

GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

KUMBAKONAM 612 002

Re - accredited With 'A' Grade by NAAC & Affiliated to Bharathidasan University

DEPARTMENT OF INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)



SYLLABI

M.A., INDIAN CULTURE & TOURISM

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
PG AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM
PG SYLLABUS INDIAN CULTURE AND TOURISM
COURSE STRUCTURE UNDER CBCS (2020-2021) onwards

SEM	CODE	COURSE	Inst. Hours/ week	Credit	Exam hours	Mark Int.	Mark Ext.	Total
I		Indian Culture-I- (CC)-I	6	4	3	25	75	100
		Indian Philosophy--(CC)-II	6	4	3	25	75	100
		Tourism Resources – (CC)-III	6	4	3	25	75	100
		Travel Management— (CC)-IV	6	4	3	25	75	100
		Saiva Siddhanta-(EC)-I	6	4	3	25	75	100
				30	20			
		Total			---	----		500
II		Indian Culture-II (CC)-V	6	5	3	25	75	100
		Tourism Management –(CC)-VI	6	5	3	25	75	100
		Temple Administration- (CC) VII	6	5	3	25	75	100
		Philosophy of Religion- (CC) VIII	6	5	3	25	75	100
		Visistadvaita- (EC)-II	6	4	3	25	75	100
III		Total	30	24	----	-----		500
		Temple Arts - (CC) IX	6	5	3	25	75	100
		Western Philosophy- (CC)-X	6	5	3	25	75	100
		Dravidian Culture- (CC)XI	6	5	3	25	75	100
		Western Logic- (CC)XII	6	5	3	25	75	100
		Yoga and Health Tourism (EC)-III	6	4	3	25	75	100
			Total	30	24			
		Research Methodology (CC)XIII	5	5	3	25	75	100
IV		Contemporary Indian Philosophy (CC)XIV	5	5	3	25	75	100
		Personality Development-(EC)IV	5	4	3	25	75	100
		Hotel Management- (EC)-V	5	4	3	25	75	100
		Project	10	4	3	25	75	100
		Total	30	22				500
		Grand Total	120	90	---	---	----	2000

P.G COURSE STRUCTURE

Core course-	14
Elective Course-	5
Project-	1

Total	20

Question Paper Pattern

Section A: 10x2=20
Section B: 5x5=25
Section C: 3x10=30

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

Program Outcomes

1. To understand Philosophical ideas of Indian Philosophy.
2. To understand Cultural traditions of India.
3. To inculcate religious ideas.
4. To grasp the intellectual traditions of Western Philosophy.
5. To get the ideas of Tourism resources.

Program Specific Outcomes

1. To realize the Techniques of Temple Administration.
2. To imbibe the Principles of Management.
3. To have advanced ideas of Personality development.
4. To enhance understanding of Tourism resources.
5. To grasp the trends in Travel Management.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM (Effective for those admitted from 2020-2021 onwards)

SEMESTER - I INDIAN CULTURE - I

Objectives

- To aware of the origin of Indian Culture.
- To understand the Ancient Culture.
- To get the significance of the Vedic and Later Vedic Age.
- To grasp the Religious Movements and Early dynasties.
- To aware of the Mauryas and Post Mauryas Times.

Unit I **Culture:** Meaning -Definition - Sources of Indian Culture: Vedas and Vedangas -Archaeological Sources - Inscriptions- Numismatics-Monuments: Religious Monuments, Secular Monuments -Literary sources: Ramayana and Mahabharata- Dharmasastras- Puranas -Travelers to India.

Unit II **Ancient Culture:** Geographical Sources-Pre- Historic Culture: Palaeolithic - Mesolithic- Neolithic- Indus Valley Civilization: Polity -Trade and Commerce- Social Life- Great Bath -Granary- Stone Artifacts- Copper Artifacts: Dancing girl - Terracotta Images - Religious conditions: Worship of God and Goddesses -Worship of symbols -Traces of Dravidian Culture-Causes for ruin of Indus Valley Civilization.

Unit III **The Vedic and Later Vedic Age:** Original home of the Aryans-Vedic Literature - Early Vedic period- Vedic Assemblies: Sabha and Samiti -Later Vedic culture and its importance -Socio- religious conditions.

Unit IV **Religious Movements and Early dynasties:** Jainism: Reasons for the Growth of Jainism -Jaina Doctrines-Jaina Sects-Buddhism:Teachings of Buddha-Sects in Buddhism: Hinayana and Mahayana- Legacy of Buddhism-Rise of Magadha: From Bimbisara to Ajatasatru -The Nandas- Introduction of Kharosti script- Alexander's invasion and its effect on Indian culture.

Unit V **Mauryas and Post Mauryas Times:** Sources: Arthasastra- Indica of Megasthenes -Asoka: 14 Major Rock Edicts- Two minor Rock Edicts-7major pillar Edicts- 4minor Pillar Edicts -Literature- Mauryan Art-Architecture:Origin and Development of Stupas -Sanchi-Sarnath -Bharhut Stupas and Pillars- Saranath Lion Capital- Sculptures: Dhaul Elephant - Barabar and Nagarjuna Caves- Culture in Mauryan Period: Amaravati - Nagarjunakonda-Paintings: Ajanta- Bagh- Ellora- Contributions of Kushanas- School of Art: Gandhara -Mathura.

Teaching outcomes

- The students know origin of Indian Culture
- The students understand the Ancient Culture.
- The students know the the Vedic and Later Vedic Age.
- The students learn the Religious Movements and Early dynasties.
- The students know the Mauriya's Age.

Suggested readings

1. K.P. Tiwari ,Foundations of Indian Culture, Modilal Benasidass Publishers 1998
2. AL.Basham, A Cultural History of India, Rupa Publications 2010
3. N.Jayapalan -A History of Indian Culture, Atlanda Publishers 1998
4. S.V. Venkateswara -Indian Culture through the Ages, Vol. I & II.- S.K Gyan Publishing House
5. Luniya B.N ,Evolution of Indian Culture -Agarval Publishers 1986
6. V.D.Mahajan, Ancient India , Atlanda Publishers 2000
7. P.T.S. Ayyangar,Stone Age in India- Mushiram Publishing House 1998
8. N.N Ghosh. Early ,History of India-Lal Publications -2002

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)

SEMESTER – I
INDIAN PHILOSOPHY

Objectives

- To aware of the basic principles of Indian Philosophy.
- To get the Charvaka Epistemology .
- To gain the Knowledge of Samkhya Philsosophy .
- To grasp the knowledge of Nyaya Philosophy.
- To understand the Vedanta Philosophy.

