

SEMESTER III

Code 301

Tourism Geography

Course Objective: To explore the basics of World Geography and its relevance with tourism. After completing this course, the students will be able to :

- ❖ acquaint climatic regions of world, meaning of time zone and the concept of time calculation by longitude.
- ❖ understand definition, contents and scope of tourism geography.
- ❖ perceive political and physical features of world geography.
- ❖ grasp political and physical features of india.

UNIT I

Fundamentals of Geography, Importance of geography in tourism; Climatic Regions of World; Study of Maps-Latitude, Longitude, Time zones, Time calculation by longitude; Tourism Geography: Definition, development, contents and scope; Models for tourism development

UNIT II

Political and physical features of North America, South America and Europe; Tourist Attractions at major countries as USA, Canada, UK, Germany, France, Switzerland, Russia

UNIT III

Political and physical features of Africa, Asia and Australasia (Australia, New Zealand and Pacific Islands); Tourist Attractions at Asian countries: Sri Lanka, Thailand, Malaysia, Singapore, Hong Kong-Macau, UAE, Egypt

UNIT IV

Political features of India; Physical features of India: Climatic regions, Mountains, River systems, Lakes, Deserts, Islands; Major geographical tourist attractions at North, South, East (and North-East) and Western India

Recommended Readings:

- Boniface B. and Cooper C., 2005, Worldwide Destinations: The Geography of Travel and Tourism, Heinemann Professional Publishing, Amsterdam
- Dixit M, 2006, Tourism Geography and Trends, New Royal Publishers, Lucknow
- Rohinson H., 1976, Geography of Tourism, MacDonald and Evans, London
- Singh, Gopal, 1988, The Geography of India, Atmaram & Sons, Delhi
- Hudman L. & Jackson R., 2003, Geography of Travel and Tourism, Cengage Learning, London
- Lal D. S., 1986, Climatology, Chaitanya Publication, Allahabad
- Singh S., 1999, Physical Geography, Prayag Publication, Allahabad
- National Atlas of India – Government of India Publication
- Oxford School Atlas

Course Objective : This course has been designed to provide an understanding that how the management of human resource is required for the development of tourism industry. After studying this course, the students will be able to :

- ❖ understand meaning and function of human resource management.
- ❖ perceive the concept of manpower planning and job analysis.
- ❖ grasp the meaning, objective and process of career planning.
- ❖ acquaint methods and process of job evaluation.
- ❖ know factors affecting wages.
- ❖ internalise meaning and significance of collective bargaining.
- ❖ receive clear insight of the settlement of industrial disputes.

Unit-I

Concept, role and function of Human Resource Management, Quality of H.R. manager, emerging challenges in human resource management, Development of human resource management- The Indian Scenario.

Unit-II

Manpower planning-concept, need and process, job analysis- concept, use, process, and Methods, Recruitment- Process, Policy, Sources and Techniques, Selection- Meaning and process: Placement and Induction.

Unit-III

Career Planning and Development- Meaning, Objective and process. Training- Concept and Importance. Identifying training needs, Methods of Training, Executive development- concept, objective, methods and techniques.

Unit-IV

Job Evaluation-Concept, process and methods, Wages and Salary Administration-Objectives and principles and methods, factors effecting wages, Fringe benefits, collective bargaining, Industrial disputes- Causes and settlement. Industrial fatigue and monotony.

Recommended Readings:

- Bon, Tom, 1994, Human Resource in International Tourism, Butter Worth
- Arya, P.P. and Tandon, B.B., 1998, Human Resource Development, Deep and Deep Publications, New Delhi
- Dwivedi, R.S., 2009, Managing Human Resource, Vikas Publishing House
- Ghosh, B, 2000, Human Resource Development and Management, Vikas Publishing House
- Dessler, G, 2012, Human Resource Management, Prentice Hall
- Milkovich, G and Boudreau, J, 1997, Human Resource Management, Irwin Publication
- Diwan, Parag, 1999, Human Resource Management, Golden Books Centre
- French, W, 1998, Human Resource Management, Houghton Mifflin, Boston

Course Objectives: To impart functional knowledge of French grammar so as to use French language effectively in the field of Tourism enabling students to understand and explain tourist oriented Literature. After studying this course, the students will be able to:

- ❖ have better French expression used in air travel, journey by taxi and train.
- ❖ prepare for impressive French expression used for accommodation and in daily life.
- ❖ be fluent in giving and receiving information in French.
- ❖ develop the skill of writing and replying professional letters in French.

