

SEMESTER-V

COURSE 11: HISTORY OF CONTEMPORARY ANDHRA PRADESH (C.1956-2014 CE)

Theory

Credits: 4

4 hrs/week

Objectives:

Students after successful completion of the course will be able to

- Learn about the Political Developments of Andhra 1956 to 2014 CE
- Analyze the Reforms and Policies of different Governments of Andhra Pradesh
- Understand the Socio, Cultural and Ideological Movements of Andhra Pradesh
- Describe the Education, Technological Developments of Andhra Pradesh.

Learning outcomes:

- ✓ Analyze the political developments and political awareness of the Andhra people.
- ✓ Learn about the economic reforms and people's impoverishment in Andhra Pradesh.
- ✓ Know the social and cultural changes of Andhra society
- ✓ Assess the different educational and IT reforms and their impacts.
- ✓ Analyze the scientific and technological improvements and their impact on Andhra society.

Unit-I

Major Political Developments from 1956 to 2014 C.E.- Jai Andhra Movement- Six Point Formula-Emergence of Regional Parties: TDP,TRS,YSRCP and others- Regional Disputes- Andhra Pradesh Reorganization Act-2014 (Bifurcation Act- 2014)

Unit-II

Reforms: Famines & Droughts- Reforms of Nandamuri Taraka Rama Rao- Reforms of Nara Chandra Babu Naidu-Reforms of Dr.YS.Raja Sekhara Reddy.

Unit-III

Socio-Cultural Conditions: Social Problems: Poverty and Unemployment-Leftist, Marxist and Dalit Movements-Growth of Telugu Cinema

Unit-IV

Educational and IT Reforms: Andhra Pradesh as Educational Hub-Technical and Medical Developments-Emergence of IT Sector.

Unit-V

Science and Technological Development: Arrival of MNC's and Employment- Rapid Growth of Science and Technology-Research Institutes in AP-Major Issues and Challenges of Andhra Pradesh and Solutions .

Curricular Activities:

- Collection of Photos of Famous personalities
- Observe the Andhra Map and identify the Districts and their importance
- Use PPTs for effective Teaching/ Research-based assignments
- Collection of Newspaper Clippings/ Historical Tours
- Assignments/Seminars/Group Discussions/Quiz/Unit Tests
- Project Work/Demonstrations/ Collection of Articles and books
- Guest and Invited Lectures/ attend the Conferences/Symposiums
- Prepare the Charts/ Synapses/ Visit Industrial and IT hubs
- Visit to the Museums/ Exhibitions/Debates on the AP Bifurcation Act of 2014
- Participate in Andhra Pradesh History Congress
- Inculcate the Andhra culture among the students.
- Students can display the charts on the Growth of Science and Technology.

Reference Books:

1. P.Raghunadha Rao., History of Modern Andhra, Sterling Publications, Reprint 2012.
2. Jairam Ramesh., Old History, New Geography: Bifurcating Andhra Pradesh, Rupa Publications, 2016.
3. V.Ramakrishna (Ed)., Compressive History of Modern Andhra, Emesco Books Pvt Ltd, Vijayawada.
4. <https://www.aplegislature.org/documents/12524/17895/APRegACT2014.pdf/8505fe86-f67b-41a7-ac8f-571f58090586>
5. https://apindustries.gov.in/incentives/Data/APIIndustrial_Policy_Brochure.pdf
6. Prasada Rao, Compressive History of Modern Andhra Pradesh, Emesco, Vijayawada.
7. K.V.Narayanarao., the Emergence of Andhra Pradesh, Popular Prakasan, 1973.
8. Kesava Narayana.B., Political and Social Factors in Modern Andhra
9. Andhra Pradesh Samagra Dharshini/ Online Sources

SEMESTER-V

COURSE 12 A: TOURISM AND HOSPITALITY MANAGEMENT

Theory

Credits: 4

4 hrs/week

Objectives:

Students after successful completion of the course will be able to

- Discuss the Tourism and its importance
- Describe the Tour Guide and his role in Tourism sector
- Analyse the Types of tourism and Hospitality
- Understand the Nature of Hospitality and Management

Learning Outcomes:

- ✓ Know the basics of tourism and hospitality services.
- ✓ Acquire Tour Guiding, Operating and Soft Skills
- ✓ Inculcate interpersonal and ability skills in the students
- ✓ Understands the spirit of teamwork and different types of services
- ✓ Develop their skills, leadership abilities, and entrepreneurial spirit.