Unit I Introduction to Indian Philosophy -General Characteristics of Indian Philosophy - Vedas – Meaning - Rig, Sama, Yjur and Atarvana. Veda – Smriti – Sruti – Upanishads - Meaning – Identity of Atman and Brahman -- Philosophical Ideas of Bhagavad Gita-Schools of Indian Philosophy.

Unit II Charvaka : Epistemology - Metaphysics – Ethics – Jainism: Anekandavada - Syadvada –Jiva and Ajiva – Ethics Kaivalya- Buddhism -Four Noble Truths - Kshanabangavada -Pratityasamudpada – Nairatymavada –Concept of Nirvana – Eight Fold Path- Major sects of Buddhism - Schools of Buddhism.

Unit III Samkhya - Satkaryavada - Nature of Prakrti – Three Gunas: Sattva – Rajas – Tamas – Nature of Purusha – Relationship between Purusha and Prakrti – Evolution of the World –Yoga: Nature and Forms of Yoga - Ashtanga Yoga – Concept of God in Yoga.

Unit IV Nyaya: Theory of Knowledge: Perception - Inference - Testimony - Comparison - Concept of God: Proofs for the Existence of God - Concept of Self – Vaisesika: Padarthas – Dravya – Guna – Karma – Samanya – Visesa – Samavaya – Abhava – Atomism.

Unit V Mimamsa: Purva Mimamsa -- Kumarila - Prabhakara – Knowledge and self – Dharma- Liberation. Advaita: Concept of Brahman -Concept of Self – Theory of Maya –Liberation-Visistadvaita: Concept of God - Atman - World – Refutation of Sankara’s theory of Maya –Liberation-. Dvaita: Nature of Bhraman- Soul – World - Concept of Panchabheda.

Teaching outcomes

- The students understand the basic principles of Indian Philosophy
- The students learn the Charvaka Epistemology
- The students observe the Samkhya .
- The students know the Nyaya Philosophy.
- The students acquire the Vedanta Philosophy

Suggested Readings

1. Essentials of Indian Philosophy - M. Hiriyanna- Motilal Banarasidass Publishers 1993
2. Introduction to Indian Philosophy - Datta & Chatterjee –Rupa Publication 2007
3. Introduion to Indian Philosophy - T.M.P. Mahadevan-Atlanda Publication 2010
4. Indian Philosophy Vol. I & II - Dr. S. Radhakrishnan- Century Publications 1999
5. Outlines of Indian PhilosophyJ.N. Sinha- Motilal Banarasidass Publishers 1994

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER – I
TOURISM RESOURCES**

Objectives

- *To get the knowledge of Tourism Resources.*
- *To aware of the Wildlife in India.*
- *To gain the knowledge of Religious Tourism.*
- *To aware of the Pilgrimage.*
- *To understand the Tourism Resources.*

Unit I Tourism Resources-Definition- General features of Tourism Resources
Classification: Natural-Manmade- Types of Tourism- Geographical importance
of Tourism- Indian Customs-Food-Dress-Art-Literature-Festivals and
Handicrafts.

Unit II Wildlife in India: National Parks-National Sanctuaries-Tourism Resources in
Himalayas-Flora and fauna in India-Indian Safaris-Tourism in Eastern and
Western Ghats-Museums-Monuments-Art Galleries-Forts and Palaces -
Climate-Mountains- Hill stations - Desert- Beaches-Islands-Coastal lines.

Unit III Religious Tourism- Buddhism: Lumbini -Bodhgaya- Pibrahawa-Vaishali-
Rajgir-Sakasia-Amaravati-Sanchi-Jainism: Sravanabelagola -Mt.Abu-Sikhism:
Golden Temple; Anandapur sahib (The Holy abode of Peace)Islam: Nagore-
Jima Mazid-Qwat-ul-Islam Masque(Delhi)-Christianity: Se-Cathedral- Baslica
of Jesus-(Goa)- Jewish synagogue(Cochin)-Poondimatha Koil- St Marry's
Church and Santhome Cathedral Basilica (Chennai).

Unit IV Pilgrimage Centers in India-Hinduism: Kailash-Kedharnath-Badrinath-
Amarnath- Rishkesh-Haridwar-Dwaraka- Kasi- Kumbamela Sabarimala-
Trichendur- Rameswaram-Srirangam-Palani-Meenakshi Temple –
Navagraham Temples- Chidambaram-Mahaamaham at Kumbakonam.

Unit V Tourism Resources in Europe: Selective Destinations in America and Canada-
Important Destinations in South East Asia: Selective Destination in SAARC
Countries – Vatikan City-Mecca-Seven Wonders of the World.

Teaching outcomes

- The students observe the Tourism Resources.
- The students know importance of Wildlife in India.
- The students learn the Religious Tourism.
- The students understand the Pilgrimage.
- The students acquire the knowledge about the World Tourism,

Suggested Readings

1. India –A Travel Guide , Aruna deshpande – wisdom Publications 2008
2. India-A Tourist paradise- Mohandas-Sultan&Chant Pulications 2010
3. Hill stations of India - Ghillian Wright, Chennal View Publications -2010
4. Religious tourism In India- Lvakush misra, B.K Publishers, 1999
5. Tourism product VolI&II- R Thandavan, Chand& co Publishers 2000

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

SEMESTER – I

CC 4 - TRAVEL MANAGEMENT

Objectives

- *To understand fundamentals of Travel Management.*
- *To get the Indian and International Transports details.*
- *To acquire the knowledge of the Railways.*
- *To aware of the Travel Formalities.*
- *To gain the knowledge about Guide lines.*

Unit I Travel Management: Meaning and Definition-History of Travel-Travel Agency: Functions-Organizational Structure –Procedure for becoming a Travel Agent-Retail Travel Agent: Tour operator-functions- Segments of the Travel industry- Travel Related Services.