Unit-I

Fundamental French Grammar: Continued grammatical exercises (written and oral)

Unit-II

French expressions used in air travel, French expression used in journey by taxi and train, Expressions used for money exchange, French expressions used for accommodation, French expressions used in daily life (Post, Railway, cinema, hotel, pharmacy, hospital etc.), To give and receive information in French (Oral and written expressions in French) written exercise, game role and dialogues.

Unit III

Travel agency, tour operators, Travel and adventure sports in India, To give and receive information in French (oral written expressions in French). To advise and advertise. To create slogans, publicity and advertisement. To write and reply professional letters.

Unit IV

Applied grammar pertaining to the prescribed book. Listening skills by audio aids. Interesting cities and sites (situation, climate and importance).

Recommended Readings:

- Bhattacharya, S., 2011, French for hotel management and tourism industry, Frank Brothers
- Larousse Dictionary, (French to English) (English to French)
- Mauger, G, 1988, Cours de Langue et de Civilisation Francaises, Schoenhofs Foreign Books
- Mathurin, Dondo, 1997, Modern French Course, Oxford, India
- Chaudhry, Kiran, 2008, Teach Yourself French, MLBD Publication
- Max Dany and Jean Robert Lalay: Le Francais de l'Hoetellerie et du Tourisme Industry
- Chandrashekhar, Hangal, Krishanan Mokashi: A Votre Service Francais Pour l'Hoetellerie et du Tourisme

Course Objective: To familiarize the students with the concepts and methodology of research enabling them to execute an appropriate Research Design and prepare an effective research report thereafter. After studying this course, the students will be able to :

- ❖ understand nature, scope and purpose of research methodology.
- ❖ acquaint steps in research process and overview of research design.
- ❖ know review of literature.
- ❖ perceive types of data sources and sampling.
- ❖ clear properly quantitative techniques.

Unit I

Introduction to Research – Nature, Scope and purpose – Methodology of research, Methods – Research ethics – Steps in Research Process – Overview of research design. Propositions and Hypothesis

Unit II

Identifying research problems – Review of literature – Research Gaps-types of data -Sources of data – methods of Primary data collection-Conceptual and operational definitions Variables, Constructs and Relationship– validity and reliability- Surveys – Sampling – Types of sampling –Advantages – Limitations – Questionnaire design and execution.

Unit III

Quantitative Techniques – Measures of central Tendency and dispersion – Time series analysis – Correlation and regression analysis – Testing of Hypothesis – Parametric and nonparametric techniques – Use of SPSS in research.

Unit IV

Quantitative Techniques: Case Study method – Experimentation-Participant Observation – Depth interviews – Preparing field notes – focus group techniques – Projective techniques. Module 5: Data Presentation – Communicating the research finding – Written and Oral presentation – Report Writings – Scientific Writing Styles – Structure of research Proposal.

Recommended Readings:

- Blaikie N, 2000, Designing Social Research, Polity Press, Canterbury, UK
- Brunt, P., 2002, Market Research in Travel and Tourism, Butterworth & Heinemann , UK
- Kothari, C.R., 2004, Research Methodology, New Age International, Delhi
- Chirs Ryan – Researching Tourist Satisfaction – Issues , Concept ,Problems – Routledge, London.
- Clark, Riley M; Wilkie, M, 2009, Researching and Writing Dissertations in Hospitality and Tourism, ITBP, UK
- Cooper, D. and Schindler, P., 2008, Business Research Methods, McGraw Hill, New Delhi
- Poynter .J., 2012, How to research and write a Thesis in Hospitality and Tourism: - A step by step guide for college students, Wiley, UK

Course Objective : The Study will be an integrated study of Indian culture and Art from Vedic to the Modern period with a view to give an over view for providing the background of understanding of tourism in India. After studying this course, the students will be able to :

- ❖ understand salient features of Indian culture with reference to society like marriage, family, culture, norms and rituals etc.
- ❖ learn Art and culture from Vedic to Shunga, Stupa Architecture, Literature and art of Gupta's period.
- ❖ grasp general features of sculptures and Temples and rock-cut art.
- ❖ perceive art, painting of Indo-Islamic and British period.