Syllabus:

Unit-I

Definitions of Tourism-Nature and Scope-History of Tourism-Domestic and International Tourism-Tourists and Excursionists-Causes for Rapid Growth of Tourism

Unit-II

Types of Tour Guides-Duties and Responsibilities of Tour Guide-Accommodation to the Tourists-NITHM (National Institute of Tourism and Hospitality Management)-NITTM

Unit-III

Tour VISA and Passport-Conducting Various Types of Tours-Travel Agency and Tour Operators-Tourism and National Economy

Unit-IV

What is Hospitality & Management-Characteristics of Hospitality Industry-Types of Hospitality Jobs and their Duties: Hotel Manager, Hotel Receptionist, Restaurant Manager, Catering Assistant, and Executive Chef

Unit-V

Types of Hotels in India- Facilities in Hotels-Food and Beverage Management-Multi-Cuisines-Catering Services-Front office and Housekeeping operations-Hygiene and Sanitation-Room Service

Curricular Activities:

- Students must visit local hotels, restaurants, tourism offices, catering offices etc
- Periodical Interactions with Tourist Guides and HR Managers
- Use PPTs for effective Teaching
- Collection of Newspaper Clippings
- Assignments/Seminars/Group Discussions/Quiz/Unit Tests
- Project Work/Demonstrations
- Collection of Articles and books
- Guest and Invited Lectures
- Tours and attend the Conferences/Symposiums
- Preparation of Videos/Charts/ Synapses
- Exhibitions on Cosines
- Students can display the charts on the growth of Tourism and Hospitality Management.
- Research-based assignments
- Various practical aspects related to hospitality industry.
- Conduct practical competitions such as flower arrangements, cooking, catering, public speaking and many more related to hospitality services to encourage the students

References:

1. Philip Kotler, Bowens and James Makens., Marketing for Tourism and Hospitality, Pearson Pub, New Delhi, 2010.
2. Amitabh Devendra., Soft Skills for Hospitality, 2015
3. Sandeep Munjal, Sudhanshu Bhushan (Ed).,The Indian Hospitality Industry: Dynamics and Future Trends, CRC Press, 2017.
4. Jata Shankar Tewari., Hotel Front Office: Operation and Management, Oxford Higher Edn, 2016.
5. Anukrati Sharma, Azizul Hassan, James Kennell, Priya Krishna Mohanty., Tourism and Hospitality in Asia: Crisis, Resilience and Recovery, Springer Nature Singapore, 2023.
6. nitahm.ac.in
7. Pran Nath Seth., Successful Tourism Management, Vol.I& II, Sterling Publications, New Delhi, 2006.
8. Vishnu Prakash & Govindu Surendra, Tourism Guidance (Ed), CCE., Govt.of AP,2022
9. A.K.Bhatia., Tourism Management & Marketing, Aph Publishing Corporations, 1997.
10. P.N.Seth., Successful Tourism Development, Vol.1, Sterling Publications, New Delhi, 2006.

11. Jaganmohan Negi., Travel Agency and Tour Operations, Kanishka Publishers, New Delhi, 2006.
12. Mohinder Chand, Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New Delhi, 2009.
13. Dennis L. Foster., Introduction to Travel Agency Management
14. K.L. Pond., The Professional Guide: Dynamics of Tour Guiding, 1993
15. Abdullah Tarinc, Ceyhun Caglar Kilinc, Gulsun Yildirim, Ozlem Ozbek., Cases on Tour Guide Practices for Alternative Tourism, IGI Global, 2020.
16. Mark Anthony Camilleri., Tourism Planning and Destination Marketing, Emerald Publishing Limited, 2018.
17. www.tourism.gov.in
18. Web Sources

SEMESTER-V

COURSE 12 B: MUSEUM STUDIES

Theory

Credits: 4

4 hrs/week

Objectives:

- To know the origin and evolution of museums in India
- To know how to develop and encourage the Indian culture through museum management
- To get preservation and conservation methods through museums
- To provide Indian culture to citizens through museums.

