** Political and Physical features of World Geography: Destinations in North America – Canada – Central America –Europe –Russia
- Unit IV** Maps and Map Study: Meaning and Definition of Maps – Globes – Distinction between Maps and Globes – Types of Maps – General Maps and Thematic Maps Tourism Maps – Topographic Maps – Latitude, Longitude, GMT, Equator, Tropic Of Cancer and Tropic of Capricorn – Identification of Tourist Attractions and Cities on Maps
- UNIT V** Aviation Geography: IATA Traffic Conferences – Important Tourist Circuits and Popular Itineraries of Middle East – Far East – Asia Pacific

Suggested Reading

1. Alan, A. Law, *World Geography of Travel and Tourism: A Regional Approach*, Butterworth, London, 2004
2. Boniface, B & Chris Cooper, *World Wide Destinations: The Geography of Travel and Tourism*, 2009
3. Burton, R., *The Geography of Travel and Tourism Guide to Places of the World*, Reader's Digest, 2008
4. Hudman, L & Richard Jackson, *Geography of Travel and Tourism*, Thomson, 2003
5. Husain, M., *World Geography*, Rawat publications, New Delhi, 2011
6. Stephen Williams, *Tourism Geography*, Routledge, London, 1998
7. Sinha, P. C., *Tourism Geography*, Anmol Publications, New Delhi, 2000
8. Lloyd E, Hudman, Richard, *Geography of Travel and Tourism*, Thomson Learning, USA, 2003

T. 204: ART AND ARCHITECTURE OF SOUTH INDIA

(Revised Syllabus)

(to come into effect from the academic year 2014-2015)

Unit I	Excavations: Arikamedu and Adichanailur - Artifacts - Seals and Pottery - Coins
Unit II	Andhra: Amaravathi - NagarjunaKonda, Pancharamas – Karnataka - Temple at Aihole, Cave Temple at Badami, Virupaksha at Pattadakal, Rashtrakuta - Ellora Temples- Hoysalas - Chennakesava Temples
Unit III	Pallavas: Mahabalipuram- Kailasanatha Temple- Temple of Cholas - Brahadeshwara, GangaikondaCholapuram, Pharasuram Temple- Vijayanagar - Virupaksha & Vitalaswami Temple - Hampi
Unit IV	Sculptures: Bronze Sculptures of South India – Pallava, Chola and Vijayanagar – Paintings - Sittanavasal – Tanjore- Lepakshi
Unit V	Fine Arts: Music - Dances- Bharathanatyam, Kuchipudi, Mohiniattam, Kathak- Bagavathamela

Suggested Readings

1. Brown, Percy, *Indian Architecture, Buddhist and Hindu Architecture* - Volume I & II, Read Books Design, New Delhi, 2010
2. Krishna Deva, *Temples of North India*, NBT, New Delhi, 2000
3. Mahalingam, T. V., *Readings in South Indian History*, B.R. Publications, New Delhi, 2006
4. Sastri, K. A. N., *A History of South India*, Oxford University Press, Chennai, 2000
5. Srinivasan, K.R., *Temples of South India*, NBT, New Delhi, 2013
6. Swamy Sadananda, *Origin and Early History of Saivism in South India*, University of Madras, Chennai, 1939

T. 205: CULTURAL TOURISM IN ANDHRA PRADESH

Unit I	Sources: Influence of Geography on the history of Andhra Pradesh – Land and People - Brief survey of Political conditions in Ancient, Medieval and Modern Andhra Pradesh
Unit II	Dress & Ornaments, Food Habits of Andhras: Folk costumes and Ornaments - Development of Religious Ideas- Early Religious Ideas, Jainism & Buddhism, Saivism and Vaishnavism - Socio-Cultural role of Temple & Mathas - Impact of Islam - Cultural Movements - Sufi and Bhakti
Unit III	Literary Heritage: Development of Telugu Literature – the Kakatiya, Vijayanagara and the Qutub Shahis period- Literary Glory of Andhra Pradesh
Unit IV	Development of Performing Arts a) Classical Dance Forms of Andhras b) Music: Musical Instruments - Different Schools c) Handicrafts of Andhra d) Folk Art and Performances e) Textiles and Kalamkari Works
Unit V	Cultural Contribution: Chalukyas, Kakatiyas and Vijayanagara Dynasties - The impact of Muslim Culture on the Society

Suggested Readings

1. Arya, R.P., *Incredible India : Tourist and Travel guide*, India Map Service, New Delhi, 2007
2. Batia, G.S., *Tourism in the 21th Century*, Anmol Publications, Delhi, 1996
3. Dorman. C Priyan, *Global Tourism Directory of India*, Global Communications, New Delhi, 1989
4. Ganguly, P. Adwaita, *India Travel Guide, Spiritual Tourism and Ground Realities, Vol-1*, Vedantic Research Publications, New Delhi, 2007
5. Hanumantha Rao, B.S.L., *Religion in Andhra : A Survey of Religious Developments in Andhra from early times up to AD 1325*, Welcome Press, Hyderabad, 1973
6. Hanumantha Rao, B.S.L., *Socio-Cultural History of Ancient and Medieval Andhra*, Telugu University, Hyderabad, 1995

*T 206 HUMAN VALUES AND PROFESSIONAL ETHICS –I
(COMMON SYLLABUS FOR ALL P.G. COURSES)*

Semester III

T 301: TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

- Unit I: Travel Agency: History and Growth – Emergence of Thomas Cook and American Express –Types of Travel Agency and Tour Operation
Wholesale and Retail Travel Agency - Setting up of a Travel Agency –
Linkages with different Transport Systems
- Unit II: Functions of a Travel Agency: Tour Operations Planning – Domestic and
International – Types of Tour – Tour Formulation and Design Process – Group
Tour Planning
- Unit III: Tour Package: Meaning - Types and forms of Tour Package – Tariffs –
Vouchers – Hotel and Airline and Exchange Order –Merits and Demerits of
Package Tour – Special Tour Packages
- Unit IV: IATA Rules: Govt. Rules for Approval and Regulations for Accreditation –
Documentation - Entrepreneurial skill for Travel, Tourism and Hospitality –
Problems of Entrepreneurship in Travel Trade
- Unit V: Itinerary Preparation: Domestic and International – Preparation of common
interest - Tour Itinerary and costing – Sample Tour Itinerary of Thomas Cook,
Cox & Kings and SITA Travels

