

BOARD OF STUDIES

08.04.2024

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 Onwards)

RESOLUTIONS – PASSED



GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.

(Re-accredited with 'B++' Grade by NAAC & Affiliated to Bharathidasan University)

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM

Re-accredited with B++ Grade by NAAC & Affiliated to Bharathidasan University
PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM
M.A INDIAN CULTURE AND TOURISM
COURSE STRUCTURE UNDER CBCS (2023-2024) onwards
PG PROGRAMME

SEM	COURSE	Credit	Inst. Hours/week	Marks		Total
				Int.	Ext	
I	Indian Philosophy-CC-I	5	6	25	75	100
	Indian Culture -CC-II	5	6	25	75	100
	Tourism Resources in India – CC-III	4	6	25	75	100
	Travel Management— EC-I	3	6	25	75	100
	Saiva Siddhanta-EC-II	3	6	25	75	100
	Total	20	30	Total Marks`		500
II	Indian Culture-II CC-IV	5	6	25	75	100
	Tourism Management –CC-V	5	6	25	75	100
	Philosophy of Religion- CC VI	4	6	25	75	100
	Temple Administration – EC-III	3	6	25	75	100
	Visistadvaita- EC-IV	3	6	25	75	100
	Yoga and Health Tourism SEC-I	2	4	25	75	100
	Total	22	34	Total Marks		600
III	Western Philosophy- CC-VII	5	6	25	75	100
	Dravidian Culture- CCVIII	5	6	25	75	100
	Tourism Policy and Planning in India CC-IX	5	6	25	75	100
	Ethics –CC X	4	6	25	75	100
	Western Logic-EC-V	4	3	25	75	100
	Temple Arts SEC-II	2	3	25	75	100
	Internship/Industrial Activity	2				
	Total	27	30	Total Marks		600
IV	Research Methodology CCXI	5	6	25	75	100
	Contemporary Indian Philosophy CCXII	5	6	25	75	100
	Personality Development- ECVI	4	4	25	75	100
	Hotel Management- SEC-III	2	4	25	75	100
	Project With Viva- Voce	7	10	20	80	100

	Extension Activities	1				
	Total	24	30	Total Marks	500	
	Net Total Credits	93	120	Net Total Marks	2200	

COURSE PATTERN SUMMARY		
SUBJECT	TOTAL PAPERS	CREDITS
Core Courses	12	57
Elective Courses	6	20
Skill Enhancement Courses	3	6
Project with Via-Voce	1	7
Internship /Industrial Activity		2
Extension Activity		1
Total	22	93

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M.A., INDIAN CULTURE AND TOURISM

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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 Cultural Values
3. To have advanced ideas of Personality development.
4. To enhance understanding of Tourism resources.
5. To grasp the trends in Travel Management.

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M.A., INDIAN CULTURE AND TOURISM
(Effective for those admitted from 2023-2024 onwards)

Subject Code: 23P1I1	Credits : 5	External Marks :75	Hours: 6
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SEMESTER – I
CC-I INDIAN PHILOSOPHY

Objectives

- *To aware of the basic principles of Indian Philosophy.*
- *To get the Charvaka Epistemology.*
- *To gain the Knowledge of Samkhya Philosophy.*
- *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, Yajur and Atarvana Veda* – *Smriti* – *Sruti* – *Vedangas*- *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

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

Suggested Readings

1. Essentials of Indian Philosophy - M. Hiriyanna- Motilal Banarsidass Publishers. 1993
2. Introduction to Indian Philosophy - Datta & Chatterjee –Rupa Publication. 2007
3. Introduction 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 Philosophy J.N. Sinha- Motilal Banarasidass Publishers ,Delhi

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
I	23P111	CCI-INDIAN PHILOSOPHY								6	5
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	3	2	3	3	3	2.6
CO2	3	3	3	2	3	3	3	2	3	3	2.8
CO3	3	3	2	3	2	3	3	2	2	3	2.6
CO4	3	3	3	3	2	3	2	3	3	2	2.7
CO5	3	3	2	3	2	3	3	3	2	3	2.7
Mean overall score											2.68 (High

1 - Low *2 - Medium *3 - Strong

GOVERNMENT ARTS COLLEGE (AUTONOMOUS, KUMBAKONAM)

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code 23P1I2	Credits : 5	External Marks :75	Hours: 6
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SEMESTER – I CC-II 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:–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 Kharosthi script- Alexander's invasion and its effect on Indian culture.

