

# ANDHRA KESARI UNIVERSITY



**Programme: B.A. Honours in Tourism & Travel Management (Major)**

**w.e.f. AY 2023-24**

## **COURSE STRUCTURE**

<b>Semester</b>	<b>Course Number</b>	<b>Course Name</b>	<b>No. of Hrs/Week</b>	<b>No. of Credits</b>
<b>Semester-I</b>	1	Fundamentals of Social Sciences	4	4
	2	Perspectives on Indian Society	4	4
<b>Semester-II</b>	3	Principles and Practices of Tourism	4	4
	4	Tourism Geography	4	4

## SEMESTER-I

### COURSE 1: FUNDAMENTALS OF SOCIAL SCIENCES

Theory

Credits: 4

4 hrs/week

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#### **Learning objectives**

The student will be able to understand the nature, various approaches, organs of the state, social perspectives and application of ICT.

**Learning Outcomes:** On successful completion of the course the student will be able to :

1. Learn about the nature and importance of social science.
2. Understand the Emergence of Culture and History
3. Know the psychological aspects of social behavior
4. Comprehend the nature of Polity and Economy
5. Knowledge on application of computer technology

Unit – I – What is Social Science?

1. Definition and Scope of Social Science – Different Social Sciences
2. Distinction between Natural Science and Social Sciences
3. Interdisciplinary Nature of Social Sciences
4. Methods and Approaches of Social Sciences

Unit – II – Emergence of Culture and History of India

1. Understanding Historical Evolution
2. Cultural Change through History
3. Evolution of Social Values
4. Modern Ethical Issues

Unit – III – Society and Social Behaviour

1. Definition, Nature and Scope of Psychology
2. Importance of Social Interaction
3. Need of Psychology for present Society
4. Thought process and Social behaviour

Unit – IV – Political Economy

1. Understanding Political Systems
2. Political Systems – Organs of State
3. Understanding over Economics
4. Economic Growth and Development

## Unit - V – Essentials of Computer

1. Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
2. Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
3. Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
4. Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques – Privacy and Data Protection

### Reference Books

1. The social sciences: An Integrated Approach by James M. Henslin and Dannel F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
6. M.L.Jhingan – Economic Development – Vikas, 2012
7. ML Seth – Macro Economics - Lakshminarayana Agarawal, 2015
8. Fundamentals of Computers by V. Raja Raman
9. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

### Activities:

1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.

## SEMESTER-I

### COURSE 2: PERSPECTIVES ON INDIAN SOCIETY

Theory

Credits: 4

4 hrs/week

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#### Learning objectives

The student is expected to demonstrate the significance of social sciences through better understanding of various fields of social experience and would be able to apply methods and approaches to social phenomena.

**Learning Outcomes:** On successful completion of the course the student will be able to :

1. Learn about the significance of human behavior and social dynamics.
2. Remembers the Indian Heritage and freedom struggle
3. Comprehend the philosophical foundations of Indian Constitution
4. Knowledge on Indian

#### Economy Unit – 1 – Man in Society

1. Human Nature and Real Life Engagement
2. Social Groups and Social Dynamics
3. Individualism and Collectivism – Ethical Concerns
4. Human Life – Social Influence and Social

#### Impact Unit – 2 – Freedom Struggle and Indian Heritage

1. Indian under British Rule
2. Rise of Nationalism ( 1857-1947)
3. Post-Independent India
4. Indian Heritage and

#### Tourism Unit – 3 – Indian

#### Constitution

1. Philosophical Foundations of Indian Constitution
2. Elements of Indian Constitution
3. Study of Rights in Indian Constitution
4. Directive principles to

#### State Unit – 4 - Indian Economy

1. Contemporary Indian Economy – Sectoral Contribution of Income
2. Monetary and Fiscal Policies for Economic Development
3. Economic Reforms - Implementation in Public and Private Sectors
4. National and International Financial

#### Resources

## Unit – 5 - **Impact on Society & Analytics:**

1. Role of Computer, impact of Computers on human behavior, e-mail,
2. Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on human behavior.
3. Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing Quantitative Data,
4. Expert Systems and Artificial Intelligence Applications in the Social Sciences

### **References**

1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand
3. India since Independence – Bipinchandra
4. Introduction to the Constitution of India D.D.Basu
5. S.K Misra & V.K Puri – Indian Economy, Himalaya Publishing House , 2015
6. Government of India, Economic Survey (Annual), New Delhi
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson

### Activities:

1. Assignment
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the peripherals connected to a system and label them as either Input or Output or both.
8. Identify the Operating System loaded in your system and compare the features with other existing Operating System.
9. Collect latest census data and draw a graph indicating the growth rate.

Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.

