

NON MAJOR ELECTIVE – I
THIRD SEMESTER
BASICS OF TOURISM

Objectives:

1. To know the definition and concepts of tourism
2. To understand the types of tourism
3. To analyse the components of tourism

UNIT-I : **Definition and concept of Tourism:** Definition, Nature, Characteristics, Tourism factors, frame work of tourism.

UNIT-II : **Types of Tourism:** Cultural, Business, spiritual, health, sports, adventure, educational tourisms etc.,

UNIT-III : **Travel Formalities:** Passport, Visa, Health Records, Customs and Taxes, Insurances - Preparation of Itineraries - Quotations and Tariffs, FITs and GITs, Rates and Comparisons, Costing, Routing.

UNIT-IV : **Components of Tourism:** 5A's – attractions, accommodation, accessibility, amenities and activities.

UNIT-V : **World, National and Regional Tourist organizations:** UNWTO, PATA, IATA, IATO, TAAI, ICAO, NTO, ITDC, TTDC, KTDC, PTDC, ATDC

Reference Books :

1. Burkart and Melik, **Tourism -Past, Present and Future**, London, 1995.
2. R.M. Kaul, **Dynamics of Tourism – A Triology**, Vol.I., New Delhi, 1997.
3. Seth Pran Nath, **Successful Tourism Practices**, Vol.I., New Delhi, 1997.

NON MAJOR ELECTIVE – II
FOURTH SEMESTER
CULTURAL TOURISM

Objectives:

1. To know the various types of tourism
2. To study the significance of fairs and festivals performed by the people to the growth of tourism
3. To study the role and functions of tourism organisations

UNIT-I : Geography of Tourism – Cultural, historical, Sports and Adventure, Health and Relaxation – Scope for Business Tourism, Ethnic Tourism, Heritage tourism and Anthropological tourism and Eco Tourism

UNIT-II : Fairs, Festivals, Culinary Tradition, Craft melas, Emporia, Folklores and Traditions of the states of South, Eastern and central India – Classical Traditions of Music and Dance of India – Performing arts and yoga

UNIT-III : Emergence of Mass Tourism in India, Causes, History of Travel, Motivations for Travel – Role of Indian Government in promoting Tourism, Five Year Plans and Growth of tourist infrastructure

UNIT-IV : Tourism Organisations in India, role and significance of various agencies in promoting tourism education in India – Tourism centers for promoting culture – Sales promotion – Advertisement – Public relations – Tourism office

UNIT-V : Major tourist centres – Infrastructural facilities and attraction – Factors promoting and affecting Tourism – Future of Tourism

References

1. V.s. Agarwal, the Heritage of Indian Art, Publications Divisions, Govt. of India, New Delhi.
2. A.L. Basham, The Wonder That was India, 3rd edition, London.
3. A Cultural History of India, Oxford University Press, New Delhi.
4. Davision Rob, Tourism Pitman, London.
5. Seth Rran Nath, Fundamentals in Tourism, Sterling Publications, New Delhi.
