

**M.A. HISTORY AND TOURISM
(REGULAR)**

w.e.f. 2019-20

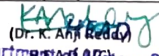
Scheme of Instruction and Examination



**DEPARTMENT OF HISTORY
MAHATMA GANDHI UNIVERSITY,
NALGONDA - 508254**

DEPARTMENT OF HISTORY , MAHATMA GANDHI UNIVERSITY, NALGONDA - TELANGANA STATE
DETAILS OF COURSES FOR POST-GRADUATION IN MASTER OF ARTS IN HISTORY & TOURISM w.e.f 2019-20 Academic Year

I SEMESTER				II SEMESTER				III SEMESTER				IV SEMESTER			
s.NO	Course	Teaching Hours	Credits	s.NO	Course	Teaching Hours	Credits	s.NO	Course	Teaching Hours	Credits	s.NO	Course	Teaching Hours	Credits
1	History of India (From Earliest times to 1000A.D)	5	5	1	History of India(1000-1757A.D)	5	5	1	History of Modern India(1757-1950 A.D)	5	5	1	Historiography and Historical Method	5	5
2	History and Culture of Telangana (From Earliest times to 1000A.D)	5	5	2	History and Culture of Telangana (From 1324 to 1948A.D)	5	5	2	History and Culture of Modern Telangana (From 1948-2014 A.D)	5	5	2	Tribal and Peasant Movements in Colonial India (1800-1950 A.D)	5	5
3	History of Modern World(1453-1870A.D)	5	5	3	History of Modern World(1871-1956A.D)	5	5	3	Business Communication	5	5	3	Contemporary Issues in Tourism	5	5
4	Tourism Management	4	4	4	Travel and Accomodation	4	4	4	A. History of Science and Technology in Modern India (1857-1947 A.D)/ B. History and Culture of the Kakatiyas/ C. History of Contemporary India (1947-2000 A.D)	4	4	4	A.Art and Architecture of Telangana/ B.Dalit Movements in Colonial India(1800-1950 A.D)/ C.Women Movements in Modern India(1800-1950 A.D)	4	4
5	Tourism Products	4	4	5	Tourism Marketing	4	4	5	A.Hospitality Management/ B.Entrepreneurship/ C.Ecology, Environment and Tourism	4	4	5	A.Tourism Development/ B.Organisational Behavior/ C.Human Resource Management in Tourism	4	4
6	Seminar	2	2	6	Seminar	2	2	6	Seminar	2	2	6	Seminar	2	2
7	Communicative English & Soft Skills	2	2	7	Human Values & Professional Ethics	2	2	7	Open Elective	4	4	7	Open Elective	4	4
	Total	27	27		Total	27	27		Total	29	29		Total	29	29


 (Dr. K. Anil Reddy)
 Department of History & Tourism
 Mahatma Gandhi University
 NALGONDA-508 254. (T.S.)

MAHATMA GANDHI UNIVERSITY
(As per TSHCE Model)
Scheme of Instruction and Examination
Titles of B.A. History (Regular) (CBCS) Syllabus w.e.f. 2019-2020

Year	Semester	DSC/GE/ DSE/SEC	Paper	Title	Credits	Hours
I	I	DSC*101	Paper - I	History of India (From Earliest Times to c.700 CE)	5	5
	II	DSC201*	Paper – II	History of India (c.700 -1526 CE)	5	5
II	III	DSC*301	Paper – III	History of India (1526-1857 CE)	5	5
		SEC-I	Paper-I	Historical and Cultural Tourism	2	2
	IV	DSC401*	Paper - IV	History of India (1858-1964 CE)	5	5
		SEC-II	Paper-II	Archives and Museums	2	2
	GE**	Open Stream	Indian National Movement (1857-1947 CE)	4	4	
III	V	DSE-501*	Elective-A	History of Modern World (1453-1964 CE)	5	5
			Elective-B	Tourism and Culture	5	5
	VI	DSE601*	Paper – A	History and Culture of Telangana (From Earliest Times to 2014 CE)	5	5
		DSE601*	Paper – B	Islamic History	5	5
		***Optional		Ancient Civilizations	4	4

* DSC (Discipline Specific Course), SEC (Skill Enhancement Course) & DSE (Discipline Specific Elective) for Students of History.

** GE (Generic Elective) or Inter-Disciplinary Course for Students of Social Sciences other than History.

*** Optional

Head


Chairman, Board of Studies

M.A. (HISTORY AND TOURISM)
SEMESTER - I
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER - I

HISTORY OF INDIA (From Earliest Times to 1000 A.D)