## SEMESTER-II

### COURSE 3: PRINCIPLES AND PRACTICES OF TOURISM

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To comprehend the conceptual dimensions of tourism industry.
<b>CO 2</b>	To understand the dynamics of tourism businesses and its impacts.
<b>CO 3</b>	To elucidate the application of tourism theories to the pragmatic developmental agenda.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>History and Concepts of Tourism:</b> Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches -- Motivations and Deterrents to Travel – Emerging Areas and Practices
<b>II</b>	<b>Forms of Tourism:</b> Inbound, Outbound, National, International- Alternative Tourism –Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply
<b>III</b>	<b>Tourism Industry:</b> Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure
<b>IV</b>	<b>Tourism Theory and System:</b> Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Gunn’s Tourism Planning Model
<b>V</b>	<b>Tourism Organizations:</b> UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of

	India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Goeldner, C., &amp; Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley.</li> <li>2. Swain, S.K. &amp; Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.</li> <li>3. Tribe, J. (Ed.). (2009). Philosophical Issues in Tourism. United Kingdom: Channel View Publications.</li> <li>4. Jamal, T., &amp; Robinson, M. (Eds.). (2009). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications.</li> <li>5. Thomas, R. (2013). Small Firms in Tourism. United Kingdom: Routledge.</li> <li>6. Cooper, C. (2008). Tourism Principles and Practice. New Delhi: Prentice Hall.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Learners shall acquire comprehensive know-how on Management principles, practices, and processes in an organizational context.</li> <li>• They will gain insights with respect to the essence of organizational behaviour at the workplace.</li> <li>• Students would be oriented towards developing managerial competencies and skills.</li> </ul>	

**SEMESTER-II****COURSE 4: TOURISM GEOGRAPHY**

Theory

Credits: 4

4 hrs/week

	<b>Course Objectives</b>	
<b>CO 1</b>	To acquaint with the interdependence between geography and tourism.	
<b>CO 2</b>	To familiarize on the locales, attractions, and accessibility to major tourist destinations across the continents.	
<b>CO 3</b>	To be able to plan tour itineraries of various countries across time zones.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	
<b>I</b>	<b>Introduction to Geography:</b> Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude	
<b>II</b>	<b>IATA Areas, Code and GMT Time:</b> Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time	
<b>III</b>	<b>North &amp; South America:</b> Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent	
<b>IV</b>	<b>Europe &amp; Africa:</b> Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent	
<b>V</b>	<b>Asia &amp; Australia:</b> Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia	
	<b>References:</b>	
	<ol style="list-style-type: none"> <li>1. Boniface, B., Cooper, R. &amp; Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.</li> <li>2. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.</li> </ol>	



	<ol style="list-style-type: none"> <li>3. Hall, M. (1999). Geography of Travel and Tourism. London: Routledge.</li> <li>4. Hall, M., &amp; Page, S.J. (2006). The Geography of Tourism and Recreation - Environment, Place and Space. London: Routledge.</li> <li>5. Hudman, L.E., &amp; Jackson, R. H. (2003). Geography of Travel and Tourism. London: Thomson.</li> <li>6. IATA. (2009). Travel Information Manual. Netherlands: IATA Publications.</li> <li>7. World Atlas.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students will be acquainted with the interdependence between Geography and Tourism.</li> <li>• Familiarisation with the geographical resources especially locales, attractions, and accessibility features and its influences on major tourism destinations across the world.</li> <li>• Develop expertise in planning and designing tour itineraries of various countries across time zones as well as possess know-how on the important tourism destinations and its key features, special interests and activities, and travel formalities.</li> </ul>	



**SECTION-D (1 MARK FILL IN THE BLANKS):: 5x1=5**

**ANSWER ALL OF THE FOLLOWING QUESTIONS**

- 21. \_\_\_\_\_.
- 22. \_\_\_\_\_.
- 23. \_\_\_\_\_.
- 24. \_\_\_\_\_.
- 25. \_\_\_\_\_.

**SECTION-E (1 MARK MATCH THE FOLLOWING) :: 5x1=5**

**PARTS OF THE CONSTITUTION - ITEMS**

**26. Match the following**

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|----|--------|----|
| A. | (    ) | 1. |
| B. | (    ) | 2. |
| C. | (    ) | 3. |
| D. | (    ) | 4. |
| E. | (    ) | 5. |

**KEYS**

**SECTION-C**

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**SECTION-D**

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**SECTION-E**

26A	
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26E	



**SECTION-D (1 MARK FILL IN THE BLANKS):: 5x1=5**

**MAP POINTING**

- 21. \_\_\_\_\_.
- 22. \_\_\_\_\_.
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- 24. \_\_\_\_\_.
- 25. \_\_\_\_\_.

**SECTION-E (1 MARK MATCH THE FOLLOWING) :: 5x1=5**

**PARTS OF THE CONSTITUTION - ITEMS**

26. Match the following

- |    |        |    |
|----|--------|----|
| A. | (    ) | 1. |
| B. | (    ) | 2. |
| C. | (    ) | 3. |
| D. | (    ) | 4. |
| E. | (    ) | 5. |

**KEYS**

**SECTION-C**

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**SECTION-D**

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**SECTION-E**

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26B	
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