

KARNATAKA FOLKLORE UNIVERSITY, GOTAGODI, SHIGGAVI



Regulations and Syllabus for

M.A . in Folk Tourism

(I to IV Semesters)

Master Degree Programme under Choice Based Credit System

(framed under section 43(1)(i) of KFU Act.2011)

**(Draft copy approved by the Finance Committee, Academic Council and
Syndicate of the University, in their meetings held on 3rd and 5th
November 2012, respectively)**

Regulations

Regulations Governing Post-Graduate Programme M.A. in Folk Tourism in the Faculty of Social Sciences under Choice Based Credit System

(Framed under Section 43(1)(i) of the K.F.U Act. 2011)

1.0 Title

The Regulations shall be called “Regulations Governing the Post-Graduate Programme M.A. in Folk Tourism in the Faculty of Social Sciences under the Choice Based Credit System” in Karnataka Folklore University, Gotagodi.

2.0 Commencement

These Regulations shall come into force from the date assented to by His Excellency the Chancellor.

3.0 Definitions

a In these Regulations, unless otherwise provided:

“Academic Council” means Academic Council of the University constituted according to the Karnataka Folklore University Act. 2011.

b “Board of Studies” means P.G. Board of Studies of the University, Adhoc/Combined and Steering Committees of Diploma Programmes in the discipline/subjects concerned.

c “Compulsory Course” means fundamental paper, which the student admitted to a particular Post-Graduate Programme, should successfully complete to receive the Post Graduate Degree in the concerned subject.

d ‘Course Weightage” means number of credits assigned to a particular course.

e “Credit” means the unit by which the course work is measured. One Credit means one hour of teaching work or two hours of practical work per week. As regards the marks for the course, 1 Credit is equal to 25 marks, 2 Credits are equal to 50 marks, 3 Credits are equal to 75 marks and 4 Credits are equal to 100 marks.

f “Cumulative Grade Point Average (CGPA)” refers to the cumulative Grade Point Averages weighted across all the semesters and is carried forward from first semester to subsequent semesters.

- g** “Degree” means Post-Graduate Degree.
- h** “Grade” is an index to indicate the performance of a student in the selected course. These Grades are arrived at by converting marks scored in each course by the candidate in both Internal Assessment and Semester-end Examinations.
- i** “Grade Point Average (GPA)” refers to an indication of the performance of the student in a given semester. GPA is the weighted average of all Grades a student gets in a given semester.
- j** “Open Elective Course” means a paper offered by a Department to the students of other Departments.
- k** “Post Graduate Programme” means semesterised Master’s Degree Programme excluding P.G. Diploma, under CBCS.
- l** “Specialization course” means advanced paper offered by a Department that a student of that Department can opt as a special course.
- m** “Student” means the student admitted to programmes under (k)
- n** “University” means Karnataka Folklore University, Gotagodi.

4.0 Minimum Eligibility for Admission

A candidate, who has successfully completed Bachelor’s Degree programme or any other Degree programme of this University or of any other University recognized as equivalent thereto by this University, shall be eligible for admission to the post Graduates Programmes provided the candidate also satisfies the conditions like the minimum percentage of marks and other eligibility conditions as prescribed by the University from time to time.

Admission shall be as per Government of Karnataka reservation policy and the directions issued in this regard from time to time.

5.0 Duration of the Programme

Unless otherwise provided, the duration of study for the Post-Graduate Degree Programme shall extend over a period of two consecutive academic years, each academic year comprising two semesters, and each semester comprising sixteen weeks with a minimum of ninety working days.

However, the students, who discontinue the programme after one or more semesters due to extraordinary circumstances, are allowed to continue and complete the programme with due approval from the

Registrar. Candidates shall not register for any other regular course other than Diploma and Certificate courses being offered on the campus during the duration of P.G. Programme.

6.0 Medium of Instruction and Evolution

The medium of instruction for all programmes except languages shall be English. However, the students may write the examinations in Kannada if so provided by the concerned Board of Studies.

7.0 Programme Structure

7.1 The students of Post-Graduate Programme shall study the courses as may be approved by the concerned Board of Studies, Faculty and the Academic Council of the University from time to time subject to minimum and maximum credits as outlined in these regulations.

7.2 No minimum mark is prescribed for internal assessment.

7.3 Internal assessment marks once awarded will hold good even if a candidate reappears for the examination.

8.0 Miscellaneous:

8.1 Students are required to take active part in the research / survey programmes arranged by the department.

8.2 Students are required to learn Typing, shorthand and Computer applications.

8.3 A student shall be considered to have satisfied the required attendance for each course if he / she has attended not less than 75% of the total number of instructional hours during the semester.

8.4 There is no provision for condoning shortage of attendance.

8.5 The students who do not satisfy the prescribed requirement of attendance shall not be eligible for the ensuing examination. Such candidates may seek admission afresh to the given semester.