- Unit-I: Sources of Ancient Indian History - Archaeological Findings- Inscriptions - Coins - Literary Sources - Travel Accounts - Historical Interpretation of Ancient Indian Culture and Tradition-Orientalist - Colonial Imperialist - Nationalist and Marxist.
- Unit-II: Geography and History: The Physical Features and Their Influence on the Course of Indian History - Pre-history to History - Social Formation - Material Culturés of Pre-Harappan Ages in the Indian Sub-continent - Harappan Civilization - Extent; Town Planning; Social Conditions; Economy and Religion - Decline.
- Unit-III: Vedic Period - Original Home of the Aryans; Political, Social, Economic and Religious Life in the Early Vedic Period; Developments in the Later Vedic Period; Jainism and Buddhism - Causes Responsible for the Rise of New Religions - Life and Teachings of Mahavira - Life and Teachings of Gautama Buddha; Greek Invasion; Political Conditions on the Eve of Alexander's Invasion; Alexander's Invasion and Its Impact.
- Unit-IV: The Mauryan Empire: Conquests of Chandragupta Maurya- Ashoka's Dhamma-Administration under the Mauryas-Art and Architecture - Decline; Kanishka and his Achievements - Contribution to Buddhism; The Gupta Empire - Achievements of Samudragupta and Chandragupta II - Social - Economic - Cultural and Scientific Developments under Guptas.
- Unit-V: The Age of Vardhanas: Campaigns of Harsha Vardhana - Administration - Literary and Religious Activities of Harsha Vardhana; The Rajputs: Origin of the Rajputs - Polity, Society and Culture under the Rajputs; Advent of Islam and Its Impact on Indian Society - Bhakti Movement- Sufism - Alwars - Nayanars in South India - Their Contributions.

REFERENCE BOOKS:

1. *The Cambridge History of India, Vol-I.*
2. V.A. Smith: *Asoka.*
3. Altekar A.S.: *State & Govt. in Ancient India.*
4. Mukerji L.W.: *Asoka.*
5. Romila Thaper: *Asoka.*
6. R.C. Mazumdar: *Advanced History of India.*
7. Romila Thaper: *History of India, Vol. I & II.*
8. B.N.Luniya: *Cultural History of Ancient India.*
9. A.N.Sastry: *Comprehensive History of India.*

M.A. (HISTORY AND TOURISM)
SEMESTER – I
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER - II
HISTORY AND CULTURE OF TELANGANA
(From Earliest Times to 1000 A.D)

- Unit-I:** Sources – Historical Geography of Deccan – Telangana – Pre-History of Telangana – Paleolithic and Neolithic Age – Topography – Ecology Environment and Culture.
- Unit-II:** Ancient Telangana - Satavahanas – Post-Satavahan Dynasties – Ikshvakas and Abhiras – Society – Economy – Religion and Culture – Art and Architecture.
- Unit-III:** Vakatakas – Vishnukundins – Ranadurjayas – Society – Economy – Religion – Language – Literature – Art and Architecture.
- Unit-IV:** Origin of Chalukyas – Badami – Rastrakutas – Kalyani Chalukyas and their rule over Telangana – Mudigonda – Vemulawada Chalukyas – Society – Economy – Religion – Language – Literature – Art and Architecture.
- Unit-V:** Kakatiyas – Origin – Early Kakatiyas and Later Kakatiyas (Ganapathideva to Prataparudra) – Administration – Society – Economy – Agriculture – Irrigation – Trade and Commerce – Literature – Art and Architecture.

REFERENCE BOOKS:

1. B.N. Sastry, *Golkonda Charitha-Samskruthi Sasanalu* (Telugu).
2. B.N. Sastry, *Recharla Padmanayukulu* (Telugu).
3. N. Venkataramanayya, *The Chalukyas of Vemulawada*.
4. Sunki Reddy Narayana Reddy, *Telangana Charitra* (Telugu).
5. G. Yazdani, *Early History of Deccan*, 2 Vols.
6. K. Gopalachary, *Early History of Andhra Country*.
7. K. Satyanarayana, *A Study of History and Culture of Andhras*, Vol. I & II.
8. M. Rama Rao, *Andhra through the Ages*.
9. Parabrahma Sastry, *The Kakatiyas*.
10. Suravaram Pratapareddy, *Andrula Sanghika Charitra* (Telugu).
11. Terala Satyanarayana Sarma, *Rachakonda Charitramu* (Telugu).

M.A. (HISTORY AND TOURISM)
SEMESTER – I
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER – III
HISTORY OF MODERN WORLD (1453-1870 A.D)

- Unit-I:** The Revival of Classical Age – Brief Survey of Developments in the 15th Century - Spirit of Renaissance – Its Social and Intellectual Roots – Significance – Literature and Cultural Contribution – Scientific Knowledge and Intellectual Thought – Reformation and Counter Reformation Movements in Europe – Its Importance – Geographical Discoveries – Merchantalism and Commercial Revolution – Early Colonial Empires by Spain and Portugal – Incorporation of Latin America, Africa and Asia – Emergence of World Economic Systems.
- Unit-II:** Rise of Nation States in Europe – England – France Spain – Austria – Russia – Prussia – Autocracy – Enlightened Despotism - Absolutism – Feudalism in Europe and Asia – A Comparative Perspective – Socio- Economic Structures – Administrative Institutions.
- Unit-III:** Colonialism in the 18th Century America – American War of Independence – Causes - Course and Consequences – French Revolution – Causes - Course and Results - Napoleon – Congress of Vienna Revolutions in Europe 1830-1848 – Their Significance – Transition from Feudalism to Capitalism.
- Unit-IV:** Industrial Revolution – Its Causes – Inventions – Consequence – Rise of Industrial Capitalism - Labour and Socialist Movements – Colonialism and Imperialism in Asia, Africa.
- Unit-V:** Unification Movements in Italy and Germany – Various Stages – Consequences – Impact on National Liberation Movements in Asia.