UNIT-V Mauryas and Post Mauryas:Literary Sources: Asoka: 14 Major Rock Edicts-Mauryan Art- Architecture:Origin and Development of Stupas –Sanchi-Sarnath – Bharhut Stupas and Pillars-- Sculptures: Dhau 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

- Students know the origin of Indian Culture
- Students understand the Ancient Culture.
- Students know the Vedic and Later Vedic Age.
- Students learn the Religious Movements and Early dynasties.
- Students know the Maurya's Period.

Suggested Readings

1. K.P. Tiwari ,Foundations of Indian Culture, ModilalBenasidass Publishers 1998
2. AL.Basham, A Cultural History of India, Rupa Publications2010
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,Delhi
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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
I	23P1I2	CC-II INDIAN CULTURE–I								6	5
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	3	2	3	3	3	2.6
CO2	3	3	3	2	3	3	3	2	3	3	2.8
CO3	3	3	2	3	2	3	3	2	2	3	2.6
CO4	3	3	3	3	2	3	2	3	3	2	2,7
CO5	3	3	2	3	2	3	3	3	2	3	2.7
Mean overall score											2.68 (High
<div style="text-align: center;"> 1 - Low *2 - Medium *3 - Strong </div>											

1 - Low *2 - Medium *3 - Strong

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Subject Code:23P1I3	Credits : 4	External Marks :75	Hours: 6
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SEMESTER – I

CC-III TOURISM RESOURCES IN INDIA

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: Meaning- 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 -MoumtAbu-Sikhism: Golden Temple- Anandapur sahib (The Holy abode of PeaceIslam: 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 -Navagraha Temples-Chidambaram-Mahamaham at Kumbakonam.
- UNIT- V** Tourism Resources in Europe: Selective Destinations in America and Canada-Important Destinations in South East Asia: Selective Destinations in SAARC Countries -Vatikan City-Mecca-Seven Wonders of the World.

Teaching outcomes

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

Suggested Readings

1. India –A Travel Guide ,Aruna deshpane – 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 Voll&II-R Thandavan, Chand& co Publishers 2000

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
I	23P1I3	CC-III TOURISM RESOURCES IN INDIA								6	4
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	3	2	3	3	3	2.6
CO2	3	3	3	2	3	3	3	2	3	3	2.8
CO3	3	3	2	3	2	3	3	2	2	3	2.6
CO4	3	3	3	3	2	3	2	3	3	2	2,7
CO5	3	3	2	3	2	3	3	3	2	3	2.7
Mean overall score											2.68 (High

1 - Low *2 - Medium *3 - Strong

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Subject Code: 23P1I4EC	Credits : 3	External Marks :75	Hours: 6
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SEMESTER – I EC- I TRAVEL MANAGEMENT

Objectives

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

UNIT- I Travel Management: Meaning and Definition of Management -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 air 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- TourBrochure -Tour Packaging Management-Components of standard Package Tour-Significance of Package Tours -Factors Affecting-Financial Analysis andControl Technique used in Travel Trade.

UNIT-V Tourist Guide : Definition-Training-Duties-responsibilities-Educational Qualifications-Other Qualifications-Approval for Guides -Apprenticeship Training scheme- IATA: Training.

Teaching outcomes

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

Suggested Readings

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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course					HOURS	CREDIT			
I	23P1I4EC	EC- I TRAVEL MANAGEMENT					6	3			
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	3	2	3	3	3	2.6
CO2	3	3	3	2	3	3	3	2	3	3	2.8
CO3	3	3	2	3	2	3	3	2	2	3	2.6
CO4	3	3	3	3	2	3	2	3	3	2	2.7
CO5	3	3	2	3	2	3	3	3	2	3	2.7
Mean overall score											2.68 (High

*1 - Low *2 - Medium *3 - Strong

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Subject Code : 23P1I5EC	Credits : 3	External Marks :75	Hours: 6
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SEMESTER – I EC-II 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- Thiruvassagam 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 –Iruvinaioppu- Malaparipakam –Sathinipatam.

Unit -V Liberation–Nature of Liberation–Four stages of Liberation – Siddhas way
of Worship –Jivanmukti .