Suggested Readings

1. Bhatia A.K., *The Bussiness of Travel Agency and Tour Operations Management*, Sterling Publishers, New Delhi, 2012,
2. Chand, M., *Management of Travel Agency and Tour Operation*, Anmol Publications, New Delhi, 2002
3. Holloway, J. C., *The Business of Tourism*, Macdonald & Evans, London, 1982
4. Negi, J. M. S., *Travel Agency Operation, Concepts and Principles*, Kanishka, New Delhi, 2005
5. Negi, J., *Tourist Guide and Tour Operation: Planning and Organization*, Kanishka, New Delhi, 2005
6. Singh, L.K., *Management of Travel Agency*, Anmol Publications, New Delhi, 2009
7. Victor, T. C., *Marketing and Selling of Airline Products*, London, 2004

T. 302: EMERGING TRENDS IN TOURISM

- Unit I: Adventure Tourism: Concept of Adventure – Types of Adventure - Sports and
Tourism – Land based Adventure – Trekking, Mountaineering, Rock Climbing –
Water based Adventure – Water Surfing - White Water Rafting, Para-sailing and
Air based Adventure – Parachute Jumping – Gliding - Para-gliding
- Unit II: Eco-Tourism and Sustainable Tourism: Concept of Eco-Tourism and
Sustainable Tourism and its Management – Impacts of eco-Tourism – Best
Practised Eco - Tourism sites in the World – Theme Parks
- Unit III: Tourism Impacts: Socio-Cultural Impacts of Tourism – Economic Impact and
Environmental Impact and Assessment – Approach to Evaluating Impacts and
Control Measures – Measuring Economic Costs and Benefits

Unit IV: Tourism Related Laws: Responsibilities of Travel Agencies – Accommodation - Airways and Surface Transport – Consumer Protection Act, 1986 – Monuments Preservation Act, 1904 – Ancient Monuments and Archaeological site and Remains Act, 1972 – Laws Relating to Foreigners Act, 1946 – Foreign Exchange Regulation Act, 1973 – Passport Act, 1967 – Wildlife Protection Act, 1972

Unit V: Tourism Trends: Determinants and Motivations of Tourism Demand – Measuring the Tourism Demand – Tourism statistics – International Tourism – Emerging Trends –Cause of Variation of Tourism Trends

Suggested Readings

1. Anil Varma, *Emerging Trends in Tourism*, ICFAI University, Hyderabad, 2010
2. Hall, CM & S. J. Page, *The Geography of Tourism and Recreation*, Routledge,
3. *Mountains of India: Tourism, Adventure and Pilgrimage*, Indus Publications, New Delhi, 2000
4. Pearce, D. G. & R. W. Butler, *Contemporary Issues in Tourism Development*, Routledge
5. Robinet Jacob&P. Mahadevan, *Tourism Products of India*, Abijieet Publishers, New Delhi, 2012
6. Steve Taylor (ed.), *Adventure Tourism: Meaning, Experience and Learning*, Routledge, New York, 2013
7. Tim Gale, Jennieffer Hill (ed.), *Eco – Tourism and Environmental Sustainability: Principles and Practices*, Ashis Publications, New Delhi, 2004

T 303: AIRLINE TICKETING AND INFORMATION MANAGEMENT

Unit I: Introduction: IATA – Aims and objectives – International Aviation Organization - IATA Traffic Conference – Areas – Their Codes –International Time Calculation International Dateline – Standard Time – Local Time

Unit II: Air Travel Policies: Passenger Care Flight Distances – Passenger Capacity and Seating – Food Beverages Service – Air policies – Reservation Policies Towards Children – Disabled Passengers – Standard of Travel - Cancellation and Delays – Baggage Allowance – Weight Concept – Pet Transport Policy – Special Meals – Class of Service

Unit III: Airfare Calculation: Guidelines for International Tariff Rules – Basic Elements of Airfare – Fare Basis – Minimum stay – Validity Dates – Combinability – Roaming Penalties – Horizontal and Vertical Fare Structures – Special Air Fares – Mileage System – Circle Trip Calculation – Back Haul One Day Tours – Mixed Class Travel Fare – Class Differential – Fill of Flight Coupons – Air Cargo Rules – Alterations –Re-issuance – Refunds – Agency Commission – Machine and Manual Ticketing –Stop over Indicators – Minimum Connecting Times

Unit IV: Modern Information Techniques in Tourism: Email Networking – Roaming – Cellular Phone – GPS – Mobile Mapping

Unit V: Sample Survey: Travel information offices – Computer Application in Travel Agency– Tourist Data banks and Office Management – Tour operation and Ticket Reservation

Suggested Readings

1. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi, 1982
2. Bhatia, A.K., *International Tourism Management*, Sterling Publishers Private Ltd, New Delhi, 2001
3. Diederiks, H. *An Introduction to Air Law*, Kluwer Law International, Netherlands, 2006
4. Epstein, A Gerald, *Capital Flight and Capital Controls in Developing Countries: An Introduction*, Edward Elgar Publishing Ltd, UK, 2005
5. Pablo Mendes De Leon (ed.), *Air Transport Law and Policy in the 1990s*, Martinus Nijhoff Publishers, London, 1991
6. Seth, Pran Nath, *Successful Tourism Management*, Sterling Publishers Pvt. Ltd., New Delhi, 1998
7. Sing, L.K., *Foreign Exchange Management and Airline Ticketing*, ISHA Books, Delhi, 2008