REFERENCE BOOKS:

1. Peter Moss: *Modern World History*, Hampshire, 1978
2. Mowat(Ed): *The New Cambridge Modern History*.
3. J.M. Roberts: *History of the World*, New York, 1976.
4. C.D.M. Ketelbey: *A History of Modern Times*.
5. Hughes: *Contemporary Europe, A History*.
6. Robinson and Beard: *Readings in Modern European History*.

M.A. (HISTORY AND TOURISM)
SEMESTER – I
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER-IV
TOURISM MANAGEMENT

Unit-I: Tourism Meaning and Significance – Types of Tourism – Growth of Tourism in India and Abroad – Factors influencing Growth of Tourism – Tourism Planning and Development – Need for Planning – Government's Role in Planning – Tourism under Five year Plans.

Unit-II: Concept of Management – Meaning and Definition – Nature and Levels of Management – Features and Characteristics of Management - Objectives - Purpose of Management – Significance of Management – Levels of Management in Tourism Industry in India – Tasks and Responsibilities of Manager.

Unit-III: Tourism Industry – Components of Tourism – Tourism and National Economy – Social Significance of Tourism - Social and Economic Factors in Tourism – Emerging areas of Tourism : Rural – Eco – Medical – Wellness –Film - Golf Tourism.

Unit-IV: Tourism Impacts – Tourism Area Life Cycle (TALC) – Demonstration Effects – Demand and Supply in Tourism – Push and Pull Theory – Tourism System in India – Present Trends in Domestic and Global Tourism – MNC's in Tourism Industry.

Unit-V: Tourism Organisations in India and their Relationship with the International Tourism Organisations – Marketing Efforts of Advanced Countries like U.K., France and U.S.A.

REFERENCE BOOKS:

1. Pran Nath Seth: *Successful Tourism Management*. Vol.,-I & II
2. Ram Acharya: *Civil Aviation and Tourist Administration in India*.
3. A.K. Bhatia: *Tourism Development*.
4. Philip Kotler: *Marketing Management*.
5. Cooper, Fletcher: *Tourism Principles and Practices*.
6. Mil and Marrison: *The Tourism System: An Introductory Text*.

M.A. (HISTORY AND TOURISM)
SEMESTER - I
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER-V
TOURISM PRODUCTS

model school - NICEET

- Unit- I:** Natural Resources - Rivers as Tourism Products - Beach Resorts - Hill Mountain Resorts - Holiday Packages - Forests and Climatic Zones.
- Unit- II:** Archaeological and Historical Resources - Archaeological Sites - Pre-historic and Proto-historic Caves - Historical Sites - Ancient - Medieval - Modern Structures.
- Unit- III:** Cultural Resources - Indian Dance Forms - Music - Classical and Folk - Paintings - Fairs and Festivals - Holiday Packages - Entertainments and Recreations - Boat Recess - Bull-Fights - Kite-Flying, Games and Sports etc.,
Folk Theatre, Forms, Tribal Forms.
- Unit- IV:** Handicrafts as a Tourism Product - Types of Handicrafts - Modern Centers of Special Handicrafts - Production Centers of Special Handicrafts - Cane Work - Pottery - Terracotta Work - Carpets - Textiles - Kalankari - Art of Cookery - Varieties of Food - North Indian Dishes and South Indian Dishes.
- Unit- V:** Religious and other Resources - Important Religious Centres and Shrines - Pilgrimages - Centres of Yoga and Meditation - Art Galleries - Museums - Libraries - Wild Life Sanctuaries - Zoos - Gardens - Multipurpose Projects - Nagarjunasagar - Srisailam - Bakra Nangal etc.
Amusement Parks, National Parks, Folk Forms.

REFERENCE BOOKS:

1. Daredy Tourism: *Indian Architecture-Hindu & Buddhist Period.*
2. Harle, J.C.: *The Arts & Architecture of Indian Sub-continent.*
3. Bharatiya Vidya Bhavan: *Imperial Guptas.*
4. Bharatiya Vidya Bhavan: *Classical Age.*
5. Acharya Rao: *Tourism & Cultural Heritage of India*, Rose, Pub.
6. Basham A.L.: *The wonder that was Indian*, Rupa&Com. Delhi-1988.
7. Basham A.L.: *The Gazeteer of India-History & Culture*, Vol-II, Pub. Div.
8. Hussain, A.A.: *The National Culture of India*, N.B.T. Delhi-1959.
9. Mukherji R.K.: *The Culture & Art of India*, London, 1959.
10. *The Treasure of Indian Museums*, Marg Publication, Bombay.

