

Effective from A.Y: 2019-20

Learning objective: The learner will be able to gain insight about tourism products of India.

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: Man made Tourism Products	12 Hours
Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality and Diversities, Modern Architecture, Living heritage as a tourism product, Cultural tourism through Heritage: Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs and Festivals of Social and Religious importance, Performing arts of India.	
UNIT 2: Natural Tourism Products	12 Hours
Wildlife and national parks, Locations of hill stations, Beach destinations of India, Hinterland tourism products. Accessibility, Facilities, Amenities, Accessibility, Facilities, Amenities, and Unique Selling Propositions of Natural tourism products.	

Suggested Readings:

1. Robinet Jacob, 'Indian Tourism Products'. (Latest edition), Abhijeet Publications, New Delhi.
2. Basham, A.L., 'A Cultural History of India'. (Latest edition), Oxford University Press, USA
3. Stephen Ball, 'Encyclopedia of Tourism Resources in India'. (Latest edition), Butterworth – Heinemann, London
4. Manoj Dixit, 'Tourism products'. (Latest edition), New Royal Book Co., Lucknow.
5. Norman Douglas, 'Special Interest Tourism'. (Latest edition), John Wiley & Sons, Australia.
6. Robinet Jacob, 'Indian Tourism Products'. (Latest edition), Abhijeet Publications, New Delhi.

Learning outcomes:

The learner will be able to:

1. Describe the tourism products of India.
2. Name both cultural and natural tourism products of India.