Unit II Modes of Transport-Air Transport: Air India –Indian Airlines-Jet ways-Cargo-Vayudoot- International Airlines: British Airways- Lufthansa - Singapore Airlines-American Airlines- Airline policy-Air fare- Fare construction -Air line Tickets - Reservation-Airline codes- Alliance Air: Pawan Hans-spice Jet-Road Transport: Asian High ways- Sea Transport- Categories of Cruises: Volume cruises –Premium cruises-Luxury cruises.

Unit III Railways: Facilities in Rail ways- Indian Tourist luxury Trains - Rajathani Express - Shatapthi express-Toronto-Deccan odyssey Maharaja Express-Mono Rail –Metro Rail- Amtrak (USA) -Bullet Train (JAPAN) -European Pass.

Unit IV Travel Formalities: Travel Insurance-Passport –Visa –Foreign Exchange-Customs- Preparation of Tour Itinerary-Types of Itinerary -Modern Ticketing-Fares-Tour Brochure -Tour Packaging Management-Components of standard Package Tour-Significance of Package Tours-Tour formulating-Factors Affecting- Financial Analysis and Control Technique used in Travel Trade.

Unit V Tourist Guides: Definition-Training-Duties-responsibilities - Educational Qualifications-Other Qualification-Approval for Guides -Apprenticeship Training scheme-Legal form of Tour Guide - IATA: Training.

Teaching outcomes

- The students understand the History of Travel.
- The Students learn the Modes of Transport.
- The students acquire the significance of Railways.
- The students know the Travel Formalities
- The students observe the Duties of Tourist Guide.

Reference books

1. Merrissen jone. W ,Travel agents and Tourism, Wisdom Publications 2010
2. David.H.Howel ,Principles and methods of Scheduling reservations,Sterling Publihers 1999
3. Agarwal,Travel agency management, Channel View Publishers 2013
4. Geo Chak ,Professional Travel management communication in India, Lal Publications 2000
5. A.K.Bhatia, Tourism development: principles and practice, Sterling Publications
6. Mohindar Chand,Travel agency management, Chand &Co Publications 2008

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER – I
SAIVA SIDDHANTA**

Objectives

- To aware of the Sources of Saivism
- To get the Knowledge of Literatures in Saivism
- To grasp the Epistemology and Metaphysics.
- To understand the way of Liberation.
- To acquire the knowledge of stages of Liberation.

- Unit I** Saivism: Meaning–Traces of Saivism in the Vedas and Upanishads- Traces of Saivism in the Tamil Literature–Saiva Agamas- General content of the Siva Agamas -Worship- Sects of Saivism: *Veera Saivism, Kashmir Saivism*
- Unit II** Religious Literature: *Thevaram- Thirumurais- Nayanmars* and their contributions to Saivism- *Thiruvasagam* and its significance – Contributions of *Saivakuravars to Saivism – Meikandasastras –Essence of Sivagnanabodha* with its commentary.
- Unit III** Epistemology-*Pramanas*-Metaphysics : *Pati* : Nature of *Pati –Engunathan –* Proofs for the existence of God –*Panchakritiyas – Pasu*; Nature of *Pasu*–States of Soul Arguments for the existence of Soul- *Anava –Kanma- Maya*- Nature of World
- Unit IV** Four Margas- *Cariyai-Kriyai –Yoga- Gnana – Kinds of Diksha*-The significance of *Diksha –Iruvinaippu- Malaparipakam –Sathinipatam.*
- Unit V** Liberation-Nature of Liberation–Four stages of Liberation – *Siddhas* way of Worship –*Jivanmukti -Vidhekamukti.*

Teaching Outcomes

- The students observe the essence of Saiva Siddhanta.
- The Students learn the values of Saiva Agamas.
- The students know about the Way of Liberation.
- The students Saiva Siddhanata Epistemology.
- The students know the concept of Liberation.

Suggested Readings

1. C.V. Narayana Iyer ,A History of Saivism,
2. V.Paranjothi , Saiva Siddhanta , Siva Siddhanta Noorpathppu kazhakam 1998
3. V.A. Devasenapathi ,Saiva Siddhanta , Alayam Pathippkam 2006
4. C.V. Narayana Iyer , Saivism in South India, Thirumalai Book House, Chennai, 1984
5. J.M. Nallusamy Pillai , Studies in Saiva siddhanta , Saraswati Publications,2005
6. N.Subbureddihaar, saiva sithhantha Adippadaikal Saratha Publications 2001

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

SEMESTER – II

INDIAN CULTURE II

Objectives

- *To aware of the Cultural Heritage of the Guptas*
- *To get the Cultural Contributions of South*
- *To Grasp the Contributions of Sultans*
- *To acquire the knowledge about Impact of west.*
- *To ware of Cultural Renaissance*

Unit I Cultural Heritage of the Guptas

Guptas: Sources –Literature- Education-Science –Grammar-Astrology-Medicine-Inscriptions –Important Monuments –Coins-HarshaVardhana-Contributions of Rashtrakutas: Ajanta- Ellora- Elephanta Caves-Dasavatara Temples-Chalukyas-Contributions to Indian Culture.

Unit II Cultural Contributions of South

Sangam Period –Kalabras, Pallavas Contributions to Indian Culture- Cheras and their Cultural contributions- Cholas contributions to Indian Culture - Religious Literature- Part played by Rajaraja I and Rajendra I- Pandyas : Contributions to Indian Culture- Vijayanagara –Cultural contributions of Vijayanagara Empire.

Unit III Contributions of Sultans

Indo -Islamic Architecture- Bakhti Movement: Kabir,Chaitanya,Thulasidas and Mirabhai- Sufism in India- Literary Developments- Sanskrit and Persian languages.

Culture of Medieval India:Akbar and his Religious Policies-Administration- Literary contributions of Mughals- Important Mughal Architecture: Agra Fort-Fatehpursikri- Buland- Dar-waza- TajMahal- Mughal Paintings- Music –Social Conditions –Religious Conditions- Mughal Gardens.

Unit IV Impact of West and Modernity

Advent of West –Spread of Christianity- European Studies of India Asiatic Society –Bengal Renaissance- Reform Movements: Aryasamaj- Brahmosamaj- Theosophical Society- Ramakrishan Mission- Impact of West on Culture.