T 304: COMMUNICATIVE ENGLISH FOR TOURISM AND HOSPITALITY

- Unit I: Understanding Communication: The Communication Process- Forms of Communication – Oral and Written, Verbal and non-Verbal (kinesics, proxemics, Paralinguistics,Chronemics) - Barriers in Communication and Classification of Barriers
- Unit II: Active Listening and Effective Reading: Listening skills- Reiteration and Application of Concepts- Reading Skills - Reiteration and Application of Concepts- Listening Comprehension- Speeches (general and business) Professional texts (based on business reports/work related issues/ current affairs/ environment etc). - Listening and giving Feedback – Case Studies on Interpersonal Problems - Reading and analyzing texts of Advertisements - Reading comprehension texts (business and work related texts/speech texts/ Current Affairs etc)
- Unit III: Professional Speaking : Speaking skills – Reiteration of Concepts- Group Discussion with Evaluation- Debate- Presentation with Evaluation- Jam/ Extempore- Mock Interview and Meetings with Evaluation-. Dealing with difficult people – Role play based on Behavioural Patterns- Case Studies and SWOT Analysis- Hot Seat with Evaluation
- Unit IV: Business Writing: Principles of Communicative Writing - Business Letters – Application – Enquiry – Complaints – Reservations - E –Mails - CV Writing - Synopsis and Note Taking - Reports – a) Graph Sales Report b) Field Survey Report c) Minutes and Agenda- Professional Brochures - Questionnaires - Writing Proposals
- Unit V Functional Grammar and Business Vocabulary: English for Specific Purposes – Vocabulary related to fields of Hospitality - Travel and Tourism – Airlines - Banking - Media - General Corporate - Phrasal Verbs - Word Pairs - Synonyms and Antonyms - Use of Tense and Problems of Concord

Suggested Readings

1. Adair, John, *The Effective Communication*, Jaico Publishing house, Mumbai, 2002
2. Allen, G. M., *Business Communication: Process and Product*, Thomson Asia Pvt. Ltd., Singapore, 2002
3. Andrew, L., *Company to Company*, Cambridge University Press, Cambridge, 2002
4. Ashley, A., *Commercial Correspondence*, Oxford University Press, Oxford, 1992
5. Homer. D., & Peter Strutt, *Words at Work*, Cambridge University Press, Cambridge, 2002
6. Keith Harding, Paul Henderson, *High Season: English for the Hotel and Tourist Industry*, Oxford University Press, London, 2011
7. Konar, N., *English Language Laboratories: A Comprehensive Manual*, PHI Learning, New Delhi, 2001
8. Leo Jones, *Welcome Student's book : English for the Travel and Tourism Industry*, Cambridge University Press, Cambridge, 1998
9. Ober, Scot, *Contemporary Business Communication*, 5th edn. Biztantra, New Delhi, 2004
10. Penrose. J. et. Al., *Advanced Business Communication*, 4th edn. Thomson asia Pvt. Ltd., Singapore, 2001
11. Prasad, P., *Communication Skills*, S. K. Kataria & Sons, Delhi, 1998
12. Raman, M. & Prakash Singh, *Business Communication*, Oxford University Press, Oxford, 2010
13. Raman, M. and Sangeeta Sharma, *Technical Communication*, Oxford University Press, Oxford, 2000
14. Raman, M. and S. Sharma, *Communicative English*, Oxford University Press, Oxford, 2003
15. Sharma, R. C. Krishna Mohan, *Business Correspondence and Report Writing*, Tata McGraw Hill, New York, 1994
16. Sreevalsan, M. C., *Spoken English: English Conversation Practice*, Vikas Publishing House Pvt. Ltd., New Delhi, 2001

T 305: TOURISM RESEARCH METHODS

- Unit I: Introduction to Research: Nature, Scope and Purpose of Tourism Research – Theoretical Perspectives – Methodology and Research Methods – Historical Developments and Current Debates in Tourism Research – Specific Problems in Tourism Research
- Unit II: Research Problems: Management Problems – Tourism Management Information Systems – Measurements – Conceptual and Operational Definitions – Validity and Reliability – Qualitative and Quantitative Measurement – Surveys – Sampling Questionnaire Design and Execution
- Unit III: Quantitative Techniques: Time Series Analysis – Correlation and Regression Analysis – Normal Distribution – Statistical Testing of Hypotheses – Parametric and Non-Parametric Techniques – Quantitative Techniques in Decision Support – Use of Software in Data Analysis
- Unit IV: Qualitative Techniques: Case Study Method – Experimentation – Depth Interviews – Participant Observation – Field Work – Focus Group Technique – Projective Techniques – Content Analysis – Historical Analysis in Qualitative Tradition
- Unit V: Data Presentation: Presentation of Research Findings – Written and Oral Presentation – Report Writing Tips – Scientific Writing Styles – Tips on Writing Research Proposals

Suggested Readings

1. Artinah, Zainal, Salleh Mohd Radzietl (ed.), *Current Issues in Hospitality and Tourism Research and Innovations*, CRC Press, London, 2012
2. Bhatia, A.K., *International Tourism Management*, Sterling Publishers Private Ltd, New Delhi, 2001
3. Brent, W. Richie (ed.), *Tourism Research Methods: Integrating Theory with Practice*, CABI Publishing House, London, 2005
4. Brunt, P., *Market Research in Travel and Tourism*, Butterworth Heinemann, London, 1997
5. Engel, J. F. (ed.), *Market Segmentation: Concepts & Application*, Rinehart & Winston, New York, 1972
6. Jennings, G., *Tourism Research*, John Wiley & Sons, London, 2001
7. Michael, V. P., *Research Methodology in Management*, Himalayan Publishing House, New Delhi
8. Ritchie, J. R. B., and Goeldner (eds.), *Tourism and Hospitality Research: A Handbook for Managers and Researchers*, Wiley, London, 1994

T 401: TOURISM MARKETING

- Unit I: Marketing: Core Concepts in Marketing – Needs, Wants, Demands, products, Markets, Marketing Management Philosophies – Production, Product, Selling – Marketing and Societal Perspectives – Economic Importance of Marketing
- Unit II: Analysis and Selection of Market: Measuring and Forecasting Tourism Demand – Forecasting Methods – Managing Capacity and Demand – Market Segmentation and Positioning
- Unit III: Market Environment: Consumer Buying Behaviour – Competitive Differentiation and Competitive Marketing Strategies – New Product Development – Product Life Cycle – Customer Satisfaction and Related Strategies in Internal and External Marketing – Interactive and Relationship Marketing
- Unit IV: Marketing of Tourism Services: Marketing of Airlines – Hotels – Resorts – Travel Agencies and Other Tourism related Services – Challenges and Strategies
- Unit V: Marketing Skills for Tourism: Creativity – Communication – Self-Motivation – Team Building – Personality Development