8.6 Such of the candidates who have participated in State / National level Sports, NSS, NCC, Cultural activities and other related activities as stipulated under the existing regulations shall be considered for giving attendance for actual number of days utilized in such activities

(including travel days) subject to the production of certificates from the relevant authorities within two weeks after the event.

9.0 Examination

9.1 There shall be an examination at the end of each semester conducted by the University.

9.1.1 Unless otherwise provided, there shall be semester-end examination of 2/3 hours duration for 50/75/80 marks;

9.1.2 Every student shall register for each semester-end examination as per the University Notification by submitting duly completed application form through the proper channel and shall also pay the fees prescribed.

9.1.3 The Office of the Registrar (Evaluation) shall allot the Register Number to the candidate at the 1st semester-end examination. That will be the Register Number of the candidate for all subsequent appearances and semester-end examinations.

9.1.4 The Answer scripts shall be in the safe custody of the University for a maximum period of six months from the date of announcement of results. These shall be disposed off after six months.

9.1.5 The programme under CBCS is a fully carry-over system. A candidate reappearing for either the odd or even semester examinations shall be permitted to take examinations as and when they are conducted (even semester examination in even semester and odd semester examination in odd semester).

9.1.6 Candidates who have failed, remained absent or opted for improvement in any course / courses shall appear for such course / courses in the two immediate successive examinations that are conducted. However, in the case of the candidate appearing for improvement of their marks, the marks secured in the previous examination shall be retained, if the same is higher.

9.1.7 Candidates who desire to challenge the marks awarded to them, in the even semester-end examination, may do so by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 15 days from the announcement of results.

9.2 Semester-end Examination

- 9.2.1** There shall be a Board of Examiners to set, scrutinize and approve question papers.
- 9.2.2** The BOE shall scrutinize the question papers submitted in two sets by the papers setters and submit the same to the office to the Registrar (Evaluation).
- 9.2.3** The office of the Registrar Evaluation shall dispatch the question papers to the Departments/ P.G Centres/ Collages who shall conduct the Examinations according to the Schedule announced by the University.
- 9.2.4** The Chairperson of the Department/ Administrator of the P.G Center /Principal of the Collage shall appoint one of their full time course teachers as Post Graduate Programme (PGP) Coordinator who shall conduct the examinations.
- 9.2.5** Each answer script of the semester-end examination (theory and project report) shall be assessed by two examiners (one internal and another external). The marks awarded to that answer script shall be the average of these two evaluation. If the difference in marks between two evaluation exceeds 20% of the maximum marks, such a script shall be assessed by third examiner. The marks allotted by the third examiner shall be averaged with nearer awarded of the evaluations.
- Provided that in case the number of answer scripts to be referred to the third examiner in a course exceeds minimum of 5% or 20% of the total number of scripts, at the even semester-end examinations, such answer scripts shall be valued by the Board of Examiners on the date to be notified by the Chairperson of the Board of Examiners and the marks awarded by the Board shall be final.
- 9.2.6** Wherever dissertation / project work is prescribed in the even semesters of a programme, the same shall be evaluated by both internal and external examiners. The evaluation shall be as prescribed by the concerned Board of Studies.
- 9.2.7** In case of programmes with practical examination details of maximum marks, credits or duration may vary from Department to Department as specified by the concerned Board of Studies.
- 9.2.8** The Office of the Registrar Evaluation shall process and announce the results.

9.3 Evaluation

- 9.3.1 Each Course shall have two evaluation components - Internal Assessment (IA) and the Semester End Exams.
- 9.3.2 The IA component in a course shall carry 20% /25% / 50% and the Semester End Examination shall carry 80% /75% / 50% respectively. Courses having 20% /25% / 50% marks as internal assessment shall have 3/5 marks allotted to attendance. However, in case of project work, the distribution of marks for Internal Assessment and Examination shall be left to the discretion of the concerned BOS.
- 9.3.3 Marks for attendance shall be awarded to the students according to the following table. For courses carrying 50% of marks for IA, the attendance marks shall be:

Attendance (in percentage)	Marks
Above 90	3
Above 80 and up to 90	2
Above 75 and up to 80	1
75	No marks

- 9.3.4 Internal Assessment (IA) shall be based on written tests / assignments / seminars and / or any other instructional activity as specified by the concerned Board of Studies from time to time. However, the number of IA components per course per semester shall not be less than two.
- 9.3.5 The IA marks list shall be notified on the Department Notice Board as and when the individual IA components are completed and the consolidated list shall be submitted to the Office of the Registrar Evaluation before the commencement of semester-end examination, or as directed by the University.
- 9.3.6 The tests shall be written in a separately designated book supplied by the University which shall be open for inspection by the students after evaluation.
- 9.3.7 There is no provision for seeking improvement of Internal Assessment marks.
- 9.3.8 The IA records, pertaining to Semester Examination, shall be preserved by the department / Centres / Colleges for a period of one year from the date of semester examination. These records may be called by the University or a body constituted by the University as and when deemed necessary.

