

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.A.

Semester: II

**TOURISM AND TRAVEL MANAGEMENT - PAPER II
HISTORY AND TOURISM PRODUCT**

Course Code: 18IITT2 / 18BT203

No. of Hours: 60

COURSE OBJECTIVES:

- To familiarize the students with the various tourism products- Natural, socio-cultural and health tourism
- To have a detailed account of the Indian heritage (Art and Architecture) and its tourism potential
- To know the heritage sites recognized by UNESCO in India as “World Heritage Sites”
- To attain knowledge of important tourist destinations in Karnataka

LEARNING OUTCOME

- Students become familiar with the various tourism resources such as, natural, socio-cultural, historical and manmade
- Students are exposed to a detailed account of the Indian heritage (Art and Architecture) and its tourism potential
- Students also get an opportunity to know the “World Heritage Sites” recognized by UNESCO
- Students also learn about important tourist destinations in Karnataka

UNIT 1: TOURISM RESOURCES AND PRODUCT

15 HRS

Introduction: Tourism Product- Definition, Characteristics of tourism product - Tourism resources: Geographical resources – Historical - Socio-cultural and Natural resources - Natural Geographical Wonders.

UNIT 2: NATURE BASED TOURISM

15 HRS

Physical features of India– Mountains with reference to Himalayas – The Great plains of the North, The Peninsular Plateau, River systems - Climatic conditions – Biodiversities - Hill stations – coast line & Beaches – Deserts– Island tourism –Andaman and Nicobar Islands, Lakshadweep Islands – Wild life sanctuaries – National parks – Eco tourism & characteristics – Sustainable tourism.

UNIT 3: SOCIO-CULTURAL TOURISM

10 HRS

Fairs and festivals –Religious, cultural and Commercial – Festivals of India - Indian Classical dances & folk dances – Music: Carnatic, Hindustani & Folk – Handicrafts of India– Souvenirs – Museums and Art galleries.

UNIT 4: ART AND ARCHITECTURE OF INDIA

12 HRS

Indus valley civilization art- Buddhist art and architecture– Ashokan period – Sthambas and Stupas - Amravati, Gandhara, Mathura, Jain Basadis - Evolution of temples: Nagara, Dravida and Vesara– Indo-Islamic and Deccani architecture– Church architecture– Colonial monuments and modern art.

UNIT 5: WELLNESS AND MEDICAL TOURISM**04 HRS**

Wellness Tourism -Yoga and Meditation – Ayurveda, Unani and others - Indigenous medical practices - Medical Tourism

UNIT 6: TOURISM DESTINATIONS**04 HRS**

Important tourist destinations in Karnataka (6-8)-Major world heritage sites and monuments declared by UNESCO in India

REFERENCE:

- Acharya, R. Tourism and Cultural heritage of India (RBSA Publications, Jaipur 1986)
Mayhew, B. et.al. Indian Himalaya (Lonely Planet Publications, Singapore, 2000)
Basham, A.L. Wonder that was India (Rupa & Co, New Delhi, 1998)
Aitkin, Bill, Exploring Indian Railways (New Delhi, 1994)
Ellis, Royston, India by Rail (U.K., 1997)
Hussain, A.K. National culture of India (National Book Trust, New Delhi, 1998)
Seth, P. India: A Traveller's Companion (Sterling Publishers Pvt Ltd, New Delhi, 2nd edition, 1999)
Chattopadhyay, K. Handicrafts of India (New Age International Publishers Ltd, 1985)
Burton, Rosemary, Travel Geography (England, 1995).
Cooper & Boniface, Worldwide Destinations: The Geography of Travel and Tourism (2001)
Lahiri, Manosi, Understanding Geography (Kolkotta, 1993)
Memoria, C.B., Geography of India.
Robinson, H., Geography of Tourism (1980).
Tirth, Ranjit, Geography of India.
Strahler, Arthur N., Physical Geography (New Delhi, 1982)
Lonely Planet Series
Douglas Plierce – Tourism Today- A Geographical Analysis

PRACTICAL FOR SKILL DEVELOPMENT

1. Hill stations of India
2. Beaches of India
3. Wildlife sanctuaries and national parks
4. Wellness centres of India
5. World heritage sites in India

1. Students are required to maintain a newspaper clippings file of 25 articles with the source, date and synopsis.

FIELD TRIP

The students of Tourism and Travel Management subject shall be required to undertake a field trip to important tourist destinations covering at least 8 main centres relating to monuments, wildlife sanctuaries and national parks, etc. at the end of 1st semester. Students shall submit the field trip report consisting of about 35 typed pages, at least two months before the commencement of the second semester examination. The report will carry 50 marks and shall be evaluated by both internal and external examiners jointly.