Suggested Readings

1. Alan Fyall, Brian Garrod, *Tourism Marketing: A Collaborative Approach*, Channel View Publications, Ltd, 2005
2. Alastair, M, Morrison, *Marketing and Managing Tourism Destinations*, Routledge, Canada, 2013
3. Alf Bennett, Johan Wilhem (ed.), *Introduction to Travel and Tourism Marketing*, Creda Communications, London, 2008
4. Davidoff, Philip & Doris S. Davidoff, *Sales and Marketing for Travel & Tourism*, National Publishers of BlackhillInc, USA, 1990
5. Devashish Dasgupta, *Tourism Marketing*, Dorling Kindersley, Pvt, Ltd, New Delhi, 2011
6. Kotler, Philip, *Principles of Marketing Practices*, Prentice Hall of India, New Delhi, 1985
7. Rodoula H, Tsiotsou, Ronald (ed.), *Strategic Marketing in Tourism Services*, Emerald Group Publishing Ltd, New Delhi, 2012
8. Victor Middleton, *Marketing in Travel and Tourism*, Planta Tree Publication, Great Britain, 2001
9. Wahab, C. R., *Tourism Marketing*, Tourism International Press, London, 1976

T 402: TOURISM AND HOSPITALITY MANAGEMENT

- Unit I: Introduction: Overview of Tourism Industry – Concept of Tourism – Economic Importance of Tourism - Impact of Tourism
- Unit II: Introduction to Accommodation Industry: Types of Accommodation – Classification –Accommodation Management – Front Office – House Keeping – Bar and Restaurant
- Unit III: The Room Division: The Food and Beverage Division – The Engineering and Maintenance Division – The Marketing and Sales Division – The A/C Division – The HR Division – The Security Division – Study of the Working of Hotels /Motels/ Restaurants
- Unit IV: Distinctive Characteristics of Hospitality Industry: Seven Ps of Marketing in Hospitality– Product, Price, Place, Promotion, People, Process and Physical Evidence
- Unit V: Restaurant Management: Hotel Operations – Food Services – Retail Food Services – Industrial Food Services – Healthcare Food Services – Club Food Services – Trends in Lodging and Food Services – Future Trends in Hospitality Industry - Role of Associations in Hospitality Management

Suggested Readings

1. Abraham Pizam (ed.), *International Encyclopaedia of Hospitality Management*, Routledge, London, 2009
2. Andrews, *Hotel Front Office Training Manual*, Tata Mcgraw Hill, Bombay, 1980
3. Arthur & Gladwell, *Hotel Assistant Manager*, Jenkins, London, 1982
4. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publications Pvt. Ltd., New Delhi, 2012
5. John C, Crotts, Dimitrios Buhalis, Roger March (ed.), *Tourism and Hospitality Management*, Routledge, New York, 2012
6. Prideaus, Gianna Moscardo (ed.), *Managing Tourism and Hospitality Services: Theory and International Applications*, Biddles Ltd., London, 2005
7. Seth, P. N., *Successful Tourism Management*, Sterling Publications Pvt. Ltd., New Delhi, 2000
8. Stephen Ball, Susan Horner, Kevin Nield, *Contemporary Hospitality and Tourism Management Issues in China and India*, Elsevier, London, 2007

T 403: ENVIRONMENT AND TOURISM

- Unit I: Eco-Tourism: Approaches in Sustainable Tourism – Global Initiative under Quebec City and Oslo Conventions – Responsible Tourism – Concept and Global Responses
- Unit II Ecology: Definition – History of Development – Eco-System – Functions – Basic Properties – Management of Eco-System and its Application in Tourism
- Unit III Tourism and Environment: Types – Natural – Cultural – Evaluation of Scenic Beauty – Wild Life – Bird Sanctuaries – Species Project – Theme Park – Amusement Park – Types of Resorts

- Unit IV Tourism and Sustainable Development: Definition – Equity and Sustainability – Tourism and Environment Studies – Integrated Energy Planning – Environmental Deterioration – Impact Assessment – Strategies – Use of Remote Sensing – Its Impact – Socio, economic, cultural, ecological and Human Pollution
- Unit V Alternative Tourism and Environmental Policy: Environmental Policy – Tourism Policy in India – Alternative Tourism – Potentials and Constraints

Suggested Readings

1. Buckley, R., *Environmental Impacts of Eco-tourism*, CABI, London, 2004
2. Chandana, *Environmental Awareness*, Kalyani Publishers, New Delhi, 1998
3. Chaudhury, S. K., *Culture, Ecology and Sustainable Development*, Mittal, New Delhi, 2006
4. Chawala, R., *Ecology and Tourism Development*, Sumit International, New Delhi, 2006
5. Helen Briassoulis, Jan Van der Straaten, *Tourism and Environment : Regional, Economic, Cultural and Policy Issues*, Kluwer Academic Publishers, Netherlands, 2000
6. Martin Mowforth, Lan Munt, *Tourism and Sustainability Development and New Tourism in the Third World*, Routledge, 2003
7. Singh, L.K., *Ecology, Environment and Tourism*, Gayan Publishing House, New Delhi, 2008
8. Sinha, P. C., *Guidelines for Human Environmental Sustainable Development, Global Environment Law, Policy and Action Plan*, SBS Publications, New Delhi, 2006
9. Trevor, Sofield H.B., *Empowerment for Sustainable Tourism Development*, Elsevier, London, 2003

T. 404 (a): HINDI LANGUAGE

Part I: COMPOSITION, TRANSLATION AND COMPREHENSION 40 Marks

- A. Composition: Describing in Hindi a place of Historical or Tourist importance (in about 15 sentences)
- B. Translation: 1. English to Hindi (5 Sentences) – 5 Marks
2. Hindi Equivalents of 10 Technical terms pertaining to Tourism – 5 Marks
- C. Comprehension: Unseen Hindi Passage of about 15 lines – 5 Questions to be Answered in Hindi = 5x2=10 Marks