M.A. (HISTORY AND TOURISM)
SEMESTER – II
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER – I
HISTORY OF INDIA (1000 –1757 A.D)

- Unit-I:** The Delhi Sultanate - Sources – A Survey of Political Conditions, 1000-1206 A.D - The Slave Dynasty - Qutb-ud-din Aibak, Iltutmish, Raziya and Balban - The Khilji Dynasty - Alla-ud-din Khilji - Military Conquests - Market Reforms.
- Unit-II:** The Tughlaq Dynasty - Ghiyas-ud-din Tughlaq, Muhammad-bin Tughlaq, Firoz Shah Tughlaq - Down Fall of the Tughlaq Dynasty - The Sayyid Dynasty - The Lodi Dynasty - Decline of the Delhi Sultanate and the Rise of Provincial Kingdoms – Bengal – Gujarat – Jaipur – Malwa - Rajasthan etc. Administration under the Delhi Sultanate - Socio-Economic and Cultural Conditions - Literature, Art & Architecture under the Delhi Sultanate.
- Unit-III:** The Vijayanagara Empire - Political History – Administration – Society - Economy Literature and Cultural Conditions; The Bahamani Kingdom – Administration - Society and Economy - The Disintegration and the Rise of Regional Kingdoms.
- Unit-IV:** The Mughals - Sources – Babur – Humayun - The Sur Dynasty - Shersha – Administration; Akbar – Jahangir and Nurjahan – Shahjahan – Aurangzeb - Downfall of the Mughal Empire; Policies of the Mughals - Religious, Rajput and Deccan - Administration under the Mughals - Mansabdari System and Dassala System - Socio-Economic and Cultural Conditions - Literature, Art & Architecture under the Mughals.
- Unit-V:** Bhakti Movement – Sufism – Their Philosophy – Contribution to Indian Culture; The Rise of Maratha – Shivaji – Administration – Peshwas and their Contributions – Decline.

REFERENCE BOOKS:

1. *Cambridge History of India*, Vol.III & IV
2. R.P. Tripathi : *Some Aspects of Muslim Administration in India*.
3. Tarachand : *Influence of Islam on Indian Culture*.
4. Qureshi I.H.: *The Administration of Sultanate of Delhi*.
5. Puri, Chopra & Das: *Socio-cultural and economic History of India*, Vol.II
6. J.N. Sarkar: *Mughal Administration*.
7. Ibn Hasan : *Central Structure of the Mughal Empire*.
8. Ashraf: *Life and Condition of the People of India*.
9. Roychowdary: *Cambridge Economic History of India*, Vol-I.
10. Percy Brown: *Indian Architecture*.
11. Sherwani H.K.: *History of Medieval Deccan*, Vol. I & II.
12. S.N.Sen: *Administrative System of the Marathas*.

M.A. (HISTORY AND TOURISM)
SEMESTER – II
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER – II

HISTORY AND CULTURE OF TELANGANA (From 1324 to 1948 A.D)

- Unit-I:** Emergence of new Kingdoms – Tughluqs – Musunuri – Valamas of Devarakonda and Rachakonda – Bahmanis – Gajapatis – their Contribution to Culture.
- Unit-II:** Qutb Shahi Kingdom of Golconda – Origin and Political History – Administration – Society – Economy – Agriculture – Irrigation – Trade & Commerce – Language – Literature – Art and Architecture.
- Unit-III:** Mughal Rule in Golconda – Political Turmoil – Sarvai Papaiah – Balamoori Kondala Rao – Foundation of Asaf Jahi Dynasty – Nizam-ul-Mulk to Mir Mahaboob Ali Khan – Nizam British Relations – Chandulal – 1857 Revolt – Salarjung Reforms.
- Unit-IV:** Modernization of Hyderabad – The Rule of Mir Osman Ali Khan – Education – Establishment of Osmania University – Industry and Irrigational Developments – Commercialization of Agriculture, Communication and Constitutional Developments – Social, Cultural and Political Awakening in Telangana – Press and Library Movements – Nizam Rastrandhra Jana Sangam – Arya Samaj and Its Activities – Ittehadul Muslim Party – Bhagya Reddy Varma and Dalit Consciousness.
- Unit-V:** The Role of Andhra Maha Sabha – Hyderabad State Congress – Political Development in Hyderabad State – Vandemataram Movement – The Question of Lapse of Paramountacy and Its Impact on Native States – Hyderabad and Its Attitude – Communist Party and Its Activities – Telangana Peasants Armed Struggle – Adivasis Revolt – Komuramu Bheemu.

REFERENCE BOOKS:

1. H.K. Sherwani., *History of Qutb Shahi Dynasty.*
2. S. Pratapareddi., *Andhrula Sanghika Charitra (Telugu).*
3. T. Dayakar Rao, *History of Velama Kingdoms (Rachakonda and Devarakonda).*
4. Barry Pavier, *The Telangana Movement 1944-51.*
5. H.G. Briggs., *The Nizam, Vol. I & II.*
6. I. Tirumali, *Against Lord and Dora.*
7. J.F. Richards, *Mughal Rule in Golkonda.*
8. M. Narsingh Rao, *50 Sanwathsarala Hyderabad (Telugu).*
9. N. Ramesan, *Hyderabad Freedom Struggle, Vol. I to IV.*
10. Sarojini Regani, *Highlights of the Freedom Movement in Andhra Pradesh.*
11. Sarojini Regani., *Nizam British Relations.*
12. V.K. Bawa., *Hyderabad under Salarjung-I.*
13. V.K. Bawa., *The Last Nizam.*
14. V. Manikya Rao, *Hyderabad Swathantryodyama Charitra (Telugu).*