Teaching Outcomes

- Students observe the essence of Saiva Siddhanta.
- Students learn the values of Saiva Agamas.
- Students know about the Way of Liberation.
- Students understand the Saiva Siddhanata Epistemology.
- 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.Subburediyaar, saiva siddhantha Adippadaikal Saratha Publications 2001

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course					HOURS	CREDIT			
I	23PII5EC	EC-II SAIVA SIDDHANTA					6	3			
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	3	3	3	2.8
CO2	3	3	3	2	3	2	3	2	3	3	2.6
CO3	3	3	3	3	3	3	3	2	2	3	2.8
CO4	3	3	3	3	2	3	2	3	3	2	2.7
CO5	3	3	2	3	2	3	3	3	3	3	2.8
Mean overall score											2.74 (High)

*1 - Low *2 - Medium *3 - Strong

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Subject Code : 23P2I6	Credits : 5	External Marks :75	Hours: 6
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SEMESTER – II
CC-IV 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 Guptas Guptas: Sources –Literature- Education-Science –Grammar-Astrology-Medicine-Inscriptions -Important Monuments –Coins- Contributions of Harshavardhana- Contributionsof 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- Cholascontributions 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 Bhakthi Movement
 Kabir,Chaythanya, Thulasidasa and Mirabhai-Sufism in India- Cultural Contributions of Mughals- Akbar and his religious Policies –Administration – Literary contributions of Mughals- Important Mughals Architecture: Agra fort -Fatehpur sikri- Bulandarwaza- Tajmahal-Mughal Paintings-Music-Social Conditions-Mughal Garden

UNIT- IV Impact of West and Modernity
 Advent of West –Spread of Christianity- European Studies of India Asiatic Society –Bengal Renaissance- Socio Religious and Reform Movements: Aryasamaj, Brahmosamaj, Theosophical Society,Ramakrishna Mission- Impact of West on Culture.

UNIT- V Cultural Renaissance
 Indian Nationalism: Its necessity- Emergence of Nationalism- Swami Vivekananda, Gandhi– Cultural approaches of Renaissance in India.

Teaching outcomes

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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE		Title of the Course							HOURS	CREDIT
II	23P2I6		CC-IV INDIAN CULTURE II							6	5
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	3	3	3	2.8
CO2	3	3	3	2	3	2	3	2	3	3	2.6
CO3	3	3	3	3	3	3	3	2	2	3	2.8
CO4	3	3	3	3	2	3	2	3	3	2	2.7
CO5	3	3	2	3	2	3	3	3	3	3	2.8
Mean overall score											2.74 (High)

*1 - Low *2 - Medium *3 - Strong

GOVERNMENT ARTS COLLEGE (AUTONOMOUS, KUMBAKONAM.

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P2I7	Credits : 5	External Marks :75	Hours: 6
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SEMESTER – II

CC-V- 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 Organization.*

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.

UNIT-III Tourism Marketing: Features of Tourism Marketing- Tourism Promotion: Advertisement-Public Relation-Marketing strategy in Tourism and Service Industry -Sales Management in Tourism- -Human Resources Management in Tourism-Organizational Behaviour- Organizational Culture.

UNIT-I-V Tourism Finance: Sources of funds –Uses of funds-Financial Management in Tourism Industry-Financial Planning and Control-Significance of Finance in Tourism Industry.

UNIT-V Tourism Administration: Ministry of Tourism in India (ITDC-International Tourism Organization: UNWTO-PATA-TAAI-Ministry of Tourism Government of Tamilnadu. (TTDC)

Teaching outcomes

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

Suggested Readings

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 2023

RELATIONSHIP MATRIX												
SEMESTER	SUB CODE	Title of the Course									HOURS	CREDIT
II	23P2I7	CC-V- TOURISM MANAGEMENT									6	5
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	2	3	3	3	2.8	
CO2	3	3	3	2	3	2	3	2	3	3	2.6	
CO3	3	3	3	3	3	3	3	2	2	3	2.8	
CO4	3	3	3	3	2	3	2	3	3	2	2.7	
CO5	3	3	2	3	2	3	3	3	3	3	2.8	
Mean overall score											2.74 (High	

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P2I8	Credits : 4	External Marks :75	Hours: 6
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SEMESTER – II CC-VI 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, Art ,Philosophy -Religious Philosophy - Metaphysical Theories of Religion – Pantheism, Monotheism, Naturalism and Monism.