Part II: CONVERSATION, GRAMMAR AND REWRITE AS DIRECTED 30 Marks

- A. Conversation: Dialogue in Hindi on Topics/Situations like visit to a Historical place. Tourist Centre, Information/Enquiry Counter, Booking Ticket, Visiting Hotel (Lodging and Boarding) etc., (In about 15 sentences) 15 Marks
- B. Grammar: 1. Gender, Number, Tense and Case 10 Marks
2. Fill in the Blanks 5 Marks

T. 404 : (b): FOREIGN LANGUAGE ---- GERMAN

- Unit I Grammatik :
Verben, personal
pronomen, fragsatz, possessivepronomen, artikel, negation, partiklen, zeitangaben,
Trennbare verben, imperative, modalverben, verbena mit akkusativobject,
artikelwörter.
- Unit II Thema Name –land-wohntort-studium und beruf, familie, tagesablauf, kino,
theater, stellensuche, einkauf.

References:

1. Lernziel Deutsch, Max Huber verlag, Reihe 1-7.

T 405: DISSERTATION + VIVA VOCE

(to come into effect from the academic year 2014-15)

Dissertation for 70 Marks

Viva Voce Examination for 30 Marks

(The Viva Board is consisting of the Head, Department, Course Co-Ordinator and the Concerned Class Teacher)

**T 406 HUMAN VALUES AND PROFESSIONAL ETHICS –I
(COMMON SYLLABUS FOR ALL P.G. COURSES)**

Item II

It is resolved to approve the Model Question Papers prepared relating to M A Tourism as per the existing rules of the University

M.A. DEGREE EXAMINATION – FEBRUARY 2014
FIRST SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper I: T-101 Theoretical Concepts of Tourism
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Nature of Tourism
2. Travel in Ancient India
3. Catering
4. Entertainment
5. Thomas Cook
6. ASTA
7. European Travel
8. IOTO
9. Public Relations
10. Sales Support

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Examine the Scope of Tourism
Or
(b) Assess the Status of Tourism in modern times in India
12. (a) Discuss the different types of accommodation available for Tourists in India
Or
(b) Discuss the different types of Transport facilities available for Tourists in India
13. (a) Write an essay on the role of Travel Agency in the promotion of Tourism
Or
(b) Write an essay on Group Inclusive Tour
14. (a) Write an essay on National Tourist Organization
Or
(b) Write an essay on Tourism Organizations in India
15. (a) Discuss the different tools of Advertising in the promotion of Tourism
Or
(b) Discuss the Modern Trends in the Tourism sector

M.A. DEGREE EXAMINATION – FEBRUARY 2014
FIRST SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper II: T-102 Planning and Development of Tourism
(Revised Syllabus)

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Tourism Planning
2. Problems of unplanned Development of Tourism
3. Role of Private Sector in Tourism
4. Role of Local Tourism Organizations
5. Role of Public Sector in Tourism Development
6. Role of Private Local bodies in Tourism Promotion
7. Adventure Tourism
8. Tourism in Bhutan
9. Tourism in Andhra Pradesh
10. Tourism in Goa

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Examine the Tourism Planning in India
Or
(b) Assess the Process of Tourism Planning in modern times
12. (a) Discuss the role of Government in the promotion of Tourism
Or
(b) Discuss the role played by international agencies in formulating Tourism policy
13. (a) Write an essay on the linkage between planning and Tourism promotion
Or
(b) Write an essay on the role of State Government's in the promotion of Tourism
14. (a) Write an essay on Tourism in the Himalayas
Or
(b) Write an essay on Environmental Tourism
15. (a) Write an essay on National Action Plan on Tourism, 1992
Or
(b) Write an essay on National Tourism Board

M.A. DEGREE EXAMINATION – FEBRUARY 2014
FIRST SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper III: T-103 Indian Heritage and Culture
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Buddha
2. Nagarjuna
3. Sanchi
4. Srikalahasti
5. Lepakshi
6. Ajanta
7. Tajmahal

8. Chandragiri Fort
9. Holi
10. Dussera

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Examine the salient features of Indus Civilization
Or
(b) Discuss the religious policy of Vijayanagara rulers
12. (a) Write an essay on Mughal art
Or
(b) Examine the salient features of Vijayanagara Art
13. (a) Write an essay on Gandhara art
Or
(b) Write an essay on Jain art
14. (a) Write an essay on Salarjung Museum
Or
(b) Write an essay on Hampi
15. (a) Write an essay on PuriJagannathRathayathra
Or
(b) Write an essay on Deepavali

M.A. DEGREE EXAMINATION – FEBRUARY 2014
FIRST SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper IV: T-104 Art and Architecture of North India
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Indus Seals
2. Rajasthani Painting
3. Iron Pillar at Mehrauli
4. Saranath
5. Metallurgy during Gupta period
6. Ellora
7. FatehpurSikri
8. Pahari
9. Veena
10. Tabla

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Examine the building construction in Indus Valley
Or
(b) Discuss the salient features of social life of Indus people
12. (a) Discuss the salient features of Mauryan Art
Or
(b) Discuss the salient features of Mauryan Stupas
13. (a) Write an essay on Gandhara Art
Or
(b) Write an essay on Paintings at Ajanta
14. (a) Write an essay on the art of Taj Mahal

- Or
(b) Write an essay on Red Fort
15. (a) Discuss the basic features of Hindustani Music
Or
(b) Discuss the significance of Kuchipudi dance in Andhra Pradesh

M.A. DEGREE EXAMINATION – FEBRUARY 2014
FIRST SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper V: T-105 Cultural Tourism in India
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Horsely Hills
2. Kovalam Beach
3. Amaravathi
4. NagarjunaKonda
5. Mango Fair
6. Kite Festival
7. Cane Work
8. Brass work
9. Mughal Gardens
10. Ayurveda