9.3.9 The dissertation / project work viva-voce shall be conducted by an internal and external examiner, combining it with that of evaluation of theory papers as far as possible.

10.0 Maximum duration for completion of the Programme

10.1 A candidate admitted to a post graduate programme shall complete it within a period, which is double the duration of the programme from the date of admission.

10.2 Whenever the syllabus is revised, the candidate reappearing shall be allowed for the examinations only according to the new syllabus.

11.0 Declaration of Results

11.1 The minimum for a pass in each course shall be 40% of the total marks including both the IA and the semester-end examinations. Further, the candidate shall obtain at least 40% of the marks in the semester-end examination. There is no minimum for the IA marks.

11.2 Candidates shall secure a minimum of 50% in aggregate in all course of a programme in each semester to successfully complete the programme.

11.3 Candidates shall earn the prescribed number of credits for the programme to qualify for the PG Degree.

11.4 For the purpose of announcing the results, the aggregate of the marks secured by a candidate in all the semester examinations shall be taken into account. However, Ranks shall not be awarded in case the candidate has not successfully completed each of the semesters in first attempt or has not completed the programme in the stipulated time (vide Regulation 5) or had applied for improvement of results.

12.0 Marks, Credit Points, Grade Points, Grades and Grade Point Average

12.1 The grade points and the grade letters to candidates in each course shall awarded as follows:

Percentage of Marks	Grade Points	Grade Letter
75 and above, up to 100.00%	7.50 to 10.00	A
60 and above but less than 75%	6.00 and above but less than 07.5%	B
50 and above but less than 60%	5.00 and above but less than 6.0	C
40 and above but less	4.00 and above but less	D

than 50%	than 05.00	
Less than 40.00%	Less than 4.00	F

12.2 **Credit Point (CP):** The Credit Point for each course shall be calculated by multiplying the grade point obtained by the credit of course.

12.3 **The award of Grade Point Average (GPA)** for any student is based on the performance in the whole semester. The student is awarded Grade Point Average for each semester based on the Total Credit Points obtained and the total number of credits opted for. The GPA is calculated by dividing the total credit points earned by the student in all the courses by the total number of credits of those courses of the semester.

12.4 **The Cumulative Grade Point Average (CGPA)** shall be calculated by dividing the total number of credit points in all the semesters by the total number of credits in all the semesters. The CGPA to date shall be calculated by dividing the total number of credit points in all semesters to date by the total number of credits in all the semesters to date.

CGPA for the I Semester=

Sum of the CP of the I Semester ÷ Sum of the credits of the I Semester

CGPA for the II Semester =

Sum of the CP of the I Sem. ÷ Sum of the CP of II Sem. ÷ Sum of the credits of the I Semester ÷ II Semester

CGPA for the III and IV Semesters shall be computed accordingly.

12.5 **The Grade Card** at each semester examination shall indicate the course opted by the student, the credit for the course chosen by the student, the credit points obtained in each course, the grade letter and the grade point average. No class shall be awarded for each semester and the same would only be awarded at the end of all the semesters based on Cumulative Grade Point Average.

12.6 **Class shall be awarded to the successful candidates based on the Cumulative Grade Point Average (CGPA) as specified below:**

Cumulative Grade Point Average (CGPA)	Class to be awarded
7.5 to 10.0	First class with Distinction
6.0 and above but below 7.5	First Class
5.0 and above but below 6.0	Second Class

13.0 **Miscellaneous**

a **Notwithstanding anything contained in these regulations, the semester system at post-Graduate level is hereby repealed.**

- b The provisions of any order, Rules or Regulations in force shall be inapplicable to the extent of its inconsistency with these Regulation.
- c The University shall issue such orders, instructions, procedures and prescribe such format as it may deem fit to implement the provisions of this Regulations.
- d The procedural details may be given by the University from time to time.
- e Any unforeseen problems / difficulties may be resolved by the Vice Chancellor, whose decision in the matter shall be final.

Annexure - I

Illustrative Model:

Grade Card

Programme: (Faculty of Social Sciences)

Name of the candidate:

Semester: I

Seat No:

Month & Year:

Course	Course code no	Credits	Max Marks	Mark Obtained	Semester Grade Point	Credit Points
Compulsory Courses						
• Course-I		04	100	60	6.00	24.00
• Course-II		04	100	74	7.40	29.60
• Course-III		04	100	43	4.30	17.20
• Course-IV		04	100	52	5.20	20.80
Specialisation Course						
Course-I		04	100	52	5.20	20.80
Open Elective Course						
Course-I		04	100	60	6.00	24.00
Total		24	600	341		136.40

