

## Programme: MBA Tourism & Travel Management

**MBT5009**

### **RURAL TOURISM –PRINCIPLES AND PRACTICES**

Course Code	MBT5009	Semester	III/IV
Course Title	Rural Tourism – Principles and Practices		
Credits	3	Type	Elective

#### **Course Description**

This course is designed to develop students' skills to Manage and empower community development through rural tourism activities and encourage entrepreneurial initiatives.

#### **Course Outcome**

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

- CO1: Acquire basic knowledge about rural tourism and village life and an understanding of the concept of sustainability.
- CO2: Discuss various rural tourism resources and their entrepreneurial opportunities
- CO3: Enable the students to draft a business plan for successful rural tourism projects
- CO4: Familiarizing the principles of rural tourism and the relationship between tourism and rurality

#### **Course Structure**

The following is a detailed syllabus of Rural Tourism-Principles and Practices:

##### **Module I: Defining Rurality**

Introducing Rural Tourism-Rural Territory, Potential of rural areas as a Tourism Product- Village as a primary tourism product- Showcasing rural life, art, culture and heritage- the concept for development and conservation.

##### **Module II: Rural Tourism Resources**

Festivals, agricultural exhibitions and shows, events and programs, thematic routes, special markets , ethnic restaurants- Needed indicators and monitoring - Holistic benefits of Rural Tourism on the society - Challenges of Rural Tourism.

##### **Module III: Business in Rural Tourism**

Profiling the rural tourists, Supply and demand trends, Travel and tourism industry specifics in this field –Services in Rural Tourism, Certification of accommodation and other services.

##### **Module IV: Economic and Social Aspects of Rural Development**

Special resources, carrying capacity, required investment, role of public sector, employment impact- community-based development, local resources, local knowledge and expertise, new and effective forms of information and knowledge sharing, capacity building, entrepreneurial competences, networking- Destination cases of selected rural tourism models in India.

#### **Testing & Evaluation:**

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

## Programme: MBA Tourism & Travel Management

### References

- Douglas, N Ed. (2001) Special Interest Tourism, John Wiley & Sons, Australia.
- Katherine Dashper (2014) Rural Tourism: An International Perspective, Cambridge Scholars Publishing, New York.
- Lesley Roberts, Derek Hall (2001) Rural Tourism and Recreation: Principles to Practice, CAB Publishing, London.