UNIT-II Foundations of Religious Belief: The Place of Reason, Revelation, Faith and Mysticism- Nature of Mysticism: Ineffability, Transiency, Purity - The Psychology of Religion.

UNIT-III Argument for the Existence of God : 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 – Absoluteness of Religions - Ramakrishana's Unity of Religion. Advaitic Unity of Religion - Dr. Radhakrishnan on Conversion, Toleration - Religion and Politics.

Teaching outcomes

- Students understand the Religious principle.
- Students learn the General views of Religion.
- Students know the proofs for the Existence of God
- Students know the Principles of Theism
- 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

RELATIONSHIP MATRIX												
SEMESTER	SUB CODE		Title of the Course								HOURS	CREDIT
II	23P2I8		CC-VI PHILOSOPHY OF RELIGION								6	4
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	2	3	3	3	2.8	
CO2	3	3	3	2	3	2	3	2	3	3	2.6	
CO3	3	3	3	3	3	3	3	2	2	3	2.8	
CO4	3	3	3	3	2	3	2	3	3	2	2.7	
CO5	3	3	2	3	2	3	3	3	3	3	2.8	
Mean overall score											2.74 (High	

*1 - Low *2 - Medium *3 - Strong

GOVERNMENT ARTS COLLEGE (AUTONOMOUS, KUMBAKONAM.
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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM
M.A., INDIAN CULTURE AND TOURISM
(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P2I9EC	Credits : 3	External Marks :75	Hours: 6
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SEMESTER – II
EC-III 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 Temple-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-Major Agamas- 108 -Saiva Agamas- 28 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- H.R.& C.E Board Act 1959.

Teaching Outcomes

- Students get the idea of Religion and its significance.
- Students understand the Religious Attitude and Practice.
- Students learn the Evolution of Temple
- Students know the Way of Worship
- 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 EndowmentAct (XII of 1959)

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
II	23P2I9EC	EC-III TEMPLE ADMINISTRATION								6	3
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	3	3	3	2.8
CO2	3	3	3	2	3	2	3	2	3	3	2.6
CO3	3	3	3	3	3	3	3	2	2	3	2.8
CO4	3	3	3	3	2	3	2	3	3	2	2.7
CO5	3	3	2	3	2	3	3	3	3	3	2.8
Mean overall score											2.74 (High)

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P2I10EC	Credits : 3	External Marks :75	Hours: 6
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SEMESTER – II EC-IV -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–*Upanishads and Bhagavat Gita-Vaishnavism* in Tamil traditions and Literature.

UNIT- II Traces of Vaishnavism in Epics – Incarnations (Avatars- *Puranas - Agamas - Vishnupurana and Bagavathapurana - Ramayana and Mahabharatha – Samhitas –Vaishnava Agamas: Pancharatra - Vaikanasa.*

UNIT- III Contributions of Alwars to the Development of Bhakti - *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- *Vyuhas--Brahma Parinamavada–Apprathaksiddhi – Dharmabuthagnana*

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

Teaching outcomes

- Students learn the essence of Visistadvaita.
- Students know the *Sources of Vaishnavism*
- Students understand the *Vaishnava Literature.*
- Students observe the *Contributions of Alwars*
- 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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE		Title of the Course							HOURS	CREDIT
II	23P2I10EC		EC-IV -VISISTADVAITA							6	3
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	3	3	3	2.8
CO2	3	3	3	2	3	2	3	2	3	3	2.6
CO3	3	3	3	3	3	3	3	2	2	3	2.8
CO4	3	3	3	3	2	3	2	3	3	2	2.7
CO5	3	3	2	3	2	3	3	3	3	3	2.8
Mean overall score											2.74 (High)

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P2I11SEC	Credits : 2	External Marks :75	Hours: 4
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SEMESTER – II

SEC-I YOGA AND HEALTH TOURISM

Objectives

- *To aware of the Yoga.*
- *To grasp the knowledge of Mental Health.*
- *To get knowledge of Yoga for Health.*
- *To aware of the Medical Tourism.*
- *To aware of the benefits of Yoga*

UNIT- I Yoga: Meaning and Definition -Scope of yoga-Aims of yoga- Various kinds of Yoga- Yoga and Meditation-Purification and Hygienic care of the Human Mind and Body-Health Tourism-Factors of 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 -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 Health benefits of Yoga-Psychological benefits of Yoga –life style andYoga-Health Tourism in Tamilnadu.