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Write an essay on Hill Stations in India
Or
(b) Write an essay on the Flora and Fauna in India
12. (a) Write an essay on the pre-historic sites at Nalanda
Or
(b) Discuss Taxila as an educational centre
13. (a) Write an essay on Varanasi as pilgrimage centre
Or
(b) Write an essay on Bharatanatyam
14. (a) Write an essay on Terracota Art
Or
(b) Write an essay on South Indian Dishes
15. (a) Write an essay on National Art Gallery
Or
(b) Write an essay on Medical Tourism

M.A. DEGREE EXAMINATION – APRIL 2014
SECOND SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper I: T-201HISTORICAL APPLICATION OF TOURISM IN INDIA

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Varanasi
2. Kanchi
3. Kovalam
4. Ooty
5. Sanchi
6. Kanchipuram
7. Nagarjunakonda
8. Tirumala
9. Perini Dance
10. Kondapalli Toys

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Discuss the religious Tourism in ancient India
Or
(b) Write an essay on the development of Tourism in modern times in India
12. (a) Write an essay on the National Museum at Delhi
Or
(b) Write an essay on the Bird sanctuary at Bharatpur
13. (a) Write an essay on the Tourist importance of Jaipur
Or
(b) Write an essay on Mahabalipuram
14. (a) Write an essay on Tourist centres in around Kurnool
Or
(b) Write an essay on Ramappa Temple
15. (a) Write an essay on Kuchipudi Dance
Or
(b) Write an essay on important festivals in Andhra Pradesh

M.A. DEGREE EXAMINATION – APRIL 2014
SECOND SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper II: T-202TOURISM MANAGEMENT
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Managerial Skills
2. Tourism Attractions
3. Segmentation
4. Marketing Research
5. Technical Skills
6. Exhibitions

7. Book Keeping
8. Investments
9. Tourism Policies
10. Regional Development

Section – B
Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Write an essay on the development of Management Concept
Or
(b) Write an essay on the Management of Environment
12. (a) Write an essay on the Marketing Mix
Or
(b) Discuss the types of demand and supply in Tourism
13. (a) Write an essay on the necessity of Guide services in Tourism promotion
Or
(b) Write an essay on Holi
14. (a) Write an essay on the sources of finance in Tourism
Or
(b) Examine the necessity of foreign investment in Tourism
15. (a) Discuss briefly about private participation in Tourism
Or
(b) Describe Tourism Planning in India

M.A. DEGREE EXAMINATION – APRIL 2014
SECOND SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper III: T-203 WORLD TOURISM GEOGRAPHY
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Meaning of Geography
2. Definition of Geography
3. Agra
4. Goa
5. Nayagara Waterfalls
6. World Trade Centre
7. Globes
8. Maps
9. IATA
10. Singapore

Section – B
Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Assess the relationship between Geography and Tourism
Or
(b) Write an essay on the importance of Geography on Tourism
12. (a) Write an essay on the Tourist attractions in Uttarakhand
Or
(b) Discuss Tourist attractions in Tamilnadu
13. (a) Write an essay on important Tourist destinations in Canada

- Or
(b) Write an essay on the Tourist destinations in France
14. (a) Write an essay on Tourism Maps
Or
(b) Write an essay on the identification of Tourist Attractions
15. (a) Write an essay on important Circuits in Uttar Pradesh
Or
(b) Write an essay on Tourism potential in Thailand

M.A. DEGREE EXAMINATION – APRIL 2014
SECOND SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper IV: T-204 ART AND ARCHITECTURE OF SOUTH INDIA
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Seals
2. Stavahana Coins
3. Pancharamas
4. NagarjunaKonda
5. Brahadeshwara Temple
6. Hampi
7. Chola Art
8. Lepakshi
9. Kathak
10. Bhagavathamela

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Write an essay on the excavations at Arikamedu
Or
(b) Write an essay on the excavations at Adichanailur
12. (a) Write an essay on Amaravathi
Or
(b) Discuss the art of Virupaksha Temple
13. (a) Write an essay on Kailasanatha Temple
Or
(b) Write an essay on GangaikondaCholapuram
14. (a) Write an essay on Pallava Art
Or
(b) Write an essay on Tanjore Temples
15. (a) Write an essay on Bharatanatyam
Or
(b) Write an essay on Kuchipudi dance

M.A. DEGREE EXAMINATION – APRIL 2014
SECOND SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502

MODEL QUESTION PAPER

Paper V: T-205 CULTURAL TOURISM IN ANDHRA PRADESH

(Revised Syllabus)

(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Harihara and Bukka
2. Charminar
3. Jain centres in Andhra
4. Srikalahasti
5. PratapaCharitra
6. Amuktamalyada
7. Folk art in Andhra
8. Kalamkari
9. Deepavali
10. Sankranti

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Write an essay on important cultural centres in Andhra
Or
(b) Write an essay on the Thousand Pillar Temple
12. (a) Write an essay on the food habits of Andhras
Or
(b) Discuss the salient features of Bhakti Movement
13. (a) Write an essay on the development of Telugu literature
Or
(b) Write an essay on the contribution of Qutub Shahis to literature
14. (a) Write an essay on the different Musical instruments
Or
(b) Write an essay on Handicrafts of Andhra
15. (a) Write an essay on the contribution of Kakatiyas to Perini Dance
Or
(b) Write an essay on the impact of Muslim culture on the Telugu society

M.A. DEGREE EXAMINATION – JULY 2014

THIRD SEMESTER

M.A. TOURISM

DEPARTMENT OF HISTORY

S. V. U. COLLEGE OF ARTS

TIRUPATI – 517 502

MODEL QUESTION PAPER

Paper I: T-301 Travel Agency and Tour Operations Management

(Revised Syllabus)

(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Emergence of Travel Agencies
2. Tour Operations
3. Types of Tour Packages
4. Entrepreneurial Skills in Travel Industry