Learning Out comes:

Students after successful completion of the course will be able to

- ✓ Gain Awareness about the History, Context and Concepts of Museums
- ✓ Understand Curatorial Responsibility and Ethics of Collection
- ✓ Document and Classify Museum Objects and Acquire Skills to Manage and Demonstrate them in Museum
- ✓ Analyze the Changing Dynamics between Museums and Culture and Job opportunities in this Field

Unit: I

Origin, Meaning, Definition and Purpose of Museum studies – Changing the Role and Social Relevance of Museums – History and Development of Museums in India.

Unit: II

Types of Museums – Classification of the Museums- Open Air Museums, Inclusive Museums, Community Centre, Galleries and Virtual Museums.

Unit: III

Techniques of Collection, Conservation, Preservation of Museum Objects- Ethical Procedure- Collection and preservation of old objectives.

Unit: IV

Items exhibited in general – Importance and Purpose of Exhibition-Types of Exhibitions-Museum Exhibition Skills-Exhibition Planning- Exhibition and Exhibition Design – Evaluation of Exhibition.

Unit: V

Museum Management as a Profession –Planning and Organization of Museum –Functions of Museum–Administration–Staff of the Museum and their Duties–Study of selected professional Museums – Regional, National –State/ASI and International Museums.

Curricular Activities:

- Students must visit local Museums and write a project Report Periodical Interactions with Museum Management/Curator
- Use PPTs and Photos for effective Teaching Collection of Newspaper Clippings/ Rare Photos Assignments/Seminars/Group Discussions/Quiz/Unit Tests
- Project Work/Demonstrations/Exhibitions
- Collection of Articles and Books
- Guest and Invited Lectures
- Historical Tours
- Visit to the State Museum
- Attend the Conferences/Symposiums/Workshops
- Prepare the Charts on Museum objects
- Preparation of Rare Collection of Videos
- Research-based assignments

References:

1. Nigam M.L., Fundamentals of Museology. Navahind Prakashan, 1966
2. Timothy, Ambrose and Paine, Museum Basics, ICOM, Routledge, New York, 1993
3. Key Concepts of Museology, ICOM Publication (online).
4. Seth, Manvi, Communication and Education in Indian Museums, Agam Kala Prakashan, New Delhi, 2012
5. Elizabeth Bogle, Museum Exhibition Planning and Design, Altimira Press, 2013
6. Grace Morely: Museum Today, University of Baroda, 1981
7. Sivaramamurti,C, Directory of Museum in India
8. Parker, A.C., A Manual for History Museum
9. UNESCO, Organization of Museum
10. Web sources as suggested by teacher/librarian

SEMESTER-V

COURSE 13 A: CULTURAL TOURISM IN ANDHRA PRADESH

Theory

Credits: 4

4 hrs/week

Learning Objectives:

By the end of the course, students will be able to:

- Understand the basic concepts, Nature, and Scope of Cultural Tourism
- Identify and classify the different types of tourism in Andhra Pradesh.
- Gain knowledge on heritage sites and its Importance.
- Explore key heritage sites and understand their Historical, Cultural, and Tourism potential.