GPA for I Semester = Total no. of CP ÷ Total no. of Credits=136.40/24.00=5.68

CGPA for I Semester = GPA = 5.68

Calculation of CGPA for II, III and the Final Semester

$$\text{CGPA for II Sem} = \frac{\text{CP (ISem)} + \text{CP (II Sem)}}{\text{Credits (I Sem)} + \text{Credits (II Sem)}}$$

$$\text{CGPA for III Sem} = \frac{\text{CP (ISem)} + \text{CP (II Sem)} + \text{CP (III Sem)}}{\text{Credits (I Sem)} + \text{Credits (II Sem)} + \text{Credits (III Sem)}}$$

$$\text{CGPA for the programme} = \frac{\text{CP (ISem)} + \text{CP (II Sem)} + \text{CP (III Sem)} + \text{CP (IV Sem)}}{\text{Credits (I Sem)} + \text{Credits (II Sem)} + \text{Credits (III Sem)} + \text{Credits (IV Sem)}}$$

(*CP: Credit Points)

Syllabus for M.A. in Folk Tourism

Paper No.	Title of the Paper	Credit Hours	Teaching Hrs. per Week	Marks		Scheme of Examination	
				Written Exam.	Internal Assessment	Total	Examination Duration
SEMESTER I							
1.1	Fundamentals of Tourism and Hospitality Management	4	5	80	20	100	3 Hours
1.2	Introduction to Tourism in India	4	5	80	20	100	3 Hours
1.3	Geography of Tourism	4	5	80	20	100	3 Hours
1.4	One language – French/ German/ Spanish /Hindi	4	5	80	20	100	3 Hours
1.5	Heritage of Karnataka	4	5	80	20	100	3 Hours
SEMESTER II							
2.1	Introduction to Folk Tourism	4	5	80	20	100	3 Hours
2.2	Tourism Development History, Organisation	4	5	80	20	100	3 Hours
2.3	Study of Tribal Culture	4	5	80	20	100	3 Hours
2.4	Karnataka Tourism OR Folklore Archives and Museums	4	5	80	20	100	3 Hours
2.5	Project Report and Viva	4	5	80	20	100	3 Hours
SEMESTER III							
3.1	Folk Cuisines and Beverages	4	5	80	20	100	3 Hours
3.2	Meetings Incentives Conferences and Exposition	4	5	80	20	100	3 Hours

3.3	Tourism Marketing and Promotion	4	5	80	20	100	3 Hours
3.4	Eco and Adventure Tourism OR Study of a Tribe	4	5	80	20	100	3 Hours
3.5	Human Resource Management in Tourism	4	5	80	20	100	3 Hours
SEMESTER IV							
4.1	Folk Medical Tourism	4	5	80	20	100	3 Hours
4.2	Introduction to Catering	4	5	80	20	100	3 Hours
4.3	Folk Performing Arts	4	5	80	20	100	3 Hours
4.4	Management of Tourism and Hotel Industries	4	5	80	20	100	3 Hours
4.5	One month on the job training and submission of report	4	5	80	20	100	3 Hours

Semester I

Paper 1: Fundamentals of Tourism and Hospitality Management

1.1 Introduction to Tourism and Hospitality Management – Definition, nature, important

components, travel technology, objectives and importance of Hospitality industry.

1.2 Tourism Industry – Types of Tourists – constituents of Tourism model

1.3 Basic concepts of Hotel Management – Types of Hotels, Ownership and Management,

Franchising and Marketing Staff

1.4 Hotel Organisation – Organisation of Hotels – Staff Organisation, Manager and Department Heads, Job Specification Staff

1.5 Organisation Structure of Tourism and Hospitality – Organisation, facilities, services,

Departments, Manager and communication

Reference Books

Negi, Jagmohan, ‘Professional Hotel Management’.

Sethi, Praveen, ‘Handbook of Modern Tourism’.

Ravila, ‘Tourism Management’.

Simha, S.C., ‘Tourism Management’.

Paper 2: Introduction to Tourism in India

Tourism in India

1. Tourism in History
2. Growth of Travel and Tourism in India
3. Tourist Accommodation
4. Study of important Tourist places of India

Tourism Resources

1. Cultural Resources, Visual Arts
2. Museums
3. Music – Classical, Folk, Tribal
4. Dance – Classical, Folk-Theatre
5. Living Arts – Indian Crafts

Reference Books

Majumdar R.C., Ray Chandhari H.C. and Dutta K: '*An Advanced History of India*', McMillan, 1967.

Negi, Jagmohan, '*International Tourism and Travel*'.

Seethi, Praveen, '*Tourism Today and Tomorrow*', Anmol Publications, New Delhi, 1999.

Malhotra R.K., '*Encyclopaedia of Hotel Management and Tourism*', Anmol Publications, New Delhi 1997.