Unit I

Salient features of Indian culture with reference to society-marriage, Family, Culture : building blocks of culture- values, norms, rituals, beliefs, material artifacts, language, cultural variation, cultural relativism, cultural universals, cultural integrations, cultural diffusion and acculturation and Morality and custom. Women and society.

Unit II

Vedic to Shunga : art and culture (Vedic society and religion, Ashoka pillars and Dhamma). Stupa Architecture :- Sanchi, Kushana : contributions to art and architecture (Gandhara and Mathura style), Gupta period : contributions to literature and art (Sarnath school of art, evolution of Temples of Gupta period), Ajanta cave painting.

Unit III

Early medieval period (700 AD to 15th century). Major changes in society, General features of sculptures and Temples with special reference to Khajuraho, Bhubaneswar, Tanjore, Rock-cut art- Mahabalipuram, Ellora.

Unit IV

Indo-Islamic and British period : Society and Bhakti movement, Mughal painting (Akbar and Jahangir), Pahari painting (Features), Famous Indo-Islamic monuments (Agra-Tajmahal), Delhi- Jama Masjid and Red Fort, British- India gate, Gateway of India, Victoria memorial, National Library of Kolkata and National Archive of Delhi.

Recommended Readings :

- Welch, S.C., 1985, India: Art and Culture, The Metropolitan Museum of Art, New York
- Vyas, R.N., 1992, Nature of Indian Culture, Concept Publishing Company, New Delhi
- Bingham, J., 2005, Indian Art and Culture, Capstone Press Inc.
- Saraswati, S.K., 1983, Aspects of Indian Art and Culture, Ordhi India
- Vatsyayan, Kapila, 2006, The Cultural Heritage of India, Ramkrishna Mission Institute of Culture

SEMESTER IV

Code: 401

Tourism Impacts and Crisis Management in Tourism

Course Objective: This course has been designed to inculcate various impacts of tourism on society, economy and environment. Relevant descriptions on crisis management and risk assessment have also been an another aim of this paper. After studying this course, the students will be able to :

- ❖ understand the concept of destination carrying capacity.
- ❖ make clear perception of the concept of multiplier effect and linkages in tourism.
- ❖ learn different environmental impacts of tourism.
- ❖ have better knowledge of crises management.
- ❖ have clear insight of risk management and emergency response plans.

Unit I

Concept of Destination Carrying Capacity; Social, Cultural and Economic Impacts of Tourism; Identifying & Managing Socio- Cultural Impacts; Concept of Multiplier Effect and Leakages in Tourism; Concept of Guest-Host Interaction: Doxey's Irridex Model; Concept of Community Involvement in Tourism

Unit II

Environmental impacts of tourism- Type of Impacts, Environmental Quality Factors; Environmental Planning of Tourism Attraction, Environmental impact Control Measures; Tourism Impact Assessment & Sustainable Development

Unit III

Overview of the Crisis Management: Concepts and approaches; Definition of Key Terms and Identification of Crisis Events; Disaster management/emergency management & risk management: how do they differ from crisis management; Preparing for a crisis & responding to crisis; Crisis management team; Planning & preparation: anticipate, prepare and mitigate an impending crisis

Unit IV

Risk Assessment, Risk Management and Risk Communications; Contingency Planning in Tourism; Emergency Response Plans, Corporate Crisis Management Plans, Corporate Crisis Communications Plans, Disaster Recovery Plans, Business Continuity Plans.

