

IV SEMESTER STUDY OF TOURISM

OBJECTIVES

- To help the students to acquire knowledge about Tourism and its management
- To provide foundation for the study of other branches of history
- To enable the students to explore opportunities in Tourism sectors

UNIT 1:

Introduction - Definition- Meaning and Elements of Tourism

Basic Components of Tourism - Types of Tourism

Tourism through the ages – Early Tourism - medieval times.

Modern tourism - Sargent Committee

(20 Hours)

UNIT II:

Basic Infrastructure - Supportive Services.

Tourism and Environment -Conservation of Cultural Heritage and Resources - Legislative Measures.

(15 Hours)

UNIT III:

Tourism Organisations - International and National – WTO (IUOTO), PATA, NTO, Role of ITDC and KSTDTC in promoting Tourism.

Role of Travel Agencies & Tour Operators.

Training Personnel for Tourism

(15 Hours)

UNIT IV:

Tourism in India:

- World Heritage Sites.
- Museums.
- Wild Life Sanctuaries
- Beach Tourism.
- Adventure Tourism.

• Folk Dances and their role in Tourism

(20 Hours)

• Cultural Festivals - Kamba Mela, Puri Rath Yathra, Desert Festivals, Taj Mahotsav,

Bangalore Karaga, Lalbagh flower show, Hoysaleswara festival, Kambala and Jallikattu.

PLACES OF HISTORICAL IMPORTANCE:

1. Delhi 2. Agra 3. Fatehpur Sikri 4. Jaipur 5. Mount Abu 6. Khajuraho
7. Allahabad 8. Kasi 9. Simla 10. Konark 11. Darjeeling 12. Ajantha
13. Ellora 14. Panaji 15. Bandipura 16. Mysore 17. Hampi 18. Patadakallu
19. Tanjore 20 Mabalipuram.

Books for study and reference:

1. Gupta T. C. and Sushma Kasbekar: Tourism Product in India.
2. G. S. Batra: Tourism in the 21st Century.
3. A.K. Bhatia: International Tourism: Fundamentals and Practices.
4. Jagmohan Negi: Tourism and Travel: Principles and Concepts.
5. Ratandeep Singh: Tourism Today, Volumes I, II and III.
6. Witt S F and Moutinch L: Tourism Marketing.
7. S. K. Jha: Tourism Marketing.
8. Denis Foster: An Introduction to Travel and Tourism.
9. Robinet Jacob et.al. Indian Tourism Products.
10. Robinet Jacob: Health Tourism and Ayurveda, Abhijeet Publications, Delhi.
11. Bansal S. P: Tourism towards 21st Century, Deep and Deep Publications, New Delhi.
12. Seshadri B: India's Wildlife and Wildlife Reserves, Sterling Publishers Pvt. Ltd, New Delhi.
13. Geetanjali: Environment and Tourism, Centrum Press, New Delhi.
14. Ravi Bhushan Kumar: Coastal Tourism and Environment, APH Publishers, New Delhi.
15. Mahesh Chandra Singh: Modern Tourism in 21st Century - Centrum Press, New Delhi.