

Effective from A.Y: 2019-20

Learning objective: The learner will be able to understand the functioning of adventure and sports tourism business.

Course Methodology:

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

Syllabus:

UNIT 1: Introduction to Adventure and Sports Tourism Products	12 Hours
Definition, Nature and classification of adventure Tourism, Land, Water and Air based adventure activities. Tools and Equipment used in adventure tourism. Popular adventure tourist destinations	
UNIT 2: Management of adventure and sports tourism products	12 Hours
Adventure tourism products and infrastructure, Marketing and promotional strategies. ATO Regulations, Adventure Tourism Organizations (ATO) and training institutes in India, Challenges of adventure tourism, Socio-environmental impacts of adventure tourism.	

Suggested Readings:

1. Buckley.R. 'Adventure Tourism Management'. (Latest edition), Routledge, London.
2. Malik, S.S, 'Potential of adventure Tourism in India'. (Latest edition), Agam Kala Prakashan Publishers, New Delhi.
3. Mike Weed and Chris Bull, 'Sports tourism Participants, Policy and Providers'. (Latest edition), Butterworth-Hienemann, London.

Learning outcomes:

The learner will be able to:

1. Identify the adventure and sport tourism products.
2. Understand the impact of adventure tourism activities.