Recommended Readings

- Yoel, Mansfeld and Chapin, Linda, 2005, Tourism, Security and Safety, Elsevier Science & Technology
- Hall, C. Michael, Dallen J. Timothy, David Timothy Duval, 2006, Safety And Security In Tourism, Jaico Publishing House
- Dirk, Glaesser, 2006, Crisis Management in The Tourism Industry, Butterworth-Heinemann,
- Richardson, Bill and Smith, Denis, 1999, Crisis Management: A Work Book for Managers, John Wiley & Sons
- Lerbinger, O., 1997, The Crisis Manager: Facing Risk and Responsibility, Lawrence Erlbaum Associates, Mahwah, New Jersey
- Sinha., P.C., 1998, Tourism Impact Assessment, Anmol Publication

- Nigam, Satish C., 2006, Eco Tourism and Sustainable Development, Rajat Publication
- Mowforth, M and Mutt, Ian, 2012, Tourism and Sustainability, McGraw Hill

Code:402

Potentials and Problems of Tourism in Varanasi

Course Objective: This course has been designed to emphasize prospects and problems of tourism in Varanasi. Before discussing these issues, it is imperative to make clear description of history and culture of Varanasi. After studying this course, the students will be able to :

- ❖ understand sacredness of Varanasi and its landmarks of history and culture.
- ❖ make clear perception of the present state of tourism in Varanasi.
- ❖ have better knowledge regarding socio-cultural and religious characteristics of Ganga Mahotsav, Buddha Mahotsav and Dava Dipawali.
- ❖ make clear insight of faith packages.

Unit I

History and Culture of Varanasi – Ancient most living city, its sacredness, Landmarks of history and culture in ancient medieval and modern periods, place of the continuous flow of all the main religious streams- Hinduism, Buddhism, Jainism, Sikhism.

Unit- II

Present state of Tourism In Varanasi : Available and Proposed Packages – Tourist arrivals in Varanasi both international and domestic, Varanasi as city of religious heritage, Ganga Ghats, accommodation, Transportation Train, Air, Road, other Amenities- food entertainments, shopping. One day package, two days package, three days package, Buddhist circuit, Hindu pilgrimage, New packages which should be introduced, adventure, rural, river, event-linked packages, Panchakroshi, Jaina pilgrimage package.

Unit- III

Socio-Cultural and Religious Tourism in Varanasi : Prospects- Ganga Mahotsav, Buddha Mahotsav, Deva Deepawali, Musical festivals, Sankat Mochan five days programme, places of Bismillah Khan, Girija Devi, Kishan Mahraj. Faith package- places of Kabir, Raidas, Ramanand, Tulsi Das. Educational- Banaras Hindu university, Mahatma Gandhi kasha Vidyapith, Sampooranand Sanskrit University. Important places of visit Sarnath, Kardameshwar temple of Kandawa, Nepali Temple, Bharat Mata Mandir, Bhelupur Jain Temples, Ramanagar Fort etc.

Unit- IV

Problems of Tourism promotion in Varanasi- Lack of coordination between non Governmental and Government Agencies, Lack of composite tourism in terms of faith, events and fairs and festivals. Holi Diwali; Art and craft Textiles Terracotta and wooden figures : Water Pollution, security problems, untrained and Fake Tourist Guides, cheating in shopping, improper infrastructure in the form of road, water supply, electricity, inadequate public road Transport, Problems of Train reservations, Beggars and pollution in Ganga Water.

Recommended Readings :

- Altekar A.S., History of Benaras.
- Giri, Kamal and Tiwari, Marutinandan, Kashi ke Mandir aur Murtiyan.
- Kejriwal O.P., Benaras illustrated and James Princep.

- Pandey D.B. and Dwivedi P.S.(Ed) Dimensions of Tourism in Varanasi.
- Verma T.P., (Ed) Varanasi through the Ages.

(For Code 403 and 404- please select any two from the following options)

Code: 403

Code: 404

(A) Eco-Tourism

Course Objective: This course has been designed to explore the interrelationships between the environment & its resource for sustainable tourism planning and development. After studying this course, the students will be able to :

- ❖ understand different aspects of environmental studies like definitions, its components and types.
- ❖ receive better knowledge regarding bio-geo chemical cycles, green house effects and depletion of ozone layer.
- ❖ make clear insight of eco-tourism.
- ❖ have better understanding of the role of eco-tourism in WTO, UNDP, UNEP and GOI.

Unit I

Environmental Studies: Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio – Geo Chemical cycles, Environmental Pollution – Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

Unit II

Concept and Origin : Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists. Eco-tourism Resources in India – Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem

Unit III

Eco-tourism Planning and development strategies – Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product development, Marketing and Promotion, Infrastructure development, Industry involvement training programme both at operational and promotional level.