Teaching outcomes

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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
II	23P2I11SEC	SEC-I YOGA AND HEALTH TOURISM								4	2
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	3	3	3	2.8
CO2	3	3	3	2	3	2	3	2	3	3	2.6
CO3	3	3	3	3	3	3	3	2	2	3	2.8
CO4	3	3	3	3	2	3	2	3	3	2	2.7
CO5	3	3	2	3	2	3	3	3	3	3	2.8
Mean overall score											2.74 (High)

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P3I12	Credits : 5	External Marks :75	Hours: 6
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SEMESTER – III CC-VII- WESTERN PHILOSOPHY

Objectives

- To aware about 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 advanced Philosophical Ideas

UNIT-I A Survey of Greek Philosophy – Pre-sophistic Philosophy - Socrates: Problem of Knowledge - 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 est 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

- Students trace the Greek Philosophy
- Students learn the Medieval Western Philosophers
- Students know the Philosophy of Rene Descartes and Spinoza
- Students understand the Philosophy of John Locke and David Hume
- Students observe advanced 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. Berrand Russel -A History of Western Philosophy - Vikas Publishers 1976

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
III	23P3I12	CC-VII- WESTERN PHILOSOPHY								6	5
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	2	2	3	2	2.7
CO2	3	3	3	3	3	3	3	2	3	2	2.8
CO3	3	3	3	3	2	2	2	3	2	2	2.5
CO4	3	3	3	3	2	3	3	2	3	2	2.7
CO5	3	3	3	3	2	3	2	3	3	3	2.8
Mean overall score											(High

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P3I13	Credits : 5	External Marks :75	Hours: 6
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SEMESTER – III CC-VIII-DRAVIDIAN CULTURE

Objectives

- To aware of the foundations of Dravidian culture.
- To know the basic ideas of Dravidian People
- To get the ideas of Sangam Age.
- To aware of the Sociological approach to Dravidian Culture
- To get the idea of Dravidian Art 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-Cultural Ideas in Tholkappiyam.

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– Five fold divisions of Land -Tamil as classical language-Its Uniqueness-Muttamil: *Iyal, Isai, Natakam* Musical Instruments in Sangam period -Types of *Pann*- *Types of Ragas*. -.

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 of Thirukkural.

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

UNIT- V Dravidian Art and Architecture: Origin and Salient features –Rock Cut Temples-Structural Temples- Sculpture- Contributions of Pallavas-Cholas-Cheras- Pandyas- Nayaks- Arts-Classical and Folk dances-Music.

Teaching outcomes

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

Suggested Readings

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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
III	23P3I13	CC-VIII- DRAVIDIAN CULTURE								6	5
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	3	2	3	3	3	2.6
CO2	3	3	3	2	3	3	3	2	3	3	2.8
CO3	3	3	2	3	2	3	3	2	2	3	2.6
CO4	3	3	3	3	2	3	2	3	3	2	2,7
CO5	3	3	2	3	2	3	3	3	2	3	2.7
Mean overall score											2.68 (High)

*1 - Low

*2 - Medium

*3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023 - 2024 onwards)

SEMESTER – III

Subject Code : 23P3I14	Credits : 5	External Marks :75	Hours: 6
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CC IX- TOURISM POLICY AND PLANNING IN INDIA

Objectives:

- To observe the basic Principles of Tourism
- To understand the ideas of Planning
- To get the knowledge of the Development of Tourism
- To gain the knowledge of Emerging Concepts
- To acquire the ideas of trends in Tourism

UNIT- I Tourism Policy – Definition – Meaning- Objectives – Tourism Policy and National Development - Tourism Planning - Definition – Importance Role of Ministry of Tourism in Planning: (Financial Planning National Planning Regional Planning; Infrastrure Planning and Local Planning.

UNIT-II Principles of Tourism policy - Tourism; An Overview: Elements; Nature and Charatcterics. Typology of Tourism - Classification of Tourism – Tourism Network – Interdisciplinary Approaches To Tourism – Major Motivations and Determinant to Travel.

