



KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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Date: ~~26 SEP 2023~~  
26 SEP 2023

ಅಧಿಸೂಚನೆ

- ವಿಷಯ: 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಸ್ನಾತಕೋತ್ತರ MTTM ಪದವಿಯ 2 ಮತ್ತು 3ನೇ ಸೆಮೆಸ್ಟರ್ OEC ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಅಳವಡಿಸಿರುವ ಕುರಿತು.  
ಉಲ್ಲೇಖ: 1. ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಠರಾವು ಸಂಖ್ಯೆ 04, ದಿನಾಂಕ: 18.08.2023.  
2. ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯ ಠರಾವು ಸಂ. 13, ದಿನಾಂಕ: 26.08.2023.  
3. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 13, ದಿ: 31.08.2023.  
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 25-9-2023

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ, 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಸ್ನಾತಕೋತ್ತರ MTTM ಪದವಿಯ 2 ಮತ್ತು 3ನೇ ಸೆಮೆಸ್ಟರ್ OEC ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಅಳವಡಿಸಿರುವ ಪಠ್ಯಕ್ರಮವನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ [www.kud.ac.in](http://www.kud.ac.in) ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮವನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತಿಗಲು ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ

  
ಕುಲಸಚಿವರು.

ಗೆ,  
ಸಂಯೋಜಕರು,  
Dept. of Tourism Studies (UG/PG),  
Karnatak Arts College, Dharwad.

ಪ್ರತಿ:

1. ಡೀನರು, ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ನೊಡಲ್ ಅಧಿಕಾರಿಗಳು, UUCMS ಘಟಕ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ನಿರ್ದೇಶಕರು, ಐ.ಟಿ. ಶಾಖೆ, ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
6. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
7. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಮಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

**SYLLABUS**  
**Master of Tourism and Travel Management(PG)**  
**Open Elective Course**  
**(Any one of paper in each semester)**

**MTTM II Sem OEC**  
**FUNDAMENTALS OF TOURISM**

S.No	Semester End Examination Marks (Theory)	IA Marks	Credit	Hrs per Sem
01	75 Marks	25 marks	04	64

**Course Outcome**

After completion of this subject, Students will be able to.

- Understand Tourism in terms of components, elements, system, Constituents, Types, Impacts etc.
- To know Tourism Organisations.
- Understand Tourist services.

**UNIT-I**

Tourism - Meaning and Definition, Tourism Terminology, Tourism System - Leiper's Model of Tourism, Elements, Characteristics, Travel Motivations, Typology of Tourism, Types of Tourists - Cohen's classification, Tourism and Sustainability.

**UNIT-II**

Tourism Components –Attractions, Accessibility, Accommodation, Information and Guiding, Tour Operations, Emerging Trends in Tourism.

**UNIT –III Historical Development of Tourism in the world**

Travel through the ages, Evolution and Development of Transport  
 Evolution and development of Hospitality services

**UNIT-IV Tourism Organizations**

Introduction, Significance, Role and Functions of Tourism Organizations  
 World Tourism Organizations: UNWTO, IATA.  
 Indian Tourism Organizations: MoT, TAAI, FHRAI.  
 State Tourism Organizations: KSTDC, JLR.

**UNIT-V Impacts of Tourism**

Economic impacts, Socio-cultural impacts, Environmental impacts and Political impacts

**UNIT-VI Tour Operations**

Travel agency and Tour Operations - Definition and meaning, Types, Functions, Organization Structure.

**BOOKS FOR REFERENCE:**

1. R. C. Majumdar, H.C. Roychoudhuri and K. Dutta- An Advanced History of India- Mac Milan –1967.
2. Goeldner, R. and Ritchie B(2010) Tourism, Principles, Practices and Philosophies, John wiley and sons, London.
3. K.S.Nagapathi Tourism Development- A new approach
4. A.K. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt.Limited, New Delhi 2010.
5. Krishna K Kumar and Mohinder Chand-Basics of Tourism: Theory, Operation and Practice.
6. Mac Millan Foster Douglas: Travel and Tourism Management – 1985
7. Pranathseth: Tourism Management, Sterling Publishers Private limited, New Delhi, New Delhi, 1992
8. Negi. J. Travel Agency Operation- Concepts and Principles, Kanishka, New Delhi. 2005
9. Bhatia A.K. Travel Agency and Tour Operations: Sterling Publications New Delhi.
10. Chand M, Travel Agency Management- An Introductory Text, Anmol Publications Pvt. Ltd, New Delhi, 2002

OR

**MTTM II Semester OEC**  
**CULTURAL HERITAGE OF INDIA**  
(Indus Culture to 1206 CE)

S.No	Semester End Examination Marks (Theory)	IA Marks	Credit	Hrs per Sem
01	75 Marks	25 marks	04	64

**Chapter-I:** Indian Culture: An Introduction-Indus Civilisation-its Characteristic Features

**CHAPTER-II:** Geographical Features of India

**CHAPTER-III:** Vedic Religion, Buddhism and Jainism, Indian philosophy-Shankar, Ramanuja and Madhvacharya

**Chapter-IV:** The Mouryas-Asoka-Cultural Contribution of the Mouryas, the Guptas-Samudra Gupta, Chandra Gupta II and Their Cultural Contribution to Culture.