Paper 3: Geography of Tourism

- 3.1.1 Geography – Definition – Concepts of Geography
 - 3.1.2 Importance of Geography in Tourism – Climatic zones – impact of weather and climate on Tourism
 - 3.1.3 Knowledge of International Dateline – Time zones – zonal Standard Time – Greenwich time
 - 3.1.4 Identification of Tourist Destinations on a map of India
 - 3.1.5 Identification of Tourist Destinations on a world map
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- 3.2 Basics of Tourism – Definition of Tourism
 - 3.2.1 Factors influencing tourism: historical, natural, socio-cultural and economic
 - 3.2.2 Motivating factors for undertaking tours: recreation, leisure, cultural
-
- 3.3 Tourism as Industry
 - 3.3.1 Tourism Development in India: Tourism
 - 3.3.2 Tourism Potential – Major Tourist centres in India
 - 3.3.3 Trends in Tourism Development

3.3.4 Importance of Tourism in the Economy of India

3.3.5 Problems and Prospects of Tourism in India

3.4.1 Intra – Structure and Support System

3.4.2 Accommodation & Supplementary Accommodation – other facilities and amenities

3.4.3 Tourism Circuits – short and longer destinations

3.4.4 Indian Hotel Industry

3.5.1 Geography of Tourism – its spatial affinity and locational dimensions

3.5.2 Physical, Cultural, historical and economic dimensions

3.5.3 Types of Tourism – Cultural, eco-ethno costal and Adventure Tourism

3.5.4 International Tourism – globalisation and its impact

3.5.5 Environmental laws

Paper 4: One language – French/ German/ Spanish /Hindi (Any one language)

4.1 Spanish

Unit 1: Grammar Lessons: Alphabet - Pronunciation - Article - Number - Gender – Adjective

Unit 2: Demonstrative Adjective – “Be” Verbs-Conjugation and application of regular verbs –

Gerund

Unit 3: Cardinal Numbers-Time-Weather-days of Week-Months of the year etc.

Unit 4: Writing Lessons: about myself and friend – description of home, city, family etc.

Unit 5: Basic Commercial Lessons: Introduction – Conversation in restaurant – conversation

in departmental stores

Books for Reference:

Nieves Garcia Fernandez and Jesus Sanchez Lobato, Sociedad Gennral Espanola, S.A., Madrid

4.2 French / German - I

Books prescribed (French)

Nouveau Sans Frontieres Vol. I(Units 1 and 2 only)

Oral Examination:

1. Dictation

2. Recitation

3. Reading

4. Conversation

Books prescribed (German)

Passwort Deutsch Band 1, Kurs and Übungsbuch, Klett Verlag

Oral Examination:

1. Dictation

2. Recitation

3. Reading

4. Conversation

By S. Bhattacharya, Frank Brothers & Co. Ltd.

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4.3 French / German - II

Books prescribed (French)

Nouveau Sans Frontieres Vol. I(Units 3 and 4 only)

Oral Examination:

1. Dictation

2. Recitation

3. Reading

4. Conversation

Books prescribed (German)

Passwort Deutsch Band 2, Kurs and Übungsbuch, Klett Verlag

Oral Examination:

1. Dictation

2. Recitation

3. Reading

4. Conversation

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Paper 5: Heritage of Karnataka

- 5.1 Nature and Antiquity of Karnataka Archaeological Sites – History and Cultural Contributions of Kadambas, Guptas, Mauryas, Chalukyas, Rashtrakutas, Hoysala, Sevara, Vijayanagara, Bahamani, Adilshahi**
- 5.2 Keladi, Wodeyars, Nayakas, Modern Karnataka, Unification Movement**
- 5.3 Religious Movements Shankara, Ramanuja, Madhvacharya, Virashaivism, Sufism and their Philosophier**
- 5.4 Literary Developments – Ancient, Medieval and modern Period, Vachana Sahitya; Dasa Sahitya**

References

- Narasimhamurthy A.V:Archaeology of Karnataka 1978**
- Desai P.B.Etal : A History of Karnataka 1970**
- Kamath, Suryanath : A Concise History of Karnataka 1997**
- Rajasekhara.S : Karnataka Architecture 1985**

Semester II

Paper 2.1: Introduction to Folk Tourism

- 2.1 Importance of Folk and Oral tradition in Understanding Indian Society**
- 2.2 Folklore as Alternative Knowledge System**
- 2.3 Folk art, music and Handicrafts**
- 2.4 Position of Folklore in the era of globalisation and marketing**
- 2.5 Folklore Tourism Vis-a-vis modern cosmopolitan Youth**

Paper 2.2: Tourism Development – History, Organisation

- 2.1.1 Business Travel – Introduction**
- 2.1.2 Hotel Industry – types of Hotels – Commercial Hotels, Residential Hotels, Floating
Hotels – youth Hostel**