Unit IV

Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI,. Case studies of Ajanta - Ellora development project, Lonar Crater, Periyar National Park, Goa, Eco tourism at Himachal Pradesh.

Recommended Readings:

- Baldwin J.H., 1985, Environmental Planning and Management, I.B.D. Dehradun

- Singh, Ratandeep, 2011, Handbook of Environmental Guidelines for Indian Tourism, Kanishka Publishers, New Delhi.
- Mridula & N. Dutt, 1991, Ecology and Tourism, Universal Publishers, New Delhi
- Negi. J, 1990, Tourism Development and Resource conservation, Metropolitan, New Delhi
- Sapru, R.K., 1987, Environment Management in India, New Delhi
- Singh, S.C., 1989, Impact of Tourism on Mountain Environment , Meerut Research India Publications
- Verma P.S. and Agarwal V, 1996, Principles of Ecology, S. Chand, Delhi
- Kandari O. P., Chandra Ashish, 2001, Tourism Biodiversity & Sustainable Development, Isha Books, Delhi

(B) Wellness Tourism

Course Objective: This course has been designed to give basic idea about the concept of wellness and its applicability in tourism. After studying this course, the students will be able to :

- ❖ understand origin and development of health tourism over ages.
- ❖ know the tools of wellness and factors influencing need for health and wellness in tourism.
- ❖ have clear perception of medical system including modern medicine.
- ❖ have clear insight of the definition and typologies of spas.

Unit I

Wellness : Historical perspectives, Origin and development of health tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well being – spirituality – Quality of Life (QOL) – Typologies of Health tourism - Factors affecting growth of health tourism.

Unit II

Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics –Factors influencing need for health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism. - Health, wellbeing and environment–Pleasing weather and climate – winter, summer and Health resorts

Unit III

A brief overview of Medical systems: Modern medicine & C.A.M – holistic approach Vs specialization approach. - Concept and Dimensions of holistic health care:– the body, Mind and Spirit relationship. - Major C.A.M. systems of the world:- AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy –Chinese medicine and acupuncture, Shiatsu, Reflexology, Aromatherapy. Medical tourism: - concept, typology evolution of Medical Tourism - benefits of medical tourism economics of medical tourism - Global medical tourism scenario- countries promoting medical tourism –Indian medical tourism – potential and problems - market size and growth-future - Challenges. Case study: Ayurvedic tourism and medical tourism of Kerala.

Unit IV

Spas – Definitions, origin, typology - Medicinal properties of spa water– important natural spa destinations in the world. The layout of a spa (treatment rooms –dry and wet, lockers and changing room, reception, waiting area etc). A brief overview of Modern Spa Treatments: Categories of treatments – Detox – bodywork therapies - Different styles of massages – Facials - Body Polish & Scrubs – Packs – glows -wraps, Aromatherapy - Yoga & Meditation – Pilates - Tai Chi -Acupuncture &

Acupressure. Hydrotherapy – Baths, Showers, steam bath, Sauna, Hamam, Whirlpool, Floatation therapy. Manicure & Pedicure, hot Stone Therapy, Mud therapy, thalasso therapy

Recommended Readings:

- Smith, M and Puczko, L, 2009, Health and Wellness Tourism, B. Heinemann
- Kulkarni, S., 2008, Spa and Health Tourism, Book Enclave, Jaipur
- Raj, Pruthvi, 2006, Medical Tourism in India, Arise Pub, New Delhi
- Rajagopalan, S, 2006, Health Tourism–An Introduction, The ICFAI University Press, Hyderabad
- Swami Vishnudevananda, The Complete Illustrated Book of yoga
- Payyappilly, C., et al., 1988, Holistic Health Work Book, Sahaj, Pune
- Huss, Carol et al., 1989, The Banyan Tree: A Text Book for Holistic Health Practitioner, Sahaj Medical, Mission Sisters, Pune

(C) Adventure and wild life Tourism

Course Objectives: This course is designed to study India’s Adventure tourism aspects along with Wildlife sanctuaries. After studying this course, the students will be able to :

- ❖ understand the concept and classification of adventure tourism.
- ❖ make clear perception of water adventure like rafting, surf boating, wind surfing and scuba driving etc.
- ❖ know wild life conservation and management.
- ❖ make clear insight of important national parks and sanctuaries of india.