**Chapter-V:** A Brief History of Indian Art and Architecture-Gandhara School and Mathura School of Art; - Hindu Temple Architecture, Buddhist Architecture- Indian Painting Tradition: ancient painting at Ajanta-Nagara Style and Dravidian Style of Architecture-Features

**CHAPTER-VI:** Performing Arts: Divisions of Indian classical music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional,

**CHAPTER-VII:** Indian Culture in South East Asia

**Suggested Readings:**

1. Gore, M. S., *Unity in Diversity: The Indian Experience in Nation-Building*, Rawat Publication, Jaipur, 2002.
2. Malik, S. C., *Understanding Indian Civilisation : A Framework of Enquiry*, Indian Institute of Advanced Study, Simla, 1975.
3. Mukerji, D. P., *Sociology of Indian Culture*, Rawat Publications, Jaipur, 1948/1979.
4. Mukherji R.K, *Hindu Civilisation*, London, 1959
5. Narayan S, *Indian Classical Dances*
6. Pandey, Govind Chandra, *Foundations of Indian Culture*, Books and Books, New Delhi, 1984
7. Rajasekhara S. *Karnataka Vastushilpamattu Chittrakale*, Dharwad, 1989
8. Rapson E.J.(Ed), *Cambridge History of India*, Vol, I, 1989
9. Smith V.A, *Early History of India*, Cambridge, 1924
10. Tripathi R.S, *History of Ancient India*

**OEC-4**  
**PG MTTM III Sem OEC**  
**TRAVEL TRADE OPERATIONS**

S.No	Semester End Examination Marks (Theory)	IA Marks	Credit	Hrs per Sem
01	75 Marks	25 marks	04	64

After successful completion of this course, the students will be acquainted with

- Travel trade industry and it's unique characteristics
- Setting up travel trade business and professional management of tours
- Nature of promotion and distribution channels in travel trade

**Unit I** -Introduction to Travel Trade Industry : Nature and scope of travel trade industry, Modes of travel, Evolution of travel and tour operations, functions of the travel agents, tour operators and tourist transport operators, types, current and future trends in travel trade

**Unit II** - Setting up the travel business : Types of organization, Tour operations set up, departments, sources of income, Approvals, licenses, affiliations and certifications as per the government guidelines, E- approvals, National and International organizations – IATO, TAAI, IATA, WATA

**Unit III** – Product development and Pricing : Tour Packaging – Product knowledge, managing linkages with service providers, Types of itineraries, itinerary planning and preparation, costing a tour package, qualities of a travel trade professional

**Unit IV** – Managing Tour Operations: file handling, transfers, vouchers, escorting and guide services, customer services, Travel formalities - Travel documents, permits, currency exchange, customs etc, and reservation and cancellation policies

**Unit V** - Promotion and Distribution System – Distribution channels, GDS, OTAs, Aggregators, promotion, promotion materials, travel trade fairs and exhibitions, business ethics

**Reference Books:**

- Bhatia, A. K. (2006). *The business of Tourism*. NewDelhi: Sterling Publishers Pvt Ltd.  
 Negi, J. (2008). *Travel Agency Operations*. New Delhi: Kanishka Publishers.  
 Roday, S., Biwal, A., & Joshi, V. (2009), *Tourism Operations and management*. New Delhi: Oxford university Press.  
 Stephen, P., & Joanne, C. (2020). *Tourism : a modern synthesis*. New York: Routledge

**OR**

**MTTM III Semester OEC  
CULTURAL HERITAGE OF KARNATAKA  
(From Earliest Times to 1500 A.D)**

S.No	Semester End Examination Marks (Theory)	IA Marks	Credit	Hrs per Sem
01	75 Marks	25 marks	04	64

**Chapter-I:** Early History of Karnataka – Satavahanas-Kadambas-Gangas of Talakadu-Cultural Contribution to History of Karnataka

**Chapter-II:** The Chalukyas of Badami, Pulikesi-II, Cultural Contribution.

**Chapter-III:** Rashtrakutas-Amoghavarsha-I- Their Cultural Contribution.

**Chapter-IV:** The Hoysalas- Vishnuvardhanaand Ballala –II, Cultural Contribution of the Hoysalas.

**Chapter –V:** Vijayanagara- Foundation- Devaraya-II and Krishnadevaraya-Cultural Contribution of the Vijayanagara

**Chapter-VI:** Cultural Heritage of Karnataka-Meaning-Definition-Concepts-Characteristic features-Festivals and Fairs- Development of Kannada Literature

**Chapter-VII:** Architectural Heritage of Karnataka-Early Period Art, The Chalukyasof Badami, Hoysalas and Vijayanagara.

**Suggested Readings:**

1. Altekar A.S., *Rashtrakutas and Their Times*, 1974
2. Narayan S., *Indian Classical Dances*, New Delhi, 1980
3. Chopra P.N, & Others, *History of South India*, New Delhi, 2003
4. Desai P.B. & Others, *A History of Karnataka*, Dharwad, 1970
5. Diwakar R.R., *Karnataka Through the Ages*
6. NeelakanthaShastri K.N, *A History of South India*, Madras, 1972
7. Panchamukhi R.S., *Karnatakadaltihis*, Dharwad, 1967
8. Rajasekhara S., *Karnataka VastushilpamattuChittrakale*, Dharwad, 1989
9. Rice B.L, *The Mysore Gazetteer*, 1930
10. Krishna Reddy, *Cultural Heritage of South India*