Learning Outcomes:

- ✓ Define tourism and explain its nature, characteristics, and its relevance
- ✓ Differentiate various forms of tourism in the Andhra context.
- ✓ Evaluate the role of institutions like the ASI and APTDC in preserving and promoting tourism.
- ✓ Identify and explain the significance of major heritage sites in Andhra Pradesh.
- ✓ Demonstrate practical understanding through field visits of the students

Unit-I

Tourism Definitions- Nature and Scope of Tourism-History of Tourism in Andhra Pradesh- Importance of Tourism-Income Generation through Tourism

Unit-II

Types of Tourism: Historical Tourism, Pilgrimage Tourism, Recreational Tourism, Sports and Adventure Tourism- Environmental Tourism-Museum Tourism in AP

Unit-III

Popular Tourist Destinations in Andhra Pradesh: Religious Sites-Natural Landscapes- Archaeological, Historical and Cultural Sites-Beaches, Boating and Parks

Unit-IV

Andhra Pradesh Tourism Policy-2020-25-Tourism Circuits in AP- Tourism Packages- Role of ASI (Archeological Survey of India) in Tourism

Unit-V

Andhra Pradesh Tourism Development Corporation (APTDC)-Andhra Cuisine-Accommodation: Haritha Resorts and Hotels

Curricular Activities:

- Identify the famous tourist places in Andhra Pradesh.
- Tour is mandatory for getting practical experience
- Students may prepare a route map of tourist places.
- Collection of Books/Research papers on Indian Tourism places
- Research-based assignments
- Exhibition on Tourism Products
- Prepare the list of basic needs for the tour visit.
- Invited Lectures: Presentations on Related Topics by Experts
- Debates on the Attraction of Tourism in AP
- Visits to APTDC, Agencies, and Tour Travelers
- Prepare Videos/Documentaries on Tourism Places.
- Use PPTs and Photos for effective Teaching
- Collection of Newspaper Clippings
- Assignments/Seminars/Group Discussions/Quiz/Unit Tests
- Project Work/Demonstrations/Exhibitions
- Guest and Invited Lectures
- Attend and Organize the Conferences/Symposiums

Reference Books:

1. Jitendra Mohan Mishra, Tourism Principles and Practices, OUP, 2012
2. Tourism.ap.gov.in
3. Aptemples.ap.gov.in
4. <https://www.advantageap.in/wp-content/uploads/2023/02/AP-TourismPolicy-2020-2025.pdf>
5. APTDC Publications -Official guides and reports on Andhra Pradesh tourism.
6. Ashworth, G. J., Marketing in Tourism Industry
7. Bhatia, A. K., Tourism Development: Principles and Practices
8. Khan, Nafees A., Development Tourism in India
9. Krishna K. Karama., Basics of Tourism
10. Marrison, A. M., Hospitality and Travel Marketing
11. Ranga, Mukesh., Tourism Potential in India
12. Sarkar, H., Museums and Protection of Monuments and Antiquities in India
13. Vijaya lakshmi, K. S., History of Tourism
14. <https://cms.aptdc.in/fetch?payload=1d5ea735-ea9c-4826-8c2b-eb8497099a9d.pdf>

15. <https://aptourism.gov.in/mediadata/documents/61170c3b0fe3613982afab1600627a35d60ebba2d.pdf>
16. Indira., Tourism in Andhra Pradesh: Growth and Developments 1956-2007, Research India Press, 2014.
17. Gunna, C.A., Tourism Planning Basics, London, 2002.
18. Sharma, K.K., Planning for Tourism, New Delhi, 2000
19. Hawkings and Middletor, V.T.C., Sustainable Tourism, Oxford University, 1998.
20. Thyagaraju, M., Tourism Guidance, Mumbai, 2021
21. Surendra, G (Ed), Tourism Guidance, CCE Publication, Govt. of A.P., 2022.
22. Manoj Dixit, Tourism Products, New Royal Book Co, Lucknow. 2002.
23. https://www.youtube.com/watch?v=QTQE893D1g&list=PLbD1jXjL6WVYFsM_sv9WNp8Ox2MOEtEvy

SEMESTER-V

COURSE 13 B: INTRODUCTION TO ARCHAEOLOGY

Theory

Credits: 4

4 hrs/week

Objectives:

- To Defining and describing the significance of Archaeology
- To Understanding and evaluating various branches of Archaeology
- To Identify and apply the methods of Archaeological exploration and excavation
- To Analyze and assess the historical and Institution development of Archaeology
- Locate and explain the significance of Archaeological sites in India
- To study and development of Indian Archaeology after the Independence

