

J.S.S COLLEGE FOR WOMEN, SARASWATHIPURAM, MYSURU- 570009

CAREER ORIENTED COURSE

IN

HERITAGE TOURISM

REGULATIONS

ELIGIBILIY : Students Pursuing Graduation.

COURSE PATTERN

No. of Lecture Hours / Week = 5 hrs /week

Total no. of Lecture Hours = 60 hrs / semester

CERTIFICATE COURSE	I and II Semesters
DIPLOMA COURSE	III and IV Semester
ADVANCED DIPLOMA COURSE	V and VI semesters

SCHEME OF EXAMINATION

No. of Teaching Hours	60 hours
Max. Marks	100 marks
Examination Pattern (First Year)	End Semester Examination - 80 Marks Internal Examination - 20 marks
Examination Pattern (Second and Final Year)	End Semester Examination - 60 Marks Internal Examination - 40 marks

DETAILED SYLLABUS

Certificate course in Heritage Tourism

Semester – I

Paper – I INTRODUCTION TO TOURISM

UNIT – 1

08 hrs

Introduction - definition tourism, origin and development Tourism through the ages.

UNIT – 2

08 hrs

Types of Tourism - Nature and classification of tourism domestic,international, regional, inbound, outbound, - Types of tourists, visitors traveler and Excursionist

UNIT – 3

08 hr

Tourist Organizations- origin, location and functions of WTO, IATA, PATA, A IATA

UNIT – 4

08 hrs

Tourism in India- Sergeant Committee, Tourist development committee

UNIT – 5

10 hrs

National Tourism Board, ITDC

Reference Books :

1. Vijayalakshmi K.S. - History and Tourism
2. Bhatia A.K. - International Tourism
3. Mill R.C. - Tourism the International Business
4. Bhatia A.K.- Tourism in India, History and Development
5. Gupta - Tourism in India

Certificate course in Tourism

Second Semester

PAPER II - HERITAGE TOURISM RESOURCES IN INDIA

UNIT-I 08

Heritage and cultural tourism Resources- Indian culture and society

UNIT- II 10 hrs

Cultural Traditions, Customs and food habits, music and dance, paintings, Museums

UNIT-III 10 hrs

Religious destinations- Vaishnavadevi, Amarnath, Benaras Badri, Kedarnath
Shravnabelagola, Bodhgaya.

Monuments – Ajanta Ellora, Konark, Sanchi, Nalanda, Kanchi, Mahabalipuram Qutib
Minar, Taj Mahal, Hawa Mahal, Ramappa temple, Warangal, Nagarjuna konda

UNIT- IV 10 hrs

Fairs and Festivals – Onam ,Pongal, Baisaki ,Durga puja,Diwali, Dasara Carnival(Goa)
Ganga Mohotsva ,Taj Mohatsava Desert Festival ,Kumba mela, Car Festivals.

UNIT -V 05 hrs

Handicrafts and Fine arts.

Reference Books

1. Gupta S.P. Lal . Bhattacharya.M.- Cultural Tourism in India.
2. Dixit .M.& sheela .C -TourismProducts
3. J. Jyothindra& Agarwal -National Handicrafts and Handlooms, Musuems.
4. Mehata R.J.-Handcrafts and Industrial arts of India
5. Grewal Bikram (ed) -Indian wildlife.

Diploma in Tourism

Third Semester

HERITAGE TOURISM IN KARNATAKA

UNIT-I

5 hrs

1. HERITAGE- Heritage Tourism Meaning and Definition
2. Types of Heritage - Tangible – Intangible and Natural
3. Criteria for selection of heritage sites

UNIT-II

10hrs

4. World Heritage sites in Karnataka Belur, Halebedu , Somantapura Hampi, Pattadakal.
5. Heritage Centers In Karnataka – Art and Architecture – Chalukayan art and architecture (AiholeBadami)
6. Hoysala art and Architecture - Tonnurukere)

UNIT-III

7. Art and Architecture of Vijaynagar and Bahmani Sultans

10 hrs

Mysore as Heritage Center, Mysore Dasara,

8. Important Fairs and Festivals of Karnataka. Heritage Management and Plan- Objectives and strategies, Protection, Conservation and Preservation.
9. Organization engaged in Heritage management, UNESCO, ASI, INTACH ,NCL, RCL, MYSORE.