M.A. (HISTORY AND TOURISM)
SEMESTER – II
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER-III
HISTORY OF MODERN WORLD (1871-1956 A.D)

- Unit-I:** New Imperialism 1871-1914 - Main features - Partition of Africa Causes - Colonization and Impact - Congress of Berlin – Circumstances - Provisions and Significance of the Congress of Berlin 1878 - Diplomatic Developments in Europe - Circumstances Leading to the Formation of Triple Alliance of 1882 and Triple Entente.
- Unit-II:** Rise of Imperialism and rivalry among the Colonial Powers – Imperialist - Hegemony over Africa and Asia - Political Conditions on the Eve of First-World War - Eastern Question - First World War - League of Nations
- Unit-III:** Russian Revolution - Lenin and Stalin - Post War Diplomacy - World Economic Depression and Its Impact Roosevelt's New Deal. Rise of Nazism – Hitler - Fascism – Mussolini – their Policies – Militarism in Japan - Shifting Balance of Power.
- Unit-IV:** Nationalism and Communism in China - Causes for the Nationalist Revolution of 1911 and its Results - Circumstances Leading to the Revolution of 1949 and Its Results; Modernization in Japan - Meiji Restoration – Militarism in Japan.
- Unit-V:** Second World War - Causes and Consequences - National Liberation Movements in Asia, Africa, India, China and Indonesia - UNO and Its Achievements – Rise of Super Powers - USA & USSR and Emergence of Military Blocks NATO - Warsaw Pact - Cold War Politics - Berlin Congo and Korean Crisis; Emergence of Non-Alignment and Its Relevance.

REFERENCE BOOKS:

1. Anderson: *Modern Europe in World Perspective.*
2. Bipin Chandra: *Colonialism & Modernization.*
3. Bipin Chandra: *Comintern and National and Colonial Question.*
4. C.D.M. Ketelbey: *A History of Modern Times.*
5. G. Bhadru Naik (Ed)., *History of Modern Europe, A.D.1789 – 1960.*
6. Hughes: *Contemporary Europe, A History.*
7. J.A.R. Marriot: *History of Modern Europe 1950-1993.*
8. J.M. Roberts: *History of the World, New York, 1976.*
9. Mowat (Ed): *The New Cambridge Modern History.*
10. Peter Moss: *Modern World History, Hampshire, 1978.*
11. Robinson and Beard: *Readings in Modern European History.*

M.A. (HISTORY AND TOURISM)
SEMESTER – II
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER-IV
TRAVEL AND ACCOMMODATION

- Unit-I:** Travel Agency - Definition - Main Functions - Organizational Structure of a Travel Agency - the Tour Operator - Different Types of Travel Agents - their Responsibilities - Procedures for becoming a Travel Agent - Tour Operator in India.
- Unit-II:** Modes of Transport - Development of Means of Transport – Rail – Water - Air Transport - Role of Transport in Tourism National Transport Policy - Role of Indian Air Lines - India Railways - Air India - Vayudut in the Growth of Travel Agency - Tour Operator's Business - Link Transport Needs (Subsidiary Services) – Rickshaw - Taxis etc.
- Unit-III:** Travel Agency - Operations, Ticketing, Books etc. Special Services - Passport etc - Tour Operator Package Tour - Planning a Tour - Costing a Tour-Marketing a Material Transport Operation.
- Unit-IV:** Guides & Escorts - Define Guides - Escorts - Tourist expectations - Role of Guides - Escorting a Tour - Informal Services in Tourism - Dimensions of Informal Sector - Souvenir - Guest House Owners Street Guide's (Tourism) Role etc.
- Unit-V:** Tourist Accommodation - Various Types of Accommodation Hotels - Star Hotels - Heritage Hotels etc - Some Principal Considerations - Marketing Camp-Eating Joints - Bars-Entertainment - Recreation.

REFERENCE BOOKS:

1. Merissen Jone, W: *Travel Agent & Tourism*.
2. David H. Howel: *Principles & Methods of Scheduling Reservation*.
3. Bhatia A.K.: *Tourism Development Principles & Policies*.
4. Willam Coldue : *Travel in India*.
5. Agarwal, Surindar: *Travel Agency & Management*.
6. Geo check: *Professional Travel Agency Management*.
7. National Publishers: *The World of Travel*.
8. Negi M.S. : *Tourism & Hoteliering*.

M.A. (HISTORY AND TOURISM)
SEMESTER – II
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER-V
TOURISM MARKETING

- Unit-I:** The Concept of Marketing - Nature, Classification - Evolution of Marketing- Characteristics of Services - Their Marketing Implication – Development of Marketing for Service Firms - Linkage Tourism - Other Sectors (Travel Agency) Accommodation – Food - Nutrition-Catering - Economic Importance of Marketing.
- Unit-II:** Tour Packages – Concepts – Characteristics – Methodology - Considerations - Principles of Tour-Packages - Designing and Printing of Tour Brochures – Maps - Charts - Importance.
- Unit-III:** Tourism Marketing – Marketing Functions in Tourism – Advertising – Publicity – Public Relations - Role of Media - Trends in Tourism Marketing – Marketing of Destinations – Pricing in Tourism-Promotional Campaign in Tourism.
- Unit-IV:** Tourism Information Sources - Importance of Tourism Information - Sources of Information - Writing for Tourism - Catalogues of Government – Agencies - Department of Tourism – ITDC – STDC – DTPC - Private Agencies - Tour Operators.
- Unit-V:** Tourism Regulations - Inbound - Out Bound Travel Regulations – Passport - Visa etc. - Customs Regulations - Economic Regulations – Currency - Insurance - Health Regulations etc., - Environmental Protection - Considerations.

