

COURSE NO: THMO-123

TITLE: APPLICATION OF HISTORY AND HERITAGE IN TOURISM

TOTAL CONTACT HOURS: (60 HOURS)

Objectives of the course: Various aspects of history (monuments , archaeological sites, museums etc) have been used for ages as tourist attractions and history is being used as a tourism product.

This course aims at application of history in tourism. It takes into an account an understanding of tourism designing of tourism products and packaging of history as a tourism product.

Module 1: Characteristics of tourism (10 Hours)

Module 2: Role of History and Heritage in designing and promotion of Tourism (10 Hours)

Module 3: History as a tourism product. (10 Hours)

Module 4: Monuments major and minor (World, India and Goa) (10 Hours)

Module 5: Historical sites and events (10 Hours)

Module 6: Folk culture, arts, festivals, religion, handicrafts and textiles (10 Hours)

Recommended Reading Lists:

1. Cooper, Chris And Fletcher(2006): *Tourism - Principles And Practices*.
2. Wahab, S(1985) : *Tourism Marketing* , Prentice Hall , New Delhi.
3. Pierce, Douglas(1987): *Tourism Today- A Geographical Analysis*, Pearson Education
4. Harle, J.,C: *The Art and Architecture of Indian Subcontinent*, Penguin Publications

Note: The course may be developed keeping in view the specific requirements of the region in which it is taught.