Unit V Cultural Renaissance

Indian Nationalism: its necessity- Emergence of Nationalism- Swami Vivekananda, Gandhi, -Tradition and Modernity.

Teaching outcomes

- The students know the importance of Cultural Heritage of Guptas.
- The students learn the Cultural Contributions of South.
- The students observe the Contributions of Sultans.
- The students understand the Impact of West and Modernity.
- The students know the Cultural Renaissance and Modernity .

Suggested Readings

1. K.P. Tiwari ,Foundations of Indian Culture, ModilalBenasidass Publishers 1998
2. AL.Basham, A Cultural History of India, Rupa Publications 2010
3. N.Jayapalan -A History of Indian Culture, Atlanda Publishers 1998
4. S.V. Venkateswara -Indian Culture through the Ages, Vol. I & II.- S.K Gyan Publishing House
5. Luniya B.N ,Evolution of Indian Culture –Agarval Publishers 1986
6. V.D.Mahajan, Ancient India , Atlanda Publishers 2000
7. P.T.S. Ayyangar,Stone Age in India- Mushiram Publishing House 1998

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER – II
TOURISM MANAGEMENT**

Objectives

- *To aware of the principles of Tourism Management.*
- *To get the knowledge of the Marketing strategy.*
- *To acquire knowledge of the Tourism Industry.*
- *To gain the knowledge of Tourism Finance*
- *To aware of Tourism Organisation.*

Unit I Tourism Management: Meaning and Definition- Objectives and Scope of Tourism Management- Elements of Tourism Management-Principles of Management- Management concepts in Tourism Industry.

Unit II Planning-Types of Planning- Development in Tourism Industry-Regional Planning consideration-Special features of Tourism product-Customer service and Ticketing-Tourism Marketing: Features of Tourism Marketing-Tourism Promotion: Advertisement- Public Relation.

Unit III Marketing strategy in Tourism Industry-Service Marketing -Sales Management in Tourism-Invoicing and Collections-Reservation- -Human Resources Management in Tourism- Organizational Behaviour- Organizational Culture.

Unit IV Tourism Finance: Sources of funds –Uses of funds-Financial management in Tourism Industry-Financial Planning and Control-Significance of Finance in Tourism Industry-Tourism Financial Institutions- Travel Accounting Management- Foreign Exchange.

Unit V Tourism Administration: Ministry of Tourism in India –NTDC-ITDC-STDC-IHO-International Tourism Organization-WTO-PATA-TAAI-Environment Management in Tourism Industry-Personnel Recruitment –Orientation and Training-Economic benefits of Tourism Industry.

Teaching outcomes

- The students learn the Tourism Management.
- The students observe the Marketing strategy.
- The students understand HRM
- The students learn the Tourism Finance.
- The students understand the Tourism Organisation.

Suggested Reading

1. Mohindhar chand ,Travel Agency Management, Anmol Publications 2009
2. A.K.Bhatia ,International Tourism, Sterling Publishers 2006
3. Pranseth ,Successful Tourism management, Chand &Co Publishing House 2007
4. R.N.Khaul, Dynamics of Tourism.Vol:I&II, Universal Publications 203

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

SEMESTER – II TEMPLE ADMINISTRATION

Objectives

- To aware of the significance of Religion
- To get knowledge of Religious activities.
- To aware of the Evolution of Temple
- To grasp the Religious Attitude.
- To gain the knowledge of functions of HR&CE.

Unit I Religion: – Meaning-Definition- Necessity of Religion- Functions of Religion- Significances of Hindu Temples –Religion and Society –Religious Institutions: Mutts- Kanchipuram Mutt-its foundations and functions - Thirupanandal Mutt -Kasi Mutt- Thiruvavaduturai Adhinam –Madurai Adhinam.

Unit II Religious Attitude and Practice: Rituals –Idol worship- Prayer –Fasting – Pilgrimage and Service: Kasi- Rameshwaram- Sabarimala- Samayapuram- Tiruchendur- Palani- Tirupathi- Velankanni- Poondy –Nagore- Erwadi.

Unit III Religion and Temples: Evolution of Temples- Types of temples-Temple plan and its parts- Types of Construction-Preservation of Temples –Different Methods of Preservation by Archaeological Survey of India.

Unit IV Worship : Meaning –Necessity –Mode of Worship as prescribed in the *Agamas*- Important Religious Festivals and *Pujas*- Principles of *Agamas* -Different kinds of *Agamas*:*Saiva Agamas*- 28 Major *Agamas*- 108 Upa *Agamas*- *Vaishnava Agamas*: *Pancharatra*- *Vaikanasa*.

Unit V A General Survey of the Management of HR&CE Board- Management of Temples under H.R.& C.E Board: Constitution- Functions-Maintenance of Temples- Qualifications and Functions of Executive Officer-Budget – Accounts- Audit- Finance- Trust and Income Tax Acts; Hindu Charitable Institutions.

Teaching Outcomes

- The students get the idea of Religion and its significance.
- The students understand the Religious Attitude and Practice.
- The students learn the Evolution of Temple
- The students know the Way of Worship
- The students gain the Knowledge of Functions of H.R.& C.E Board

Suggested Readings;

1. Comparative Religion Pelican Books - BougueLA.C- Universal Publication 1983
2. Outlines of Hinduism - Mahadevan.T.M.P-Atlantic Publishers 2005
3. Comparative Religion-Srinivastava.R.S- Munshiram Manokarilal Publishers 1883
4. What is Hinduism? -Sarma.D.S.-Wisdom Publishers 2010
5. The Tamil Nadu Religious Charitable Endowment Act (XII of 1959).

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER – II
PHILOSOPHY OF RELIGION**

Objectives

- *To aware of the principles of Religion.*
- *To get the General views of Religion.*
- *To grasp the proof for the Existence of God*
- *To acquire the knowledge of Principles of Theism.*
- *To grasp the Interpretation of Religious Concepts.*

Unit I Religion - Meaning - Holistic Nature of Religious Response: Religion and Theology - Religion and Morality - Religion and Art, Science, Psychology - Religious Philosophy - Metaphysical Theories of Religion – Pantheism, Monotheism, Naturalism and Monism.