REFERENCE BOOKS:

1. Kotler Philip: *Marketing Management, Universal*.
2. McCarthy D&J: *Basic Marketing-A Management Appr. Travel and Tourism*.
3. Douglas Foster: *Travel & Tourism Management*.
4. Nagi M.S.: *Tourism Hoteliering*.
5. Wahab S. Gramptar, L&Tethfibbs: *Tourism Marketing Tourism*, National Press, London.
6. Stephon, F. Witt & Lounsy: *Tourism Marketing & Management*, Hand Book Print hall, 1985.
7. Remal A Nykiel: *Marketing hospitality in Industry* (2nd edition) Wan Nerian Reinhold.

M.A. (HISTORY AND TOURISM)
SEMESTER – III
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER-III
BUSINESS COMMUNICATION

- Unit-I:** Meaning – Types - Barriers and Importance of Business Communication - Characteristics of Effective Business Communication - Verbal and Non-Verbal Communication.
- Unit-II:** Oral Communication Skills – Face to Face Communications – Public Speaking – Group Presentations and Group Discussions- Participations in Meetings and Interviews - Designing and Delivering Presentations.
- Unit-III:** Written Communication Skills - Preparing Letters - Reports and Other Executive Communications – Methods of Effective Communications – Mass Media and Media Relations – Writing Business Proposals.
- Unit-IV:** Meetings – Seminars - Conferences and Work Shops – Importance of Audio Visual Aids – Advertising and Job Descriptions – Copy Editing – Notices – Agendas and Minutes.
- Unit-V:** Introduction to Public Relations – Organisational Context of Public Relations – Social Context of Public Relations - Major Activities of Public Relations (PR) Department in Tourism - Communication Challenges in Today's Workplace.

REFERENCE BOOKS:

1. Krishna Mohan, Meera Benerji: *Developing communication skills*, Mcmillan, 1996.
2. Quiblem Johnson and Mott: *Business communications, Principles Applications*, Prentice Hall Publications.
3. Bovee & Thill, *Business communications Today*, McGraw Hill Publication.
4. Clark, *Studying Interpersonal Communications*, Sage Publication
5. Murphy, Hildebrandt & Thomas, *Business Communications*, MacGraw Hill.
6. Elwood No. Champan, *Your attitude is showing prentice Hall*.
7. Nunnaly & Moy, *Communication Basics for Human Service*, Profese Sage Publication.

18. F.V. ...

M.A. (HISTORY AND TOURISM)
SEMESTER – III
CHOICE BASED CREDIT SYSTEM (CBCS)
PAPER – IV^c(C):

HISTORY OF CONTEMPORARY INDIA (1947-2000 A.D)

Unit-I: The Emergence of Indian Republic - Colonial Legacy – National Movement and Its Legacy - Evolution of the Constitution and Its Basic Features and Institutions - Making of Indian Nation and Nehruvian and Agenda - Consolidation of Indian Nationalism - Creation of National Culture – Language - Integration of Tribals - National Education - National Economy - (Five Years Plans) and Dams – Nehru’s Foreign Policy.

Unit-II: Democracy - Secularism and Nation State - Polity - Decentralization and Gross Root Politics - Emergence Growth of Regional Politics Tamil Nadu – Punjab - Assam and A.P Ethnicity Question - Jharkand - North-East Movements -Leftist Parties and Politics - Worker and Peasant Mobilisation.

Unit-III: Land Question and Indian Peasantry - Land Reforms - Zamindari Abolition - Bhoodan Movement - Co-operative Movement - Green Revolution and Agrarian Transformation - Indira Gandhi - Emergency Era and J.P. Movement and Mrs. Gandhi’s Populist Policies.

Unit-IV: Caste and Communalism in Indian Politics - Rise and Consolidation of Right Wing Formation - Hindu-Muslim Communalism and Riots - Anti Caste Politics and Struggles - D.M.K and Socialist Party - Dalit Panthers and BSP.

