

Effective from A.Y: 2019-20

Learning objective: The learners will be able to understand the association of fitness and nutrition with tourism.

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 fitness and nutrition tourism products	12 Hours
Introduction, History, Scope, Need for fitness, Tourist perception of wellbeing and fitness, Tourist profiles, Cultural Influences , Social activities related to nutrition and fitness, Nutrition and the role of Indian Government.	
UNIT 2: Trends in fitness and nutrition	12 Hours
Global trends, Global fitness activities, Cross border collaborations, Opportunities and challenges, Nature based activities that lead to fitness, Cultural exchange ,Wellness Holidays: Spa Holidays, Spa & Sport Holidays, Yoga Holidays, Detox Holidays, Retreats: Mindfulness Retreats, Emotional Healing Retreats and Sleep Enhancement Retreats for Insomnia Treatment	
UNIT 3: Development of Fitness and Nutrition Tourism Circuits	12 Hours
Nutrition & Tourism, Food and travel, biological & socio-cultural need, Food travel phenomenon. Globalization and postmodernism of international nutrition tourism. Culinary (gastronomy) tourism and food tourism emerge as special interest tourism, Tourism clientele, Importance of nutrition in health management , Nutritious diets from across the world, Designing diet specific circuits and tours	
UNIT 4: Organising Fitness and Nutrition Events	12 Hours
Fitness & Nutrition Destinations, Planning, Organising, and Implementation of Fitness and nutrition events, Funding and Partnerships with NGO's.	

Suggested Readings:

1. Karin,A.E. and Vokwein. 'Fitness as a cultural phenomenon'. (Latest edition), Waxmann Publications, London.
2. Kay-Smith, Melanie and Puczko, Laszlo. 'Routledge handbook of health tourism'. (Latest edition), Routledge, London.
3. Cinder, Earnst, and Green Ivy. 'Easy Fitness for the Reluctant Exerciser'. (Latest edition), Routledge, London.
4. Thomas H. Sawyer, and Lawrence W. Judge. 'The Management of Fitness, Physical Activity, Recreation, and Sport'. (Latest edition), Sagamore Publishing, London.

Learning outcomes:

The learner will be able to:

1. Understand the importance of fitness and nutrition tourism.
2. Promote fitness and nutrition as a tourism product.