UNIT-III Tourism Impacts – Tourism Area Life Cycle (TALC Doxey's Index – Demonstration effect - Push and Pull Theory –Tourism System - Destination Preferences - Demand And Supply -Tourism Regulations - Domestic and International Tourism - Role of MNC's in Tourism Industry.

UNIT- IV Tourism Organizations – Role and Functions of the UNWTO, Ministry of Tourism Government of India - ITDC Development of Tourism TTDC - Tamil Nadu Tourism Development Corporation TAAI, IATA - Role of Public and Private Sector and NGO's in Tourism Planning.

UNIT-V Factors of Tourism Planning - Overview of Five Year Plans for Tourism Development -National Action Plan- Various National Tourism Polices - Sustainable Development Goals - Tourism Promotional Strategies - Code of conduct for Safe and Sustainable Tourism in India.

Teaching outcomes

- Students improve the basic Principles of Tourism
- Students realize the ideas of Planning
- Students acquire the knowledge about the Tourism Policies
- Students observe the Trends in Tourism
- Students realize awareness about the Tourism.

Suggested Readings

1. Travel Agents and Tourism - Merissen Jone.W
2. Principles and Methods of Scheduling Reservations - David. H. Howel
3. Travel Agency Management - Agarwal.
4. Professional Travel Management, Communication India - Geo, Chack.
5. Tourism Development Principles and Policies - A.K .Patia

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
III	23P3I14	CC IX- TOURISM POLICY AND PLANNING IN INDIA								6	5
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	2	2	3	2	2.7
CO2	3	3	3	3	3	3	3	2	3	2	2.8
CO3	3	3	3	3	2	2	2	3	2	2	2.5
CO4	3	3	3	3	2	3	3	2	3	2	2.7
CO5	3	3	3	3	2	3	2	3	3	3	2.8
Mean overall score											(High

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P3I15	Credits : 4	External Marks :75	Hours: 6
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SEMESTER – III

CC-X- ETHICS

Objectives:

- *To observe of the basic Principles of Ethics.*
- *To understand the ideas of Western Ethics*
- *To get the knowledge of Ethical theories.*
- *To gain the knowledge of Dharma.*
- *To acquire the idea of Various Ethics.*

UNIT- I Ethics :MeaningDefinition, Scope and methods Its Relation to other social sciences - Ethical concepts :Dharma : Meaning and Importance – Types of Karmas- Merit-Demerit – Virtue and Vice.

UNIT- II Ethics Theories ; Hedonism – Psychological and Ethics – Utilitarianism of Bentham and Mill, Intuitionism, Evolutionism, Idealistic Ethics, Kantian Ethics - Critique of Practical Reason- Theory of Moral Progress

UNIT-III Morality : Constitutional morality - Intuitional Morality - Customary Morality - Group Morality - Reflective Morality - Butler's Theory of Conscience - Social and Moral Institutions – Humanism.

UNIT-IV Ethical concepts: Buddhism and Jainism-Ethical concept of Tirukural - Ethical ideas
of Siddhars – Theories of Evil : Egoism and Altruism – Crime and Punishment
- Cyber Crime - Social Ethics : Freedom , Equality and Justices. .

UNIT-V Professional Ethics – Environmental Ethics – Media Ethics – Importance of Ahimsa and Compassion.

Teaching outcomes

- Students improve grasp *the basic Principles of Ethics*
- Students realize the ideas of western Ethics
- Students acquire the knowledge about the Ethical theories
- Students observe the Dharma.
- Students realize about the Various Ethics

Suggested Readings

1. Society, Crime and Criminal Careers - C. Gibbons
2. Social Philosophy - S. Gopalan
3. Samuthaya Thathuvam - G. Baskaran
4. Araviyal TamilNadu Text Book Society
5. A Manual of Ethics - Jadunath Sinha
- 6 Understanding of Ethics – Vibha Chadhurvedi

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE		Title of the Course					HOURS	CREDIT		
III	23P3I15		CC-X- ETHICS					6	4		
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	2	3	2	3	3	3	2.6
CO2	3	3	3	2	3	3	3	2	3	3	2.6
CO3	3	2	2	3	2	3	2	3	2	2	2.2
CO4	3	2	3	3	2	3	2	3	1	2	2.4
CO5	3	3	2	3	2	3	1	3	2	3	2.5
Mean overall score											2.46 (High

*1 –Low *2 - Medium *3 - Strong

GOVERNMENT ARTS COLLEGE (AUTONOMOUS, KUMBAKONAM.