Unit II Foundation of Religious Belief: The Place of Reason, Revelation, Faith, Mysticism: Ineffability, Transiency, Purity - General views of Religion - The Psychology of Religion.

Unit III Kant's proof for the existence of God (a priori): Ontological Argument- Cosmological Argument- Teleological Argument - The Argument from Religious Experience.

Unit IV The Philosophy of Theism: God as Immutable and Eternal- God's omnipotence, Transcendence and Immanence -The problem of Evil: free will - The Paradox of Omnipotence - The Nature of Evil-Convictional Interpretation of Evil.

Unit V The Problem of Immortality-Personal Immortality- Metaphysical Immortality-The Encounter of Religions: The Plurality and Relativity of Religions are Absolute- Ramakrishana's Unity of Religion. Advaitic Unity of Religion - Dr. Radhakrishnan on Conversion, Toleration - Religion and Politics.

Teaching outcomes

- The students understand the Religious principle.
- The students learn the General views of Religion.
- The students know the proofs for the Existence of God
- The students know the Principles of Theism
- The students learn the Interpretation of Religious Concepts.

Suggested Readings

1. Y . Masish - Introduction to Religious philosophy, Modilal Banasidass Publishers 1991
2. Dr. Radhakrishnan - An idealistic view of life, Wisdom Publishers 1932
3. Ward J. Fellows - Religion East and west Everest Publishing House 1979
4. William calbky fremmd - Religion what is it? , Anmol Publications 1844
5. Swami sivanandha - world's Religion swami chinmayananda - The science of Religion-S.K Gyan Pulisher 1976

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER – II
VISISTADVAITA**

Objectives

- To aware of the basic principles of Vaishnavism.
- To Get the knowledge of the Sources of Vaishnavism
- To know about Contributions of Alwars
- To grasp the idea of Visistadvaita
- To aware of Bhakti.

Unit I Vaishnavism: Origin - Development–Vaishnavism: *Upanishads and Bhagavat Gita- Vaishnavism in Tamil traditions and Literature.*

Unit II Traces of Vaishnavism in Epics – Incarnations (Avatars)- *Puranas - Agamas - Vishnupuranam and Bagavathapuranam - Ramayanam and Mahabharatham – Samhitas –Vaishnava Agamas: Pancharatra - Vaikanasa.*

Unit III Contributions of Alwars to the development of Bhakti - *Vaishnavism: Nalayiradivya Prabandam –Contributions of Achariyas - Nathamuni - Ramanuja - Vedanta Desikar (Sathakam) – Pillailokachariya - Jeyadeva - (Geeta Govindam) – Two divisions : Vadakalai and Tenkalai*

Unit IV Visistadvaita : Meaning - Tattvatraya- Philosophical Doctrines- Nature of Chit – Acit – Iswara- *Vyuhās- -Brahma Parinamavada –Apprathaksiddhi – Dharmabuthagnana*

Unit V Liberation -Bhakti and Prapatti - Nature of *Mukti ,Vidheka Mukti.*

Teaching outcomes

- The students learn the essence of Visistadvaita.
- The students know the *Sources of Vaishnavism*
- The students understand the *Vaishnava Literature.*
- The students observe the *Contributions of Alwars*
- The students know the Philosophical Doctrine

Suggested Readings

P.N.Srinivasachari	The Philosophy of visistadvaita ,Wisdom Publications 1999
KG. Goswami	A Study of Vaishnavism, Vikas Publication Pvt Ltd 2007
R.G.Bhandarkar	Vaishnavism, Saivism and Minor Religious Sects, Virtuous Publications 1998
S.Krishnaswami Ayyangar	History of South Indian vaishnavism, Brainmate Book Publication 2003
G.N.Malik	The philosophy of Vaishnava Religion, Wisdom Publications 1996

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

SEMESTER – III

TEMPLE ARTS

Objectives

- To aware of the Temple Arts.
- To get the idea of Mauryan Period.
- To aware of the Kushan Period.
- To get the knowledge of Pallava, Chola Architecture.
- To aware of Structure of Temples in various Dynasties

- Unit I** Temple Arts-Evolution of Hindu Temples – Types of Construction- Rock cut – Structural- Monolithic - Styles: Dravida - Nagara – Vesara.
- Unit II** Mauryan Period: Asoka Monolithic Pillars – Caves – Stupas – Chaityas – Viharas –Sculptures- Sunga and Satavahana Periods: Amaravathi Stupa – Nagarjunakonda – Barhut - Sanchi Stupas
- Unit III** Kushan Period – Sanchi-Mathura – Gandhara school of Sculptures- - Gupta temples - Evolution and features –Bhumara – Bhitargaon – Deogarh - Western Chalukyan temples: Pattadakal- Aihole - Durga temple- Meguti Jain temple- Rashtrakuta temples: Ellora Caves.
- Unit IV** Pallava Architecture: Cave Temples-Mahendra Style-Mamalla Style – Monolithic Rathas - Structural Temples – Kanchi Kailasanatha and Vaikuntaperumal Temple–Chola Temples: Vijayalayacholiswaram-Srinivasanallur- Pullamangai- Thanjavur – Gangaikondacholapuram – Darasuram- Thirubuvanam– Pandya Art: Cave temples –Temples at Kalugumalai-Structural monuments of Pandyas.
- Unit V** Orissan Temples: Bhuvanewar –Konarak –Chandhela Temple – Khajuraho – Temples of Rajasthan –Hoysala Temples: Halebid –Belur. Vijayanagar and Nayaks Temples: Hampi –Vijayanagar –SriRangam- Horse court- Tiruvannamalai–Kanchipuram–Madurai –Srivilliputhur –Pillared Halls – Gopurams- Temples at Krishnapuram- Subramanyaswami Temple at Tanjore Temple complex- Kumbakonam- Ramaswamy Temple.

Teaching outcomes

- The students observe the essence Temple Arts.
- The students understand the Mauryan Period.
- The students know the idea of Kushan Period.
- The students learn the Pallava Architecture.
- The students observe the Structure of Temples in various Dynasties.

