

Programme: MBA Tourism & Travel Management

MBT5103 TOURISM PRODUCTS OF INDIA

Course Code	MBT5103	Semester	I
Course Title	Tourism Products of India		
Credits	3	Type	Core

Course Description

The course provides a clear understanding of India's vast Tourism resources, Culture, and Architecture and makes the students the best fit for the industry.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and characteristics of Tourism.
- CO2: Form an in-depth understanding of the rich and vibrant cultural heritage of India.
- CO3: Integrate depth knowledge of Natural tourism resources in India
- CO4: Possess all-round knowledge about the competitive positioning and potentials of India as Adventure Tourism Destination.
- CO5: Become adept in identifying and managing emerging destinations and would develop skills in designing circuits.

Course Structure

The following is a detailed syllabus of Tourism Products of India.

Module I: Introduction to Tourism Products

Definition and Differentiation - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products - Ancient Indian Civilization – Ancient medicines – Ayurveda – Yoga and Meditation major religions and pilgrimage centres.

Module II: Indian Culture and Heritage

Religion and pilgrimage centres – Indian architecture – Ancient, Medieval, modern - Major Fairs and Festivals of India – Indian Classical music - Dance forms - Indian Museums, and Art galleries – Handicrafts, Sculptures, Paintings - UNESCO World Heritage Sites of India - Indian Cuisines.

Module III: Natural Tourism Resources of India

Important National parks, Wildlife sanctuaries, Biosphere reserves, Rivers, Lakes and Beaches, Waterfalls, Caves, Islands, Deserts, Mountain resources, Major hill stations across India.

Module IV: Adventure Tourism and Commercial Attractions of India

Classification of Adventure Sports- Adventure sports of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh. Commercial Attractions.

Module V: Major Tourism Circuits of India

Inter-State and Intra-State Circuits, Theme-Based Circuits — Tourism by Rail- Emerging Tourism Attractions in India – New Age Trends in Tourism- Backpacking, Hitch Hiking, Flash Packing, Special Interest Tourist attractions.

Programme: MBA Tourism & Travel Management

Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

References

- Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
- Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
- Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
- Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons.
- Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.