5. Thomas Cook
6. IRCTC
7. Types of Tours
8. SITA Travels
9. Special Tour Packages
10. Cox & Kings

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Examine the Importance of Travel Agency in Tourism
Or
(b) Write an Essay on Important Travel Agencies in the World
12. (a) Discuss the Functions of a Travel Agency
Or
(b) Explain the Merits and Demerits of Package Tours
13. (a) Discuss the role of Travel agents in the growth of Tourism
Or
(b) Write an essay on Tourism Entrepreneurship in Tourism
14. (a) Discuss how Railway Transport has helped the Development of Tourism
Or
(b) Explain the Air Travel impact on International Tourism
15. (a) Examine the Importance of Cruise Tourism
Or
(b) Discuss the Important Travel Agencies in India

M.A. DEGREE EXAMINATION – FEBRUARY 2014

FIRST SEMESTER

M.A. TOURISM

DEPARTMENT OF HISTORY

S. V. U. COLLEGE OF ARTS

TIRUPATI – 517 502

MODEL QUESTION PAPER

Paper II: T-302 Emerging Trends in Tourism

(Revised Syllabus)

(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Concept of Adventure Tourism
2. Trekking
3. Concept of Eco-Tourism
4. Theme Parks
5. Socio-Impact on Tourism
6. Economic Benefits of Tourism
7. Surface Transport
8. Passport Act, 1967
9. Wild life Protection Act, 1972
10. Tourism Statistics
11. Emerging Trends in Tourism

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

12. (a) Examine the Types of adventure Tourism
Or
(b) Assess the Water Surfing Tourism in modern times
12. (a) Discuss the Sustainable Tourism
Or
(b) Discuss the best practised Eco-Tourism sites in India
13. (a) Write an essay on the Economic Impact on Tourism
Or

- (b) Write an essay the environmental impacts on Tourism
14. (a) Write an essay on Airways Transport
Or
(b) Write an essay on Foreign Exchange Regulation Act, 1973
15. (a) Describe the Motivations of Tourism
Or
(b) Write an essay on Measuring Tourism Demand

M.A. DEGREE EXAMINATION – FEBRUARY 2014
FIRST SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper III: T-303 Airline Ticketing and Information Management
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. IATA
2. Area Codes
3. Passenger Capacity
4. Baggage Allowance
5. Validity Dates
6. Air Cargo Rules
7. E-mail
8. Roaming
9. Sample Survey
10. Tourist Data Banks

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Write an essay on International Aviation
Or
(b) Discuss the International Time Calculation
12. (a) Write an essay on Passenger capacity and seating
Or
(b) Examine the issues relating to delays and cancellation
13. (a) Write an essay on airfare calculation
Or
(b) Write an essay on Mileage System
14. (a) Write an essay on Cellular Phones
Or
(b) Write an essay on GPS
15. (a) Write an essay on Travel Information Offices
Or
(b) Write an essay on Tour Operation and Ticket Reservation

M.A. DEGREE EXAMINATION – FEBRUARY 2014
FIRST SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502

MODEL QUESTION PAPER

Paper IV: T-304 Communicative English for Tourism and Hospitality
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section – A 5x10=50
Answer ALL Questions

1. (a) Define Communication. Explain the barriers of Communication
Or
(b) Discuss the Process of Communication
2. (a) Explain the types of Listening
(b) Passage for Comprehension
Or
(a) Discuss the strategies for effective writing
(b) Dialogue on a situation
3. (a) Explain the Principles of Communicative writing
(b) Describe the process of group discussion
Or
(a) Write a letter to Manager on the need for more buses to your village
(b) What is note Making.? How is it helpful in listening ?
4. (a) Write CV for the Post of Guide in AP Tourism Department
(b) Explain the different types of Reports
Or
(a) Write a Letter of complaint to Municipal officer on bad road conditions in your Locality
(b) How are minutes and agenda prepared for a meeting Explain with an example
5. Write Short notes on any two of the following 5x2=10
 - a. Case Studies
 - b. SWOT Analysis
 - c. Questionnaires
 - d. Non-verbal communication

Section – B 20 Marks

6. Answer the following

- a. Correction of sentences 5 Marks
 1. If I had came earlier, he could have met the CEO
 2. Either Printer or the software are causing the glitch
 3. He is addicted with wine
 4. This is the most perfect answer
 5. Last week she met him
- b. Fill in the Blanks with suitable forms of the verbs given in brackets 5 Marks
 1. She always ---- (come) late to the office
 2. They--- (wait) for the bus since 6 O' clock
 3. I – (see) the Taj Mahal a year ago
 4. While I --- (cross) the road, I saw the accident
 5. He --- (not, go) yet
- c. 1) Write Synonyms for the following words 2 Marks
 - (a) Picture
 - (b) Complete

2) write antonyms for the following words

2 Marks

- (a) weak
- (b) Obligatory

3) Bring out the difference in meaning with the help of a sentence in the following Pair of words

2 Marks

Fair - Fare

d. Use the following Phrasal verbs in sentences of your own 4 Marks

- 1. Get into
- 2. Hand over
- 3. Jump into
- 4. Look after

M.A. DEGREE EXAMINATION – FEBRUARY 2014
FIRST SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper V: T-305 Tourism Research Methods
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

- 1. Nature of Tourism Research
- 2. Specific Problems in Tourism Research
- 3. Conceptual and Operational Definitions
- 4. Sampling
- 5. Correlation and Regression Analysis
- 6. Data Analysis
- 7. Participation Observation
- 8. Field Work
- 9. Report Writing Tips
- 10. Tips on writing Research proposals

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

- 11. (a) Write an essay on Scope of Tourism
Or
(b) Write an essay on Current Debates in Tourism Research
- 12. (a) Write an essay on Tourism Management information Systems
Or
(b) Discuss the Qualitative Measurement

13. (a) Write an essay on Statistical hypothesis Testing
Or
(b) Write an essay on the use of Software in Tourist Data Analysis
14. (a) Describe Experimentation methods
Or
(b) Write an essay on Content Analysis
15. (a) Write an essay on Oral presentation
Or
(b) Write an essay on Scientific Writing Styles

M.A. DEGREE EXAMINATION – APRIL 2014
SECOND SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper I: T-401 Tourism Marketing
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Selling of Product
2. Economic Importance of Marketing
3. Forecasting Tourism Demand
4. Market Segmentation
5. Customer satisfaction
6. Internal Marketing
7. Hotels
8. Resorts
9. Self Motivation
10. Personality Development