Unit-V: India’s Relations with Neighbouring Countries – Pak – China – Bangladesh – Nepal – Bhutan - Srilanka – West-Asia – Europe – USA – USSR – India’s Role in Non-alignment - SAARC – BRICS – ASIAN Movements

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SEMESTER – III
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PAPER – V (A)
HOSPITALITY MANAGEMENT

- Unit-I:** Organizational Structure of Hotel - Departments - Facilities - Services - Different Forms of Organizational Structure.
- Unit-II:** Accommodation Department - International Symbols - Room Revenue - Front of the House - Reception - The Lobby - Housekeeping - Food - Beverage Department - Beverages - Sales - Service - Production of Food - Restaurant Organization.
- Unit-III:** Sales - Marketing Department - Advertising - Press Conference - Sales Promotion - HR Department Communication - Training Programme - Employee's Relations - Negotiations.
- Unit-IV:** Engineering - Maintenance Department Organization - Safety - Security Department Organization.
- Unit-V:** Miscellaneous Departments - Laundry - Linen - Telephone - Telex - Garage - Parking - Gift Shops - Hair - Dressing Saloon - Florist - Horticulture Entertainment - Recreation Facilities - Banquets - Functions - Conferences - Outdoor Catering.

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PAPER-V (B)
ENTREPRENEURSHIP

- Unit-I:** Concept of Entrepreneurship - Characteristics of an Entrepreneur – Distinction between Entrepreneur and Manager - Functions of an Entrepreneur – Types of Entrepreneurs - Factors Affecting Entrepreneur Growth – Entrepreneur Competencies.
- Unit-II:** Project Identification and Selection - Project Formulation - Project Appraisal.
- Unit-III:** Marketing - Marketing Research for the New Venture - Characteristics of Marketing Plan – Steps in Preparing Marketing Plan – Why Some Plans Fail.
- Unit-IV:** Financing of Enterprises - Sources of Finance - Venture Capital & Term Loans - Institutional Finance to Entrepreneurs.
- Unit-V:** Ending the Venture - Bankruptcy - Causes and Remedies - Re-organization - Steps in Re-organization - Transfer of Business - Different Methods of Transfer.

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SEMESTER – IV
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PAPER – II:**

TRIBAL AND PEASANT MOVEMENTS IN COLONIAL INDIA (1800-1950 A.D)

- Unit-I:** Nature and Scope of Peasant Revolts in India-Regional Variations - British Colonial Policies - Tribal and Peasant Societies - Historiography of Tribal and Peasant Movement.
- Unit-II:** Tribal Uprising in India in the 19th Century - Bengal – Bihar – Mundas - Santhals - Bhils – Parlakimidi - Rampa - Telangana Area.
- Unit-III:** A Survey of Peasant Revolts - Indigo – Moplah – Pabna - Deccan Riots - Champaran - Bardoli.
- Unit-IV:** The Rise and Growth of All India Kisan Sabha - Provincial Peasant organizations – Bengal – Bihar – Punjab – Kerala - Andhra etc: - Integration of Peasantry into the Nationalist Movement.
- Unit-V:** The Left and the Peasantry - Congress Socialist Party and Communist Party of India and Peasant Movements in Telangana

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2. A.R. Desai, *Peasant Struggles in India.*
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PAPER-III
CONTEMPORARY ISSUES IN TOURISM

- Unit-I:** Technological Development in Tourism - Especially in Electronics and Tele-Communications - The Trend Towards Ticketless Travel or Electronic Ticket - Fear of Redundancy of Travel Agencies.
- Unit-II:** Technological Development in the Control of Air Traffic - Development of New Air Routes - Better Facilities for New Markets like Japan - Asian Tigers China and India - Trend Towards Shorter Holidays in Larger Numbers and Destination Tourism - Growth of Wage Payers in Airlines Hotels.
- Unit-III:** More Demanding Consumer - Growth in Ownership Mobile and Holidays Homes either by Outright Purchases or On Time Share.
- Unit-IV:** Socio-Democratic Changes – Drinks - Late Marriage and Children - Working Women - Senior Citizen Travel - Business Travel and MICE.
- Unit-V:** Diversity of Market in Contemporary Tourism – Environmental Interest and Concerns – Development of Consumer Interest and Demands - Development of New Tourism Products in Contemporary World.

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SEMESTER – IV
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PAPER – IV(A)
ART AND ARCHITECTURE OF TELANGANA

- Unit-I:** Pre-Satavahana Art - Architecture of the Satavahana Period - Buddhist Structures - Amaravati School of Art - Developments in the Post-Satavahana Period in Temple Art and Architecture.
- Unit-II:** Contribution of Chalukyas to Art and Architecture in Telangana - Kakatiya Architecture - Main Constructions -Features – Sculpture - Its Significance.
- Unit-III:** Development of Architecture under the Qutb-Shahis of Golconda – Tombs - Religious and Civil Constructions.
- Unit-IV:** Asaf Jahi Contribution to the Development of Art and Architecture - Main Structures and their Features - the Art of Painting – Collection in Salarjung Museum
- Unit-V:** European Constructions, their Features and Significance.