- 2.1.3 Home stay**
- 2.1.4 Camping sites**
- 2.1.5 Government Tourist Agents**
- 2.2.1 Tourism Organisation – Role of Tourism Organisations, and their functions**
- 2.2.2 World Tourism Organisation (WTO)**
- 2.2.3 Travel Agent Association of India (TAAI)**
- 2.2.4 Universal Federation of Travel Agents Association (UFTAA)**
- 2.3.1 Tour Operator – Role, functions, types of Operator**
- 2.3.2 Guidelines to the recognised as Tour operator**
- 2.3.3 Organisation Structure in a Travel Agency**
- 2.3.4 Types of Tourism and Tour guides**
- 2.3.5 Job Structure in Travel Agency**
- 2.4 Any one case study**
- 2.4.1 Tourist Services**
- 2.4.2 Tourist guides – definition, duties**
- 2.4.3 Responsibility of a Tourist guide**
- 2.4.4 Categories of Tourist guides**
- 2.5.1 Guiding in Monuments**
- 2.5.2 Guiding in wild life parks**
- 2.5.3 Training of a Tourist guide**

Reference Books:

Books published by Archaeological Survey of India on sites.

Shakuntala Jaganathan, India-Travel Agent Manual, Dept. of Tourism, India

Paper 2.3: Study of Tribal Culture

- 3.1 Tribes in Karnataka and India**
- 3.2 Tribal Lifestyle, Culture and World view**

3.3 Role of Government in the development of Tribals

3.4 Study of any one tribe – soliga, Toda, Hasle, Kunali etc

3.5 Tribal Culture and Modernity

Reference Books

Bose, Nirmal Kumar, '*Tribal life of India*', NBT of India, New Delhi 1971.

ನಾಗೇಗೌಡ ಎಚ್. ಎಲ್, 'ಗಿರಿಜನ ಪ್ರಪಂಚ'.

ಪ್ರಭಾಕರ ಎ.ಎಸ್., 'ಬುಡಕಟ್ಟು ಬದುಕಿನ ಸ್ಥಿತ್ಯಂತರಗಳು', ಪ್ರಸಾರಾಂಗ, ಹಂಪಿ

ಪ್ರಭಾಕರ ಎ.ಎಸ್., 'ಬುಡಕಟ್ಟು ಅಭಿವೃದ್ಧಿ ಮೀಮಾಂಸೆ', ಪ್ರಸಾರಾಂಗ, ಹಂಪಿ

Paper 2.4: Karnataka Tourism

Unit 1: Introduction History of Karnataka, (Political, Religious and Cultural) District Information Population Demographic Study, Natural Resources Climatic Conditions

Unit 2: Important Historical Places – World Heritage Sites in Karnataka; Important Tourist Places of Karnataka: Aihole, Badami, Pattadakal, Mahakuta, Lakkundi, Banavasi, Belur, Halebidu, Hampi, Gulbarga, Firuzabad, Bidar, Bijapur, Srirangapattana, Mysore

Unit 3: Tourism Development in Karnataka and Tourism Policy – Role of State Government in promoting Tourism - Role of K.S.T.D.C., Package Tours, K.S.T.D.C., Master Plan

Unit 4: Fairs and Festivals of Karnataka – Mysore Dasara, Bangalore, Karaga, Melukote, Vairamudi, Hampi Utsav, Kadamba Utsav, Chalukya Utsav, Navaraspur Utsav, Kittur Utsav and other Utsavs in Karnataka

Customs, Traditions and Cuisines of Karnataka

Unit 5: Wild life, Hill Stations, Waterfalls and Beaches - Adventure Tourism

Unit 6: Kannada Literature – Perspective view of Kannada Literature

Reference Books:

K.R. Basavaraja, '*History and Culture of Karnataka*', Dharwad, 1984.

Karnataka Sangathi, Kannada Development Authority, Bangalore.

A Hand Book of Karnataka – 2005.

H.S. Krishnaswamy, 'Avalokana, A compendium of Karnataka's Heritage Directory of Kannada and Culture, Bangalore, 1985.

B.S. Badami, 'Impact of Tourism in South India', Commonwealth Publishers, New Delhi, 1997.

S. Rajasekhara, 'Karnataka Architecture', Dharwad, 1985.

Practicals

- 1. Draw Karnataka Map, locate important tourist places of Karnataka, Hill Stations etc.,**
- 2. Collecting details of Fairs and Festivals of Karnataka**
- 3. Collecting details of Kannada Literature**
- 4. Art and Crafts of Karnataka**
- 5. Collecting details of Music and Dance Forms of Karnataka**

OR

Paper 2.4: Historical and Folklore Archives and Museums

- 1. Necessity for Historical museums and archives, and their importance**
- 2. Classification and categorisation of materials on display**
- 3. Study of Folk Material Culture**
- 4. A Report on a visit to a Museum or an Archive -**

- Mysore University, Janapada Sangrahalaya**
- Ramanagara Jaanapadaloka**
- Manjusri Sangrahalaya, Dharmstala**
- Mysore Palace and Museum**
- Govind Pai Sanshodhana Kendra, Udupi**
- KTC Archives, Mangalore**
- Tippu Sultan Museum, Srirangapatna**

Paper 2.5: Project Report and Viva

Semester III

Paper 3.1: Folk Cuisine and Beverages

- 1. Varieties of food and cuisine in India**
- 2. Preparation of food from the regionally available materials – variety of ingredients**
- 3. Marketability of Folk cuisine and beverages in the light of beverages**
- 4. Method of preparation of folk food and beverages**
- 5. Threat to folk cuisine from International competition.**

Paper 3.2: Meetings Incentives Conferences and Exposition (MICE)

Unit 1: Initial planning – planning a meeting –purpose –visualization-organization-timings-seasons-weather conditions- critical path-function sheet – meeting environment-preliminary meeting - co – ordination-time and date.