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Discuss the core concepts of Marketing
Or
(b) Write an essay on Societal Perspectives
12. (a) Write an essay on Measuring Tourism Demand
Or
(b) Write an essay on Managing capacity and demand
13. (a) Discuss competitive Marketing Strategies
Or
(b) Write an essay on External Marketing
14. (a) Write an essay on Marketing of Airlines
Or
(b) Write an essay on Tourism related services
15. (a) Discuss about creativity in Tourism field
Or
(b) Describe Team Building in Tourism Industry

S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper II: T-402 Tourism and Hospitality Management
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Concept of Tourism
2. Impact of Tourism
3. Serais
4. Bar and Restaurant
5. The A/C Division
6. The HR Division
7. Hospitality
8. Product
9. Retail Food services
10. Hospitality Management

Section – B

Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Write an essay on the evolution of Tourism industry
Or
(b) Write an essay on the economic importance of Tourism
12. (a) Write an essay on Front Office
Or
(b) Describe House keeping
13. (a) Write an essay on Sales Division
Or
(b) Write an essay on Security Division
14. (a) Write an essay on the importance of Price in Tourism Promotion
Or
(b) Examine the importance of Place in Tourism promotion
15. (a) Discuss Food services at hotels
Or
(b) Describe Future Trends in Hospitality Industry

M.A. DEGREE EXAMINATION – APRIL 2014
SECOND SEMESTER
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
MODEL QUESTION PAPER

Paper III: T-403 Environment and Tourism
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

Time: 3 Hours

Max. Marks: 70

Section - A

Answer any FIVE Questions
Each Question carries 4 Marks
(5x4=20)

1. Qubec City Conventions
2. Global Responses

3. Eco-System
4. Management of Eco-System
5. Scenic Beauty
6. Wild life
7. Remote Sensing
8. Human pollution
9. Tourism policy in India
10. Constraints of Tourism

Section – B
Answer ALL Questions
Each Question carries 10 Marks
(5x10=50)

11. (a) Discuss Oslo Conventions on Tourism
Or
(b) Write an essay on Responsible Tourism
12. (a) Write an essay on the development of Ecology
Or
(b) Discuss the application of eco-systems in Tourism promotion
13. (a) Write an essay on Bird Sanctuaries
Or
(b) Write an essay on Amusement Parks
14. (a) Write an essay on Integrated Energy Planning
Or
(b) Write an essay on Environmental deterioration
15. (a) Describe environmental policy
Or
(b) Discuss Alternative Tourism

M.A. DEGREE EXAMINATION – APRIL 2014
Fourth Semester
M.A. TOURISM
DEPARTMENT OF HISTORY
S. V. U. COLLEGE OF ARTS
TIRUPATI – 517 502
Paper V: T-404 (b) German
(Revised Syllabus)
(CBCS Syllabus w. e. f. 2013-14)

MODEL QUESTION PAPER- GERMAN
MAX. MARKS :70
TIME: 3hours.

Part I Grammatik (20 marks)

Please fill up the blanks.

1. Er hat ----- Bruder, nur----- Schwester.
2. Sie hat -----Schwester, nur -----Bruder.
3. Haben Sie ein Auto? Ja, ich habe -----.
4. Haben Sie kein Auto? -----, ich habe eins.
5. ----Mann heisst Ramu, ---- ist mein Freund.
6. ----Frau heisst Sita, ----- ist meine Freundin.
7. Sie is Frau Devi und Hari ist -----Sohn and Lata ist -----Tochter.
8. Er ist Herr Rao und Raju ist -----Sohn and Rani ist ----- Tochter.
9. Ich studiere, und du ?----- du auch.
10. Ich lerne Deutsch. -----Sie auch Deutsch.
11. Was sind Sie von Beruf? Ich ----- Lehrer.
12. Und ____ was sind Sie? Chef.
13. Ich arbeite bei Reiseburo. Wo ----- Sie?
14. ----- Uhr ist es jetzt. Drei Uhr.
15. Frau Hamsa, kochen Sie? Nein, mein Mann-----.
16. Fahren Sie nach Tirumala? Ja ich -----.

Write the opposite words of the following (10 marks)

1. Hell x
2. Gross x
3. Gut x
4. Dick x
5. Schnell x
6. Heiss x
7. Sauber x
8. Oben x
9. Vorn x
10. Eng x

Part II Translation (20 Marks)

(a) Translate the following 10 sentences into German.

1. Good morning, May I help you please?
2. Yes please , I need help. Thanks a lot.
3. No please, I do not need any help.
4. I am not well. I have Fever and Headache.
5. I am looking for a job. I am unemployed.
6. That is my house. I live here.
7. Rama says “ Sita I love you. Sita says “I too”.
8. The weather is pleasant. It is not raining.
9. What would you like to have? A glass of water.
10. Where is the travel office? There please.

(b) Translate the following 10 sentences into English.

1. Wie lange muss ich warten? Zwei Stunden bitte.
2. Wo wohnen Sie. In Rayala Cheruyu Road.
3. Woher kommen Sie ? Aus Nellore.
4. Wohin gehen Sie? In die Bibliothek.
5. Wie ist Ihr Name bitte? Mein Name ist Venkateshwara.
6. Was machen Sie? Ich schreibe einen Brief.
7. Was kostet das. Das kostet 10/- Rupien.
8. Wie lange muss ich warten? Bitte, warten Sie noch eine Stunde?
9. Ich trinke Tee mit zitrone, ohne milch und zucker.
10. Was sind Sie von Beruf? Ich bin Taxifahrer.

Part III Small Write up (Any ONE only) (10 marks)

Please introduce yourself in German covering at least 10 important points.

Please write about Tirumala Tirupati covering at least 10 important points

Part IV Question and Answer (10 marks)

Answer the following questions in German.

1. Das ist ein Buch. Wie heist es auf Telugu?
2. Entschuldigen Sie bitte? Haben Sie ein zimmer frei?
3. Bitte, sprichst jemand Deutsch hier?
4. Wohnt ein Zahnartz hier?
5. Gibt es ein Museum in Tirupati?