Suggested Readings

1. Percy Brown. *Indian Architecture* – Taraporewala Pub, Bombay .1983
2. Edith Tomory *A History of Fine Arts in India and the West* –.Orient Longman, Madras. 1989
3. Srinivasan.K.R , *Temples of South India* National Book Trust, Delhi. 1991
4. Michael W. Meister *Encyclopedia of Indian Temple Architecture* -.Oxford University Press, New Delhi. 1983.
5. Gopinatha Rao T.A, *Elements of Hindu Iconography*. Motilal Banarsidoss, Madras.1980.
6. Saletore. S.N, Sundeep Prakashan *Vijayanagara Art* - Delhi. 1980

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM (Effective for those admitted from 2020-2021 onwards)

SEMESTER – III WESTERN PHILOSOPHY

Objectives

- *To aware of the Greek Philosophy*
- *To grasp the Medieval Western Philosophers*
- *To get knowledge of the views of Rationalism*
- *To aware of the Philosophy of Empiricism.*
- *To acquire the knowledge of the Philosophy of Immanuel Kant and G.E. Moore*

Unit I A Survey of Greek Philosophy – Pre-sophistic Philosophy - Socrates: Problem of Knowledge - Ethics – Plato: Theory of Ideas - Ethics – Aristotle - Metaphysics – Form and Matter – Four causes.

Unit II St. Augustine: Theology - Proofs for the Existence of God – Freedom of Will – Ethics – St. Anselm: Proofs for the Existence of God - St. Thomas Aquinas: Theology – Ethics.

Unit III Rene Descartes: Method of Doubt (Cartesian Method)- Cogito Ergo Sum - Proofs for the Existence of God - Relation of Mind and Body - Benedict De Spinoza:- Substance - Attributes – Modes-G.W. Leibniz: The Doctrine of Monads - Theory of Pre -Established Harmony.

Unit IV John Locke: Refutation of Innate Ideas – Theory of Knowledge – Primary and Secondary Qualities. George Berkeley: To be is to be Perceived (Esse= Percipi)-Solipsism - David Hume: Relation of Cause and Effects - Theory of Knowledge.

Unit V Immanuel Kant: Synthetic A Priori Judgments - Transcendental Method - Impossibility of Metaphysics - Categories of Understanding. G.W. Hegel: Dialectical Method - Absolute Idealism -G.E. Moore: Refutation of Idealism - Recent Trends: Theories of truth - Pragmatism – Existentialism - Logical Positivism – Emotivism.

Teaching outcomes

- The students trace the Greek Philosophy
- The students learn the Medieval Western Philosophers
- The students know the Philosophy of Rene Descarts and Spinoza
- The students understand the Philosophy of John Locke and David Hume
- The students observe trends in Philosophy.

Suggested Readings

1. W.T. Stace - A critical History of Greek Philosophy. Atlanda Publications 1920
2. Frank Thilly -A History of Western Philosophy. Rupa Publications 1991
3. Y.Masih - Ancient History of western Philosophy – Modilal Bansidass Publications 1994
4. Bertrand Russell -A History of Western Philosophy - Vikas Publishers 1976

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM (Effective for those admitted from 2020-2021 onwards)

SEMESTER – III DRAVIDIAN CULTURE

Objectives

- To aware of the foundations of Dravidian culture.
- To know the basic ideas of Dravidian People
- To get the idea of Sangam Age.
- To aware of the Sociological approach to Dravidian Culture
- To get the idea of Dravidian Arts and Architecture.

Unit I Pre- Historic Culture-old stone age-New Stone Age-Indian Races -Dravidian Culture: Meaning- Antiquity- Features-Traces of Dravidian culture in Indus Valley Civilization.

Unit II Dravidian people-Area of Domicile language: Spread of Dravidian language-Moral life of *Tholkappiyam* period of Internal life -*Kalavu* and *Karpu*-Marriage Rituals-Gender Equality--Idol worship-Tamil as classical language-Its Uniqueness-Muttamil: *Iyal, Isai, Natakam*.

Unit III *Sangam* Period: Sources of Sangam Age-Outlines of Sangam Literatures-Social structure-Status of women-Economic condition-Foreign trade-Values: concept of Aham and Puram -Golden Age of Sangam period --Ethical concepts in Thirukkural.

Unit IV Reason and Humanism –Sociological Approaches –Roots of Democracy-Religious conditions: Religious conditions in Sangam period- Way of worship-Festivals-Role of Dravidian culture in Indian Heritage.

Unit V Dravidian Architecture: Origin and Salient features –Rock Cut Temples-Structural Temples- Sculpture- Contributions of Pallavas-Cholas- Cheras-Pandyas- Nayaks- Arts-Classical& Folk dances-Music: Musical Instruments in Sangam period -Types of *Pann*- *Types of Ragas*.

Teaching outcomes

- The students observe the value of Dravidian Culture.
- The students know about the Dravidian People.
- The students know the *Sangam* Period
- The students understand the Sociological approach to Dravidian Culture
- The students gain the knowledge about the Dravidian Arts and Architecture

Reference book

1. Pulavar.ka.Govindan-Thamizhar panpadu, Knnadhasan Pathippakam 1994
2. Dr.M.Varatharajan ,Mozhi Varalaru,Aszhi Publications 2009
3. Pulavar Ka.Govindan Ka.Appadurai Indhiyanagarihathil Dravidapanpadu. Tamizhar varalaru,Manitham Publishers 2003
4. T D. Meenakshisundaranar, Thamizhum panpadum, Imayam Publishing House 1992
5. Dr.s .Ramakrishnan, Indhiya panpadum Thamizharum, saratha Publishers Pvt. Ltd 2010

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

SEMESTER – III

WESTERN LOGIC

Objectives

- To make aware of Symbolic Logic
- To get the knowledge of Propositional calculus
- To aware of Rules of Inference.
- To grasp aware of Syllogism
- To get the idea of Axiomatic system.

UNIT I

Logic: Meaning- Introduction- -Nature of Logic- Truth and Validity- Uses of symbolic Logic- Modern classification of Proposition- Branches of Symbolic Logic.

UNIT II

Propositional Calculus- Variable and Constants- Basic Truth Tables- Negation
Conjunction – Inclusive Disjunction- Exclusive Disjunction –Mental equivalence-
Implications –Truth table as decision Procedure.