- Unit 2: The Budgeting and Fiscal Management – sources of funding-location-Site selection – Locational requirements – Hotel-Conventional Centers – Contracts-Suppliers and Services- Food and Beverages.**
- Unit 3: Facilities-Stage Management- Sound System- Audio Visual facilities – Lighting – Accommodation and Housing – Transportation – Entertainment – Registration and Site Management – Gifts and Mementos.**
- Unit 4: Special events – family friends – sports-cultural-Corporate-National-International Event Promotion-Publicity-Communication-Professionalism – Emergencies – Safety and Security.**
- Unit 5: Understanding Trade Fair and Exhibition – Objectives-Functions-Benefits-exhibits- corporate sectors and business traveller – incentive travel – Linkage with Tourism Incentive to achievers – Kinds of Incentives – Rewards and Recognition**

Internal Assessment

Books for Reference:

Event Planning – Mr. Juddy Aleens

Planning successful meeting and events – Anhj – Boehme

Meeting Spectrum – Rudi R. / Right B

Meeting conventions and exposition and introduction to industry – Rhonda J. Montgomery and Sandra R. Strick

Paper 3.3: Tourism Marketing and Promotion

- Unit 1: Definition and Principles of Marketing, Philosophy and Process of Tourism Marketing**
- Unit 2: Structure and Characteristics of Tourist Industry, Analysis of Demand, decision process for buying, consumers needs, consumers market segmentation.**
- Unit 3: Market Research: Marketing max. Tourist products (brandname, differentiation, product analysis new products product life cycle particulars of the tourist products) price (demand-elasticity, steady pricing, price formation price difference and methods of prices determinations) distribution (distribution channels, middleman politics)**
- Unit 4: Promotion and Communication of marketing system-Advertising and public relations, sales promotions and merchandising, Broachers and other printed materials, politics)**

Unit 5: The Economic Impacts of Tourism: Direct, Indirect, induced and negative the measurement of economic impact multiplier meaning and types. (investments, Employments and tourism multiplier) linkages, Leakages.

Internal Assessment

Books for reference:

Sethi Praveen, 'Tourism Today and Tomorrow', Anmol Publications, New Delhi, 1999.

Malhotra R.K., ' Encyclopaedia of Hotel Management & Tourism', Anmol Publications, New Delhi, 1997.

Suhita Chopra, ' Tourism and Development in India', Ashish Publications, New Delhi, 1991

Ratandeep Singh, ' Tourism Today Vol-I, II Kanishka Publications, New Delhi, 1994.

Christopher. J. Hollway, Chris Robinson, Marketing for Tourism.

S.M. Jha., The Services Marketing HPH, Bombay, 1964.

Premanath Seth, successful Tourism Marketing, Sterling, 1987.

Witt Montinho, Tourism Marketing and Management, Prentice Hall, 1990.

Pilgrimage Tourism marketing strategy with special reference to Mata Vaishnavi Devi Suvine & Mawa, Sushma - 2004.

Tourism in the Economy of Madhya Pradesh, by Dube Raju, 1987.

Paper 3.4: Eco-Tourism and Adventure Tourism

Unit 1: Eco-Tourism

Introduction - Importance of Eco-Tourism

Eco-Tourism Spots in Karnataka

Unit 2: Hill Stations of Karnataka

Introduction - Important Hill Stations of Karnataka, Tourist facilities

Unit 3: Wild life Sanctuaries and National Parks

Introduction - Important Wild Life Sanctuaries and National Parks of Karnataka -

Detailed study of Flora and Fauna - Importance of Wild Life Sanctuaries and National Parks in promoting Tourism

Unit 4: Adventure Tourist Spots of Karnataka

Introduction - Types of Tourist Spots-air, land and water-facilities available

Unit 5: Environmental Protection

Legal aspects of Environmental Protection, Legal Provisions,- The Wild Life Protection Act-1972, The Conservation Act-1980, and The Environment Protection Act - 1986.

Practicals

- 1. Collecting the details of important wild life Sanctuaries and National parks of Karnataka**
- 2. Identify the Places for adventurous activity in Karnataka.**
- 3. Field visit.**
- 4. Visit any of the important tourist place and collect the tourism information both domestic and international (ex. Mysore)**
- 5. Prepare an itinerary to conduct tour programme in Karnataka.**

Books for Reference:

A Handbook of Karnataka - 2005

Benny Joseph:Environment Studies, Tata Mc-Graw Hill

Paper 3.5: Human Resource Management (Manpower Planning)

Unit 1: Meaning and scope of HRM-PM-HRM-HRD-Role of HR Managers-organization of HR department, HR policies-objectives and functions.

