

KAKATIYA UNIVERSITY
U.G. TOURISM AND TRAVEL MANAGEMENT (Under CBCS)
B.A. Final Year
SEMESTER - V: Discipline Specific Course (Credits - 4)

PAPER-V–TOURISM RESOURCES OF TELANGANA

Unit- I: Ancient heritage and historical back ground of Telangana – political & cultural progress and changes in state- emergence of political struggle and results.

Unit- II: Telangana geographic location; Physical features of Telangana –Climate Conditions-Forest Resources- Rivers and water resources.

UNIT-III: Neolithic and Megalithic (Pre-historic and Proto-historic) sites of Telangana – Architecture of Telangana– Major museums and art galleries of Telangana – Major pilgrim centres of Telangana.

Unit- IV: Rituals, Customs and Traditions of Telangana – Fairs and Festivals of Telangana-Major cultural festivals in Telangana - Temple, Church and Mosque /Dargha Festivals.

Unit- V: Traditional music of Telangana – Major art forms (Classical/Folk/Traditional) – Verities of Telangana Cuisine-Telangana handicrafts and souvenirs – Social Traditions of Telangana.

References:

1. History and culture of Telangana- Suravarampratap Reddy.
2. History and culture of Andhradesa-BSL.Hanumantha Rao.
3. History of Kakatiyas-Parabrahmashastry.
4. History of South India-K.Nilakantashastry.

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Semester – V: Discipline Specific Elective (Credits-4)

PAPER – V (A): DESTINATION PLANNING & DEVELOPMENT

Unit-I

Destination Planning, Development and Management. Nature, Scope and Significance, Destination Development and its Components. Process of Tourism Planning, Necessity of Tourism Plans. Planning of Tourism for the Development of Economy.

Unit-II

Planning and Synthesis, Preparation of Position Statement, Objectives, Goal Setting, Strategy Setting. Project Feasibility Study. Community Approach, Significance of Community Approach with Special Reference to India.

Unit-III

Significance of Effective Publicity, Promotion/ Information System/ Tourism Education and Human Resource Development. Major Considerations in Destination Planning, Types, steps and Stages in Destination Planning.

Unit-IV

Role of Private and public Sector in Destination and Planning Development. In affluent and Developing Economics, Role and Input of Multinationals. Review of Tourist Demand Supply Matrix, SWOT Analysis. Tourism Carrying Capacity Assessment.

Unit-V

Approaches to Destination Resort Planning, Levels, Relevance of Planning in National Regional and Local Context. Major Committees and Their Prospective of Tourism Planning. L.K. Jha Committee (1982), National Committee on Tourism Report (1988), National Action Plan (1992), National Tourism Policy (2000), Important Features of Five Year Tourism plans in India.

Suggest Readings:

1. Baud, BovyMunuel and Lawson(1976) Tourism and Recreation Development C.B.I. Pub.6
2. Likorish Leonard J, 1991 Development Tourism Destination Policies and Perspectives.
3. Seth P.N(1987) Successful Tourism Planning Management, Cross publication.
4. Murphy Peter E.(1987) Tourism- A Community Approach New York
5. Kaul R.N. 1985 Dynamic of Tourism- A Trilogy Sterling Publishers, New Delhi.

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U.G. B.A. Final Year (Under CBCS)
Semester – V: Generic Elective Paper-I
(FOR ALL SOCIAL SCIENCE FACULTY DEPARTMENTS)

WATER RESOURCES MANAGEMENT

UNIT-I

1. Importance of Natural Resources – Different Types Resources
2. Significance of Water Resources and their uses
3. Conservation of water and recycling of the water – Global distribution of water
4. Water shed programmes and their management
5. Storing the rain water in tanks and recharging ground water.

Unit-II

6. Rain water harvesting in rural areas (chekdam, trenches etc.,)
7. Over use of surface and ground water and control measures.
8. Aims, objectives and implementation of Mission Bhagiratha (Telangana Government Drinking water programme)
9. Aims, objectives and implementation of Mission Kakatiya (Telangana Government minor irrigation programme)
10. Issues and challenges in Water Resources Management

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Semester – V: (Skill Enhancement Course)

Paper: III - Telangana Heritage & Culture

Module-I:

Definition of Heritage and Culture: Tangible heritage: Archaeological sites, Art and Architecture- Buddhist heritage, Jain Heritage, Hindu Temple architectural heritage- Role of Government Museums, INTACH in preservation of Heritage Telangana- Kotilingala (Jagityal District), Peddabankur (Peddapalli District), Nelakondapally (Khammam District), Phanigiri (Suryapet District), Kolanupak, Vemulawada (Rajanna Sicilla District), Warangal, -Heritage related Government Departments-Museums.

Module-II:

Intangible Heritage: Religion, Languages, Literature, Telangana Fairs & Festivals-Emergence of composite culture.

Recommended Books:

Gangoly, O.C. *Andhra Sculpture*.

Gopala Krishna Murthy. S. , . *Jain Vestiges in Andhra*.

Telangana History and Culture: Telugu Academy, Hyderabad.

Krishna Sastry, V.V., *The Proto and Early Historical Cultures of Andhra Pradesh*.

Lakshimiranjanam, K., *Spot Lights on Telugu*.

Nigam. M.L., *Sculptural Art of Andhra*.

Radhakrishna Sarma, M. : *Temples of Telangana*.

Ramachandra Murthy, S.S.: *A Study Telugu Place-Names*.

Ramakantham, S. : *Guide Book to Kolanupaka Site Museum*.

Venkataramanyya, N., *The Chalukyas of L(V) Vemulavada*.

Rea, Alexander, *South Indian Buddhist Antiquities*

Subrhamanyam, B., *Buddhist Monuments in Andhra Pradesh*.

Jawaharlal Nehru. G., *Jain Vestiges in Andhra*.

Jitendra Das, D., *The Buddhist Architecture in Andhra*.

J. Ramanaiyah, *History and Culture of Karimnagar District, (A.P.)*.

Kamal Nathan, K: *Impact of Buddhism on Telugu Society*.

Telugu:

Salaam Hyderabad (Telangana Navel). Paravastru Lokeswar

A. Satyanarayana, *Telangana Charithra –Samskruthi Rasta Avatharana Udyamalu*.

Sunki Reddy Narayana Reddy, *Mungili*.

S. Narasaiah, *Telivaha Godavari*.

Sastri, B.N., *Vemulawada Charitra-Sasanamulu*.

----- *Nallagonda Mandala Sarvvaswamu*.

Venkateswarlu, P.B., *Bouddha Mahakshetramulu*