

JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2024 BATCH AND THEREAFTER
PROGRAMME: B. Com TM **SEMESTER – II**
TOURISM AND TRAVEL MANAGEMENT
TOURISM PRODUCTS OF INDIA

NO OF HOURS: 60

COURSE OBJECTIVES

- To distinguish and classify the various tourism products- Natural, socio-cultural, historical and manmade
- To have an illustrated description of the Indian heritage (Art and Architecture) and its tourism potential
- To appraise the potentialities of emerging destinations in India/Karnataka

LEARNING OUTCOME

- Students are able to differentiate and categorize a diverse array of tourism resources.
- Students receive an illustrated description of Indian heritage (art and architecture).
- Students get a detailed understanding of the emerging destinations in India/Karnataka.

UNIT 1: INTRODUCTION: TOURISM PRODUCT **12 HOURS**

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

UNIT 2: NATURE BASED TOURISM PRODUCT **14 HOURS**

Physical features of India– Mountains with reference to Himalayas – 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 : CULTURAL TOURISM **12 HOURS**

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

UNIT 4: INDIAN ARCHITECTURAL HERITAGE **14 HOURS**

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 Deccan architecture– Church architecture– Colonial monuments and modern art.

UNIT 5: TOURISM DEVELOPMENT IN INDIA **08 HOURS**

Alternative/Niche forms of Tourism - Wellness Tourism -Yoga and Meditation – Ayurveda - Medical Tourism - Important emerging destinations in India/Karnataka

SKILL DEVELOPMENT

- A case-study project on the prominent tourist circuits in India
- Virtual Presentation of Tourist destination to enhance presentation and Communication skills
- A case-study on Wellness tourism and Medical Tourism in India

BOOKS FOR REFERENCE:

- Acharya, R. (2007). *Tourism and Cultural Heritage of India*. India: RBSA Publishers.
- Benanav, M., Singh, S., Blasi, A., Clammer, P. (2015). *India. Cocos (Keeling) Islands*: Lonely Planet.
- Betts, V., McCulloch, V. (2014). *Footprint Focus - Indian Himalaya. India*: Footprint Travel Guides.
- Chattopadhyaya, K. (1995). *Handicrafts of India*. Italy: Indian Council for Cultural Relations.
- Dixit, M. (2002), *Tourism Products*, Lucknow: New Royal Book Co.
- Douglas, N. *Special Interest Tourism*. Australia: John Wiley.
- Hannam, K., Diekmann, A. (2010). *Tourism and India: A Critical Introduction*. (n.p.): Taylor & Francis.
- Husain, S.A. (2012). *Geography of India*. India: McGraw-Hill Education (India) Pvt Limited.
- Husain, S. . (1978). *The National Culture of India*. India: National Book Trust, India.
- Jacob, R. (2007), *Indian Tourism Products*. Delhi: Abhijeet Publication, Delhi.
- Mathur, U., Mathur, A., Mathur, L. O. (2016). *Indian Tourism: Tourist Places of India*. (n.p.): CreateSpace Independent Publishing Platform.
- Rajesh, M. (2012). *Around India in 80 Trains*. India: Roli Books.