Reference

1. Asworth G.J. -The Tourist Historic City.
2. Allchin, B., Allchin F.R. Conservation of Heritage.

Diploma in Tourism

Fourth Semester

Paper – IV - Guiding Skill and Personality Development In Tourism

Unit – I

10 hrs

Guiding Concept –meaning and concept, types of guiding, conceptual meaning of Tourist guide, appointment of guide.

UNIT – II

10 hrs

Duties and Responsibilities of Guide- preparation of tour, Review of Itinerary, Identifying the group or individual travelers needs skills to lead the group, Giving commentary and information, answering questions.

UNIT-III

10 hrs

Co- ordination – co ordination with main office, conducting tours, ability to deliver all information establishing good rapport and security measure.

UNIT- IV

10 hrs

Introduction – meaning personality factors, external and internal winning personality, developing selling personality skills.

UNIT- V

10 hrs

Personality grooming, physical fitness dressing sense, formal and informal clothing, behavior with male and female clients, behavior in office.

Field Work

10 hrs

Reference

- 1.Pond. K.L. Professional Guide- Dynamic of Touring
2. Trade Wings Manual for Personality Development.

Advanced Diploma in Tourism

Fifth Semester

Paper -V -TOURISM AND HERITAGE MANAGEMENT

UNIT-I

10 hrs

HERITAGE- Meaning and concept, Criteria for selection for heritage sites, Monuments and Monuments zone.

UNIT-II

10 hrs

World famous heritage sites and Monuments – World famous heritage sites in India(Brief description and importance of the monuments) Qutub Minar , Agra Fort, Taj Mahal, Mahabodhi Temple ,Sun Temple, Rock Paintings of Bhimbetka ,Temples of Khajurao, Ajanta and Ellora, Elephanta Mahabalipuram, Hampi, Pattadakal

UNIT-III

10 hrs

Museums -Concept and classification- National Museum, New Delhi Salarjung Museum, Govt. Museum Chennai , IGRMS Mysore, Jaganmohan Art Gallery, Jayalakshmi Vilasa Mansion Mysore, Suttur Museum.

UNIT -IV

10 hrs

Heritage Management ant and Plan- Objectives and strategies, Protection, Conservation and Preservation . Organization engaged in Heritage management, UNESCO, ICOMOS,ASI, INTACH ,NCL, RCL, MYSORE.

UNIT- V

10 hrs

Heritage Preservation Legislations- A study of monuments preservation Act,1904,The antiquities traffic Export Act 1947. Ancient Monuments, Archeological Sites and Remains Act,1958, Karnataka Government Rules.

Field Work

10 hrs

Reference

3. Asworth G.J. -The Tourist Historic City.
4. Allchin, B., Allchin F.R. Conservation of Heritage.
5. Agarwal. O.P.

Advanced Diploma in Tourism

Sixth Semester

Paper –VI - TRAVEL AND TOUR OPERATORS

UNIT-I

10 hrs

Travel formalities- Passport, VISA, Tax's, Customs Currency, Travel Insurance
Definition, History, Growth, difference between Travel Agency and Tour Operation.

UNIT-II

10 hrs

Functions of Modern Travel Agency in brief. Travel Organizations, Approval of Travel
Agents and Tour Operators

UNIT-III

10 hrs

Functions of Travel Agent and Agency- Travel information and counseling to the
Tourists, Reservation, Ticketing, Preparation and Marketing Tourist packages.

UNIT -IV

10 hrs

Handling Business, corporate clients, Sources of Income ,Terminologies- IATA, Travel
Agencies in India, Functions of Tour operators.

UNIT- V

10 hrs

Public and Private Sector in Travel Agency ITDC, KSTDC and TAAI.

Reference

1. Chand Mohindar-Travel Agency
2. Sinha. P.C. Tourism Management
3. Sharma S.P. Tourism Education
4. M. A. Khan- Introduction to Tourism