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SEMESTER – IV
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PAPER-IV (B)
DALIT MOVEMENTS IN COLONIAL INDIA (1800–1950 A.D)

- Unit-I:** The Concept of Dalit, Definition and Meaning - Nationalist, Marxist and Subaltern Approaches on Caste System and Dalit Question – A Critique of Existing Historiographical Approaches.
- Unit-II:** Caste System: Origin and Development – Colonialism – Growth of Modern Education, Sanskritization and Brahmanization - Democratization of Political, Social and Economic Institutions and Liberation of Dalits - Role of Christian Missionaries and Growth of Dalit Consciousness and Assertions.
- Unit-III:** Anti-Caste Movements in Colonial India – Adi-Dravida Movement of Tamil Nadu - Adi-Hindu Movement of Hyderabad - Adi-Karnataka Movement of Mysore -Phule’s Non-Brahmin Movement - Adi-Dharm Movement of Punjab – Adi-Hindu Movement of UP – Adi-Andhra Movement of Andhra.
- Unit-IV:** Caste Reform Movements: MG Ranade, Gandhi’s Harijan Movement - Narayana Guru’s Movement (SNDP Movement) - Hindu Mahasabha and Dalits – Periyar’s Self- respect Movement and Caste Question.
- Unit-V:** Caste Annihilation Movement: Dr. B.R. Ambedkar and His Ideological Struggle against Hinduism and Caste - Construction of Dalit Identity and Dalit Movements - Bahishkrut Hitakarini Sabha - Formation of All India Depressed Classes - Conference - Round Table Conferences - Communal Award - Poona Pact - Independent Labour Party - Formation of Scheduled Caste Federation, Theory of Dalit Bhahujan Political Power and Dalit Liberation.

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PAPER - IV (C)

WOMEN MOVEMENTS IN MODERN INDIA (1800-1950 A.D)

- Unit-I:** Recent Trends in Indian Historiography – Subaltern Studies-Women's Question - Gender Studies - Writings on and about Women - A Survey of Sources - Biographical and Autobiographical Accounts.
- Unit-II:** Changing Position of Women in Colonial India - Education and Social Reforms - Elite Women – Purdah – Zenana - Working Women-Social - Differentiation Among Women - Religion - Caste.
- Unit-III:** Women Pioneers of Women Movement in Colonial India - Savitribai Phule -Pandita Ramabai - Tarabai Shinde - Duvvuri Subbamma – Maganti Annapurnamma - Durgabai Deshmuk - Muthu Laxmi Reddy - Sarojini Naidu - Theory and Practice of Women's Liberation.
- Unit-IV:** Women's Role in the Freedom Struggle - Pre-Gandhian era - Gandhian Movement and Women's Participation - Left Wing and Women's Question -Women in the Revolutionary Struggle of Telangana.
- Unit-V:** Recent Trends in Women Movements in India – Feminisms - Women Reservations – Property Rights – Women in Legislative Bodies - Women in Higher Education and Women Entrepreneurship –

REFERENCE BOOKS:

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SEMESTER – IV
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PAPER-V (B)
ORGANISATIONAL BEHAVIOR

- Unit- I:** Organizational Behavior - A Working Definition - Characteristics of the Field - Historical Over View of the Field - Organizational Learning - Organizational Goals and Individual Goals.
- Unit- II:** Individual Dimension of Organizational Behavior - Perception - Social Perception - Perceiving Others - Organizational Approach to Learning - A Learning to the World of Work - Application of Learning in Organizations - Personality - Work Related Aspects of Personality - Cross Cultural Behavior.
- Unit- III:** Nature of Motivation in Organizations - Theories of Motivation - Needs Theory - Goal Setting Theory – Leadership - Its Basic Nature - Leadership - Trends and Behavior - Leaders & Followers - Contingency Theory of Leader Effectiveness.
- Unit- IV:** Interactive Dimensions of Organizational Behavior - Groups at Work - Their Basic Nature Causes and Effects - Effective Conflict Management - Techniques.
- Unit- V:** Organizational Culture - Its Nature - Formation and Maintenance of Organizational Culture - Its Consequences and Capacity to Change - Organizational Development - Implementing Planned Organizational Changes - Organizational Influences - Power and Authority.

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SEMESTER – IV
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PAPER-V (A)
TOURISM DEVELOPMENT

- Unit-I:** Relevant Concepts for Effective Development of Tourism - National Development Council Report on Tourism Development - National Action Plan 1992 - New Policies on Tourism - Civil Aviation.
- Unit-II:** Need for Tourism Statistics – Problems - Estimate of World Tourist Arrivals - Receipts - Tourism Statistics in India - Estimates of Foreign Exchange Earnings
- Unit-III:** Tourist Traffic - Its Development - Destination Development and Sustainable Development of Tourism.
- Unit-IV:** Man Power (HR) Development Needs in Tourism Industry - Management Agencies in India – National Tourism Policy - Tourism Legislation in Historical Perspective
- Unit-V:** Consumer Expectations - Services – Legislation - National Tourism Development Models.

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SEMESTER – IV
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PAPER-V (C)
HUMAN RESOURCE MANAGEMENT IN TOURISM

- Unit-I:** Concepts and Perspectives on Human Resource Management - Human Resource Management in Changing Environment.
- Unit-II:** Corporate Objectives and Human Resource Planning - Career and Succession Planning - Job Analysis and Role Description.
- Unit-III:** Methods of Manpower Search - Attracting and Selecting Human Resources - Induction and Socialization - Manpower Training and Development.
- Unit-IV:** Performance Appraisal and Potential Evaluation - Job Evaluation - Wage Determination.
- Unit-V:** Employee Welfare - Industrial Relations - Trade Unions - Dispute Resolution - Grievance Management - Employee Empowerment.

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