Learning Outcomes:

Students after successful completion of the course will be able to

- ✓ Learn the scope of Archaeology and its sources.
- ✓ Analyzes the branches of Archaeology and their relation to other disciplines.
- ✓ Understand the different kinds of Archaeological studies and their evaluation.
- ✓ Knowledge of Colonial and Oriental Studies in Indian Archaeology
- ✓ Analyze the contribution of oriental Archaeologists and their services to Archaeological developments.
- ✓ Know the Important Archaeological Sites in India and their Exploration

Unit- I

Definition, Nature, Aim and Scope of Archaeology-Pre and Proto History- Archaeology as a Sources of Cultural Studies - The study of Epigraphy and Numismatics- Its relation with other disciplines.

Unit-II

Different kinds of Archaeology: Origin and Evolution of Archaeological Studies in the world- Classical Archaeology-Prehistoric Archaeology- Historical Archaeology-Environmental Archaeology-Underwater Archaeology- Ethno Archaeology-Linguistic Archaeology –Salvage Archaeology

Unit -III

Indian Archaeology- Colonial and Oriental Studies in Indian Archaeology-Archaeological studies in Universities and State Department of Archaeology and other Institutions: Archaeologists in India - William Jones, James Princep, Alexander Cunningham, Robert Bruce Foote - Curzon, John Marshall, Mortimer Wheeler, H.D. Sankalia- Archaeological Survey of India

Unit – IV

Exploration and Excavation methods – Vertical, Horizontal, Quadrant Method, Stratigraphy: Recording Method: Documentation, Photography, Plan and Section Drawing, 3D Method, Aerial Survey, Drone System – Dating methods: Relative Dating and Scientific Dating.

Unit -V

Indus Valley Sites: Excavations at Mohenjo-Daro, Harappa, Lothal and Dholavira-Megalithic and Early Historic Sites: Adichanallur, Suttukeni, Hallur, Rock art shelters Keeladi, Hill forts, Rockart shelters, Group of monuments at Hampi.

References:

1. Agrawal, D.P., The Archaeology of India, London, 1982.
2. Allchin, B., and R. Allchin, The Rise of Civilization in India and Pakistan, Cambridge, 1982
3. Chakrabarti, Dilip.K., India : An Archaeological History, New Delhi, 1999.
4. Chakrabarti, Dilip.K., A History of Indian Archaeology: From the beginning to 1947, New Delhi, 1988.
5. Daniel, Glyn E., the Origins and Growth of Archaeology, London, 1967.
6. Dhavalikar, M.K., First Farmers of the Deccan, Pune, 1990
7. Ghosh, A., (ed.), An Encyclopedia of Indian Archaeology, Vol.II, New Delhi, 1988.
8. Govindu Surendra, Principles and Methods of Archaeology, AG Publications House, Noida. 2023
9. Gururaja Rao, B.K., Megalithic Culture in South India, Mysore, 1972
10. Rajan, K., Archaeology: Principles and Methods, Tanjavur, 2002
11. Roy, Surendranath., The Story of Indian Archaeology, New Delhi, 1961
12. Singh, Upinder, The Discovery of Ancient India, Early Archaeologists and the Beginnings of Archaeology, New Delhi, 2004 Wooley, CL., Digging the Past, London, 1954

Curricular Activities:

- Collection of Archaeological remains, figures, photos, and books
- Field visits to archaeological and historical sites, museums, and monuments for observations, etc.
- Interaction with Archaeologists, Usage of Archaeology Scientific Equipment
- Awareness about photography and identify the famous Archaeological sites in India and AP. Invited Lectures: Presentations on Related Topics by Experts
- Use PPTs and Photos for effective Teaching and Collection of Newspaper Clippings
- Assignments/Seminars/Group Discussions/Quiz/Unit Tests
- Guest and Invited Lectures
- Historical Tours and attend the Conferences/Symposiums
- Training of Students in Archaeological Sites, Excavation, Exploration, C-14,
- Preservation Techniques, Usage of Technology, etc.
- Research-based assignments based on field work