Re-accredited with B++ Grade by NAAC & Affiliated to Bharathidasan University

PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P3I16EC	Credits : 4	External Marks :75	Hours: 3
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SEMESTER – III EC-VWESTERN 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 –Material 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
- Students understand the Propositional calculus
- Students grasp rules of Inference
- Students get a glance of Axiomatic system
- Students 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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE		Title of the Course							HOURS	CREDIT
III	23P3I16EC		EC-V WESTERN LOGIC							3	3
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	3	3	3	2	3	3	2.8
CO2	3	3	3	2	3	2	3	2	2	3	2.6
CO3	3	3	3	3	2	3	3	2		3	2.7
CO4	3	3	3	3	2	3	2	3	3	2	2.7
CO5	3	3	3	3	2	3	3	2	3	3	2.6
Mean overall score											2.68 (High)

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P3I17SEC	Credits : 2	External Marks :75	Hours: 3
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SEMESTER – III SEC-II -TEMPLE ARTS

Objectives

- To aware the knowledge of Temple Arts.
- To get the idea of Mauryan Arts
- To aware of the Kushan Arts
- To grasp the knowledge of Pallava, Chola Architecture.
- To understand the Structure of Temples in Vijayanagar

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 Stupa

UNIT- III Kushan Period – 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 —Chola Temples: - Thanjavur – Gangaikondacholapuram –Darasuram- Thirubuvanam– Pandya Art: Cave Temples –Temples at Kalugumalai-Structural Monuments of Pandyas.

UNIT- V Orissan Temples: Bhuvaneswar –Konarak –Chandhela Temple – Khajuraho – Temples of Rajasthan –Hoysala Temples: Halebid –Belur. Vijayanagar and Nayaks Temples: SriRangam- Madurai –Srivilliputhur - Temples at Krishnapuram- Subramanyaswami Temple at Tanjore Temple complex- Kumbakonam- Ramaswamy Temple.

Teaching outcomes

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

Suggested Readings

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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE		Title of the Course							HOURS	CREDIT
III	23P3I17SEC		SEC-II -TEMPLE ARTS							3	2
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	2	2	3	2	2.7
CO2	3	3	3	3	3	3	3	2	3	2	2.8
CO3	3	3	3	3	2	2	2	3	2	2	2.5
CO4	3	3	3	3	2	3	3	2	3	2	2.7
CO5	3	3	3	3	2	3	2	3	3	3	2.8
Mean overall score											(High

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P4I18	Credits : 5	External Marks :75	Hours: 6
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SEMESTER – IV CC XI-RESEARCH METHODOLOGY

Objectives

- *To aware of the fundamental ideas of Research.*
- *To get the knowledge of Philosophical Research*
- *To grasp 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 CulturalStudies 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-End note, Reference and Bibliography. Spelling - Consistency- Word division –Punctuation- Periods, -Use of Computer in Research- SPSS package -Internet in Research - Research Publication.

UNIT- V Format of Research work-Title- Preface- Table of Content- Abbreviation of titles cited- Introduction - Chapterization - Conclusion-Appendex- Printing Paper Margin-Spacing – Head and Title - Page numbers.

Teaching outcomes

- Students observe the fundamental ideas of Research.
- Students understand the Philosophical Research.
- Students analyze the Research Problem, Design, and Data Collections.
- Students learn the ideas of Research Methodology.
- 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.