UNIT III

Formal proof of validity- Rules of Inference- Mediate and Immediate inference-Conversion-
obversion- Contradiction- Inversion – Mediate Inference: Syllogism : Rules of Validity –Fallacies

UNIT IV

Predicate Calculus – Square of Opposition– Categorical Syllogism- Rules and Fallacies.

UNIT V

Axiomatic system- Consistency- Completeness- Probability-Alternative conception of Probability.

Teaching outcomes:

- Students learn basic ideas of Western Logic
- They understand Propositional calculus
- They grasp rules of Inference
- They get a glance of Axiomatic system
- They understand details of categorical syllogism

Suggested Readings

1. Introduction to Logic - Irving.M.Gopi-Central Law Publications 2019
2. Symbolic Logic - R. Balasubramanian- Ruba Publications _2007
3. Deductive Logic - B.N. Kaul-Universal Publication-1991
4. Formal Logic - A. Asirvatham- Wisdom Publications -1990
5. Tharka Vignana Muraihal - T.M.P. Mahadevan. Eswar Publication Service - 2001

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

SEMESTER – III YOGA AND HEALTH TOURISM

Objectives

- *To aware of the of Yoga.*
- *To grasp the knowledge of Mental Health.*
- *To get knowledge of Yoga for Health.*
- *To aware of the Medical Tourism.*
- *To aware of Ethical, Legal and Environment aspects of Tourism.*

Unit I Yoga: Meaning and Definition -Scope of yoga-Aims of yoga- Various kinds of Yoga- Yoga and Meditation-Tourism and Yoga-Purification and Hygienic care of the Human Mind and Body-Health Tourism-Factors responsible for the growth of Health Tourism.

Unit II Yogic Diet for Healthy Body-Nervous system –Eight Limbs of Yoga –Mental Health –Environmental Health-The Science of Breathing.

Unit III Health: WHO's definition of Health and Wellness-Health as positive wellness – Managing Stress–Hygiene-Spirituality and health -National health-Mental health-Personality Development-Intelligence and Emotion.

Unit IV Health and Medical Tourism in India- Role of private sectors in Health Tourism-Traditional Health care system in India-Health Tourism Products-Health Tourism Markets at Global level- Advantages for India in Global Medical Tourism.

Unit V Ethical, Legal, Economic and Environmental issues in Health Tourism- Health benefits of Yoga-Psychological benefits of Yoga –life style and Yoga-Health Tourism in Tamilnadu.

Teaching outcomes

- The students acquire the knowledge of Medicinal Usage.
- The students learn the Health Issues
- The students understand the Yogic Methods.
- The students understand the Legal, Ethical issues in Health Tourism.
- The students acquire the Health Care System.

Suggested Readings

1. Prof Amreshkumar: Khela Sahitya Kendra L.G.F Ansari road Dargyagraj-New Delhi.2000
2. Resim David : Health Tourism :Social welfare through the international trade.Anmol Pblications 2010
3. Smith Melanie Puczko, Laszzlo -Health and wellness Tourism, Chand &Co Publishers 2008
4. Connell John- Medical Tourism, ABS Books Publishers 2006
5. Sarngadharan- M.sunanadha-Health Tourism in India. Agarwal Publications 2001

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)
SEMESTER – IV
RESEARCH METHODOLOGY

Objectives

- *To aware of the fundamental ideas of Research.*
- *To get the knowledge of Philosophical Research*
- *To aware of the Research Problem&Design.*
- *To understand the Research Methodology.*
- *To get the knowledge of Format of Research work.*

Unit I Research: Meaning- Definition - Characteristics of Research- Techniques- Attitude and Motivations - Types of Research -General qualifications for Research- Proficiency in the Field of Research- Distinction between Project Dissertation and Thesis.

Unit II Nature and Scope of Philosophical Research-Research in the Area of Cultural Studies and Tourism-Special qualifications for Research in Philosophy- Capacity for High degrees of Generalization.

Unit III Research Problem – Research Design- Selection of a Topic, Freedom of choice- Collection of Data- Classification of Data- Reference work.

Unit IV Research Methodology-Analysis-Preparation of Research Thesis and Proposal- Use of foot notes- Spelling - Consistency- Word division –Punctuation- Periods, Computer applications for Research-Use of Computer- Internet in Research - Research Publication.

Unit V Format of Research work-Title- Preface- Table of Content- Abbreviation of titles cited- Introduction - Chapters - Conclusion-Appendices- Printing Paper Margin-Spacing – Head and Title - Page numbers- Bibliography.

Teaching outcomes

The students observe the fundamental ideas of Research.

The students understand the Philosophical Research.

The students analyze the Research Problem, Design, and Data Collections.

The students learn the Research Methodology.

The students understand the Format of Research work.

Suggested Readings

1. Ramachandran.T.P, The Methodology in Philosophy, University of Madras, Madras. 1984
2. Richard Veit, Christoher Gould and John. Macmillan Writing, Reading and Research, New York.1985
3. Kothari. C.R. Research Methodology, Methods and Techniques- New Age International. New Delhi.2004
4. Misra. R.P Research Methodology- Concept Publishing Company, New Delhi. 1989
5. Estelle M., Phillips and Pugh.D, How to Get a Ph.D., Viva Books Private Ltd., New Delhi. 1999
6. Joseph Gibaldi. MLA Hand book for writers for Research Papers- East West Private Ltd, New Delhi,1977.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

SEMESTER – IV

CONTEMPORARY INDIAN PHILOSOPHY

Objectives

- To aware of the Characteristics of Contemporary Indian Philosophy
- To get the Ideas of Swami Vivekananda
- To gain the idea of Saint Rmalinga, E.V.Ramasamy. B.R Amedkar
- To aware of Gandhian thoughts
- To grasp the knowledge of Dr. S. Radhakrishnan's philosophy

Unit I Characteristics of Contemporary Indian Philosophy -Impact of West-Role of Reason and Humanism- Social Religious conditions in 19th Century-Impact of Religious Reform Movements –Relevance of Contemporary Indian Thoughts.

Unit II Philosophical Ideas of Swami Vivekananda: Life and Thoughts-Concept of God Man,World, - Neo-Vedanta- Universal Religion- Ramana Mahrishi: Life and Views on Nature-World- Self and God.