Unit-I

Concept of Adventure Tourism; Classification of adventure tourism; Adventure on Ground: - Mountaineering, Trekking, Skiing, ice skating, Rock Climbing, Camel Safari, Bungee Jumping etc.

Unit-II

Adventure in Water: - White water rafting, Canoeing, Kayaking, Surf boating, Wind surfing, Scuba Diving, Snuba Diving, Snorkeling; Adventure in Air:- Ballooning, Parachuting, Sky diving, Para Sailing, Para Gliding, Micro lighting.

Unit-III

India’s Wild Life: Introduction, Wild life conservation and management, Protected area network in Indian National parks, Wildlife sanctuaries & biosphere reserve (meaning and characteristics). Special conservation Programs

Unit-IV

Selected important National parks & sanctuaries in India: Dachigam, Corbett, Dudhawa, Kanizanga, Manas, Bandhavgarh, Gir, Ranthambore, Keoladev Ghana, Sunder Ban, Valley of Flowers, Madumalai, Periyar

Recommended Readings:

- Buckley, Ralf, 2006, Adventure Tourism, CAB International, Oxfordshire

- Swarbrooke, J; Beard, C. et al, 2003, Adventure Tourism: The New Frontier, Butterworth-Heinemann, Oxford
- Taylor, S and Varley P., 2013, Adventure Tourism: Meanings, Experience and Learning, Routledge, Oxon
- Hudson, S, 2003, Sports and Adventure Tourism, Haworth Hospitality Press, New York
- Nag, Prithvish and Singh S.K., 1999, Tourism and Trekking in Nainital Region, Concept Publishing Company, New Delhi
- Thakur, A.S., 2013, Adventure Tourism: Concept, Segmentation and Promotion, Lap Lambert Publishing
- Kohli, M.S., 2002, Mountains of India: Tourism, Adventure & Pilgrimage, Indus Publishing Company, New Delhi
- Chawla, Romila, 2008, Adventure Tourism, Rajat Publication, New Delhi
- Malik, S.N., 1997, Adventure Tourism, Agam Kala Prakashan

(D) Pilgrimage Tourism

Course Objectives: The course is designed to abreast students of the rich religious diversity of India hence covering major sites related to it. After studying this course, the students will be able to :

- ❖ make clear understanding of Hindu pilgrimages like Chardham yatra, Kumbh mela, Gaya and another important Temples in india.
- ❖ have clear perception of Buddhist pilgrimage like Lumbini, Bodhgaya, Sarnath and Nalanda Etc.
- ❖ have better knowledge of Jain Pilgrimage like Kashi, Sametshikhar, Sonagir and Palitana etc.
- ❖ make clear insight of Muslim pilgrimage like Ajmer Sharif, Fatehpur Sikri, Haji Ali and Taran Taaran etc.

Unit-I

Hindu Pilgrimage: Char Dham Yatra, Jyotirlinga Yatra, Devi Yatra, Kumbh Mela, Gaya, Ayodhya, Mathura-Vrindavana, Dwarka, Kanchi, Kamrup, Hardwar, Amaranth, Kailash-Mansarovar, Puri, Tirupati, Sabarimala, Shirdi, Madurai, Thanjavur, Thiruvananthapuram

Unit-II

Buddhist Pilgrimage: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

Unit-III

Jain Pilgrimage: Kashi, Sametshikhar, Pavapuri (Bihar), Shatrunjaya, Girnar, Mt. Abu, Ranakpur, Sonagir, Sharavanbelgola, Palitana, Sarkhej, Shatrunjaya

Unit-IV

Muslim Pilgrimage: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, Haji Ali, Hazratbal ; Sikh pilgrimage: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar, Hemkund, Taran Taaran

Recommended Readings:

- Dixit, Manoj and Sheela, C, 2008, Tourism Products, New Royal Book Company
- Jacob, R and Mahadevan, P, 2012, Tourism Products of India, Abhijeet Publication
- Morpeth, N.D. and Raj R., 2007, Religious Tourism and Pilgrimage Management, CAB International
- Mawa, S, 2004, Pilgrimage Tourism, Kaveri Books

- Chandra, Moti, Kashi Ka Itihas, Chaukhamba Prakashan
- Shukla, Kuber Nath, Varanasi Vaibhava, Chaukhamba Prakashan
- Tirthank of Kalyan and Samarg

(E) Cultural Tourism

Course Objectives: This course has been designed to explore the Indian history, culture, music traditional fairs and festivals which is the purpose of visit for any tourist coming to India. After studying this course, the students will be able to :

- ❖ Understand entire Indian history.
- ❖ have better knowledge entire Indian culture.
- ❖ make clear perception of Indian music.
- ❖ have clear insight of important fairs and festival of india.