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE		Title of the Course							HOURS	CREDIT
IV	23P4I18		CC XI-RESEARCH METHODOLOGY							6	5
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	3	3	3	2.8
CO2	3	3	3	2	3	3	3	3	3	3	2.7
CO3	3	3	3	3	2	3	3	3	2	3	2.8
CO4	3	3	3	3	2	3	2	3	3	3	2.8
CO5	3	3	2	3	2	3	3	3	2	3	2.9
Mean overall score											22.98 (High)

*1 - Low *2 - Medium *3 - Strong

GOVERNMENT ARTS COLLEGE (AUTONOMOUS, KUMBAKONAM)

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P4I19	Credits : 5	External Marks :75	Hours: 6
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SEMESTER – IV

CC-XII 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 Ramalinga, E.V.Ramasamy. B.R Amedkar
- To aware of Gandhian thought
- 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.
- UNIT- III** Saint Ramalinga: *Anmaneya Orumaippadu*- *Satyagnanasaba Jivakarunya Ozhukkam*-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 Aurobindo: 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

- Students know the contemporary issues in Philosophy.
- Students observe the Swami Vivekananda
- Students learn the thoughts of Saint Ramalinga, Periyar.E.V.Ramasamy,
- Students understand the *Gandhian thoughts*
- Students acquire the Dr. S. Radhakrishnan's Philosophy .

Suggested Reading

1. B.K.Lal -Contemporary Indian Philosophy, Wisdom Publications 2007
2. S Diel Anita -Swami Vivekanantha, complete work-(Vol.1 to VIII Everest Publishers 2000
3. Sri Aurobindo, Life divine, Alayam Publishing House 1997

4. V.D Naravane, Modern Indian Thoughts, Golden Book House Pvt. Ltd.1992
5. Diel Anita, Periyar E.V.Ramasamy, Saratha Publications 1990

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
IV	23P4I19	CC-XII CONTEMPORARY INDIAN PHILOSOPHY								6	5
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	2	3	2	3	3	3	2.6
CO2	3	3	3	2	3	3	3	2	3	3	2.6
CO3	3	2	2	3	2	3	2	3	2	2	2.2
CO4	3	2	3	3	2	3	2	3	1	2	2.4
CO5	3	3	2	3	2	3	1	3	2	3	2.5
Mean overall score											2.46 (High)

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P4I20EC	Credits : 4	External Marks :75	Hours: 4
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SEMESTER – IV

EC-VI- PERSONALITY DEVELOPMENT

Objectives

- To aware various views on Personality.
- To get the knowledge of theory of Personality Development
- To aware of the Intelligence
- To get the idea of the Communications
- To aware role of leadership in personalityDevelopment.

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 (Maslow’s need Hierachy theory and Mc Gregor’s X,Y Theory

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 andEmotional 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

- Students understand the Personality Development.
- Students learn the theory of Personality Development
- Students know the Factors of Intelligence
- Students observe the Yogic Methods.
- 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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course					HOURS	CREDIT			
IV	23P4I20EC	EC-VI- PERSONALITY DEVELOPMENT					4	3			
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	3	3	3	2.8
CO2	3	3	3	2	3	3	3	3	3	3	2.7
CO3	3	3	3	3	2	3	3	3	2	3	2.8
CO4	3	3	3	3	2	3	2	3	3	3	2.7
CO5	3	3	2	3	2	3	1	3	2	3	2.8
Mean overall score											2.76 (High)

*1 - Low *2 - Medium *3 - Strong

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PG. AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM

M.A., INDIAN CULTURE AND TOURISM

(Effective for those admitted from 2023-2024 onwards)

Subject Code : 23P4I21SEC	Credits : 2	External Marks :75	Hours: 4
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SEMESTER – IV **SEC-III- HOTEL MANAGEMENT**

Objectives

- *To aware of the ideas of Hotel Industry*
- *To get the knowledge of the Accommodations*
- *To aware of the Front office Management.*
- *To get the ideas 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

- Students Understand the Hotel Industry.
- Students learn the Accommodations.
- Students know the Front office Management.
- Students learn the Principles of Cooking.
- 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

RELATIONSHIP MATRIX											
SEMESTER	SUB CODE	Title of the Course								HOURS	CREDIT
IV	23P4I21SEC	SEC-III- HOTEL MANAGEMENT								4	2
COURSE OUTCOME	Programme outcome (POs)					Programme specific outcome (PSOs)					Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	2	2	3	2	2.7
CO2	3	3	3	3	3	3	3	2	3	2	2.8
CO3	3	3	3	3	2	2	2	3	2	2	2.5
CO4	3	3	3	3	2	3	3	2	3	2	2.7
CO5	3	3	3	3	2	3	2	3	3	3	2.8
Mean overall score											2.7 (High)

*1 - Low *2 - Medium *3 - Strong