Unit III Saint Ramalinga: *Anmaneya Orumaippadu- SatyaGnanaSaba Jivakarunyaozhukkam*-Compassion- E.V.Ramasamy: Self-Respect Movement- Women Rights- His views on Religion-B.R.Ambedkar: Social and Political view, Religious Ideas- New Buddhism

Unit IV Gandhi: Influences on Gandhi- Ahimsa-Satyagraha- Sarvodaya-Political Philosophy-Sri Arobindo: Integral Advaitism- Significance –Nature of Absolute-Involution-Evolution.

Unit V Dr. S. Radhakrishnan: Three ways of Knowing-Idealism- -K.C.Bhattacharya: Transcendental Idealism –Rabindranath Tagore: The Nature of God-Reality- Humanism- Jawaharlal Nehru: Views on Democracy-Secularism-Socialism.

Teaching outcomes

- The students know the contemporary issues in Philosophy.
- The students observe the Swami Vivekananda
- The students learn the thoughts of Saint Rmalinga, Periyar.E.V.Ramasamy, Dr.B.R Amedkar
- The students understand the *Gandhian thoughts*
- The students acquire the Dr. S. Radhakrishnan's philosophy .

Reference book

1. B.K.Lal -Contemporary Indian philosophy, Wisdom Publications 2007
2. S Diel Anita -Swami Vivekanntha ,complete work-(Vol.1to VIII) Everest Publishers 2000
3. Sri Aurobindo,Life divine, Alayam Publishing House 1997
4. V.D Naravane, Modern Indian thought, Golden Book House Pvt. Ltd.1992
5. Diel Anita, Periyar E.V.Ramasamy, Saratha Publications 1990

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER - IV
PERSONALITY DEVELOPMENT**

Objectives

- *To aware of various skills to Improve Personality.*
- *To get the knowledge of theory of Personality Development*
- *To aware of the Intelligence*
- *To get the idea of the Communications*
- *To aware of the traits of personality.*

Unit I Personality: Definition – Meaning - Factors of Personality -Traits of Personality -Types of Personality – Learning: Nature of Learning – Elements of Learning – Methods of Learning – Motivation: Classification of Motives – Theories of Motivation.

Unit II Theory of Personality Development - Moral Development - Reflective Morality - Conscience - Conduct and Character – Attention: Definition – Types of Attention – Role of Interest..

Unit III Intelligence -Definition - Nature of Intelligence -Theories of Intelligence - Factors of Intelligence – Aptitude – Communication: Essential of Communication – Effective Communication – Process – Types of Communication – Communication and Interpersonal behaviour.

Unit IV Yoga - Meaning -Yoga and Learning – Yoga and Remembering - Physical Fitness - Mental Health – Yoga *Asanas*- Yoga and Emotional Intelligence- Social Interaction.

Unit V Leadership – Definition: Meaning - Leadership Qualities -Types of Leadership – Theories of Leadership - Rights and Duties – Personality attributes of Leadership.

Teaching outcomes

- The students understand the Personality Development.
- The students learn the theory of Personality Development
- The students know the Factors of Intelligence
- The students observe the Yogic Methods.
- The students acquire the knowledge about the Leadership.

Suggested Readings

1. Lincorno and Eric ,A hand book of Educational Psychology, Imayam Publications 2006
2. S.K.Mongal, Educational Psychology, Penguin Books India 2012
3. AnitaWoodflok, Educational Psychology , Black well Publishing 2018
4. PatricicA. Alexandar and Philip.H. Educational Psychology. Atlandic Book Publishers 2006
5. Howord Gardner, Intelligence Everest Publications 1995

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER – IV
HOTEL MANAGEMENT**

Objectives

- *To aware of Hotel Industry*
- *To get the knowledge of the Accommodations*
- *To aware of the Front office Management.*
- *To get the idea of Principles of Cooking.*
- *To make the students aware of the House keeping.*

Unit I Hotels: Definition – Emergence of Hotels – Classification – Registration – Gradation – Hotel Ownership: Passive Ownership – Approval of Hotel project - Management concepts – Management Functions.

Unit II Accommodation: Primary Accommodation: International Hotels – Residential Hotel – Floating Hotels – Heritage Hotels – Resorts– Commercial Hotels – Secondary Accommodation: Motels – Caravan and Camping sites – Youth Hostels – Tourist Holiday Villages – I.T.C Hotels – Holiday Inns – Star Categories and their Facilities.

Unit III Front Office Management: Qualifications of Front office Staff – Methods of Hotel Reservation – Types of Registration – Record – Hotel Tariff – Importance of Interior Decoration – Banquets – Security – Financial Management – Accounts – Sales – Purchases – Human Resource Management in Hotels.

Unit IV Food and Beverage: Principles of Cooking - Tools for Cooking - Food Preparation Techniques – Food Preservation. Styles of Food Service: International – Indian: American – European – Continental – Tamilnadu Food styles- Traditional Food

Unit V Housekeeping: Meaning – Importance – Cleaning: Soft Floor - Hard Floor - Horticultural equipment Store - Control desk – Laundry - Uniform Storage – General Techniques for Housekeeping operations - Pattern for Housekeeping – Staffing.

Teaching Outcomes

- The students Understand the Hotel Industry.
- The students learn the Accommodations.
- The students know the Front office Management.
- The students learn the Principles of Cooking.
- The students gain the knowledge about the House keeping.

Suggested Readings

1. Y.P.Singh Effective Hotel Management, Anmol Publications, Vista International Publishing House 2008
2. P.S. Gill. Tourism and Hotel Management, Uppal Publications house,1989
3. Manish Rotti. Hotel Tourism and Hospitality Management, Har-Anand Publications 2006
4. V.K. Singh & J.M. Dewan. Hotel Management, Asia Publishing House,2009
5. Andrews Hotel Front Office Training, Motilal, Banarsidass Publications 2000

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

M.A., INDIAN CULTURE & TOURISM

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER - IV
PW - PROJECT WORK**

Subject Code: 17P4IPW	Credits: 4	External Marks: 75	Hours: 10
------------------------------	-------------------	---------------------------	------------------