Unit 2: Manpower planning-Job Analysis, Job description, Job specification and Job Evaluation, Methods, Job Rotation.

Unit 3: Recruitment - Sources - Selection - methods - Interview, Induction.

Unit 4: Training and Development - Importance of Training-methods, Career Development- steps in individual Career Development, Incentives-Empowerment.

Unit 5: Performance Appraisal - Types-TQM in HR, Transfer-Promotions-Demotions- Separations.

Internal Assessment

Books for Reference:

Subba Rao: Human Resource Management

Keith Davis: Human Resource Development

C.B.Memoria: Personal Management and Industrial Relations

M.V.Moorthy : Human Resource Management

Biswanath Ghosh : Human Resource Development and Management

K.S.Aswathappa : Human Resource Management

Semester IV

Paper 4.1: Folk Medical Tourism

4.1 Importance of Folk Medicine- An Introduction-Socio-Economic and Theological background

4.2 Kinds of Folk Medicine - Ayurveda, Yoga, Naturopathy and other indigenous system

4.3 Methods of Treatment - witchcraft - shanons and priests, pharmacists

4.4 Remedies - Animal, Plant and mineral products

4.5 Folk medicine and modernity

Paper 4.2: Introduction to Catering

Unit 1: Catering Establishments

Types, Organization, Cuisines and Wheat and flour Quality Bread flour, Biscuits floor, Cake flour, basin floor, leavening agents.

Unit 2: Basic Preparation of Stocks,

Appetisers, Salads, Soups, Sauces

Unit 3: Principles of Menu Planning

Types, Planning a menu for various occasions, Bakery and Patisserie and Kitchen Management, Bakery Organization, Kitchen Planning and Purchasing control and Portion Control

Unit 4: Food Production Management

Pulses, Cereals, Vegetables, Fruits and nuts, Fat and Oils, and Milk and its products Recipes, Eggs, Meat and Poultry, Fish & Seafood, Beet, Veal and game Recipes

Unit 5: Food Preservation - Vinegar, Sauces, Pickles, Flavours, Essences, Colours used in production Industry.

Practicals

Preparation of dishes based on the above contents and preparation of Journals.

Reference Books:

Modern Cookery Vol 1 and vol 2 Thangam Philip

Theory of Cooking - Molihi Seth

Theory of Cookery - Krishna Arora

.Profession Chef

Cook book - Encyclopaedia.

Dennis Lillicrop : Food and Beverage Service

Vijay Dhawan : Food and Beverage Service

Gagchi and Anita Shooke : Front Beverage Service

Paper 4.3: Folk Performing Arts

4.3.1 Folk v/s Classical performing Arts - Indoor and Outdoor

4.3.2 Different performing Arts of Karnataka - Dodddata, Sannata, Mudalapaya, yakshagana, Parijata etc

4.3.3 Ritual performing Arts - Bhutaradhane, Chaudike, Virabhadra, Gondala etc

4.3.4 Performing communities and folk Epics - Manteswami, Malai Madeshwara, Mailaralinga, Yellamma etc

4.3.5 Present position of performing arts in the background of globalisation.

Paper 4.4: Management of Tourism and Hotel

Unit 1: The concept of professionalism in Hotel and tourism industries, objectives, strategies and policies, post operational control, profitability, customers satisfaction, operational concept -methods of operation-Management by objectives, Management by Result-modern tools of management.

Unit 2: Principles and concepts of Hotels and Tourism-Application-Hotel Guest Relationship-Tourism Demand-Records-Consumer Protection Hygiene in Food and Beverages-International Laws-Death in Hotels.

Unit 3: Designing and construction of Hotels and Tourism Agencies-Planning-Construction Modules-Different designs and structure standards-Accommodation- Code of conduct for tourist-increasing occupancy room rates in India-Comparison with other countries-Code of Conduct for Tour Operator

Unit 4: Hospitality Maintenance and Hygiene-Goals and Objectives-Preventive Maintenance-life operation-Central AC Control system First Aid Organization Structure Health care-Food service operation and its hygiene-Hygiene of kitchen and restaurant.

Unit 5: Hotel Tourism Information Technology -Hotel Guide-with star categories-Information and Telecommunication and Technology - ITT-Computer Reservation system-small and medium Tourism Enterprises. (SMTE)-Tourism Services.

Internal Assessment

Books for Reference

Jagmohan Negi : Professional Hotel Management

Singh Y.P : Effective Tourism Management

Ratti Manish : Hotel, Tourism and Hospitality Management

Paper 4.5 One month on the Job Training and submission of reports, Evaluation and Viva