Unit-I

Outline of Indian history: Ancient, Medieval and Modern

Unit-II

Indian culture: Traditions and Customs, Settlement Patterns, Religious Observation, Costumes.

Unit-III

Music: Classical and folklore musical instrument, different schools of Indian music; Indian Classical Dances, Indian folk dances.

Unit-IV

Important Fairs and Festivals, Popular Traditional Art and Crafts of India, Varied cuisine's of India; Case Studies of promotional cultural activities in the field of tourism in India (Centre, State and Private sectors)

Recommended Readings:

- Dixit, Manoj and Sheela, C, 2008, Tourism Products, New Royal Book Company
- Vatsyayan, Kapila, 1992, Indian Classical Dance, Publications Division, Ministry of Information and Broadcasting, Govt. of India
- Welch, S.C., 1985, India: Art and Culture, The Metropolitan Museum of Art, New York
- Sharma, S.R., 1963, Outline of Indian History, V.V. Research Institute Press
- Fairs and Festivals of India, 2006, Hindology Books, Pustak Mahal, New Delhi
- Vyas, R.N., 1992, Nature of Indian Culture, Concept Publishing Company, New Delhi
- Bingham, J., 2005, Indian Art and Culture, Capstone Press Inc.
- Saraswati, S.K., 1983, Aspects of Indian Art and Culture, Ordhhi India
- Vatsyayan, Kapila, 2006, The Cultural Heritage of India, Ramkrishna Mission Institute of Culture

(F) Rural Tourism

Course Objectives: This course is designed to showcase the tourism potential of rural India. After studying this course, the students will be able to :

- ❖ understand different bases to define urban and rural areas.
- ❖ know unique features of Indian rural tourism in plains.
- ❖ have better perception of planning and development approaches for promotion of rural tourism.
- ❖ make clear insight of positive and negative implication of rural tourism.

Unit-I

Defining urban, rural and low periphery areas; Geographic, Socio-economic, Cultural and Ecological basis to define rural areas; Concept and philosophy of rural tourism and its relationship with farm, agro-green and cultural tourism; Aims and objective to promote rural tourism to match the growing demand for rural/country side destination

Unit-II

Resource base for rural tourism in India; Rich diversity in socio-cultural and economic environments; Unique features of Indian rural tourism in plains, deserts, mountains, forested tracts, islands and seacoast; Existing and needed infrastructure for development of rural status of transport and communication, accommodation, recreation and entertainment

Unit-III

Planning and development approach for promotion of rural tourism; Identification, assessment and mapping of potential rural destination; Carrying capacity studies; Actions to motivate the host population and private entrepreneurship to actively participate in the program.; Publicity and promotion, planning the entire strategy on lines of community approach; Synchronizing rural tourism efforts with the comprehensive integrated area development program.

Unit-IV

Rural Tourism: Benefits or Burden? Cross examination of positive and negative implications of rural tourism; Incentives available for development of tourism in rural areas; Other potential areas for fiscal and non-fiscal incentives.

Recommended Readings:

- George E.W. and Reid, D., 2009, Rural Tourism Development, Channel View Publication, Bristol
- Hall, D and Mitchell, M, 2005, Rural Tourism and Sustainable Business, Channel View Publication, Bristol
- Sharpley, Richard, 1997, Rural Tourism: An Introduction, International Thomson Press
- Page, S. J. and Getz, D, 1999, The Business of Rural Tourism, International Thomson Press
- Singh, Shalini, 1994, Cultural Tourism and Heritage Management, Rawat Publications
- Singh, A.K. and Pandey S., 2005, Rural Marketing: Indian Perspective, New Age Publication, New Delhi