

KN-22

**BRAHASPATI MAHILA MAHAVIDYALAYA**

**K.50 Kidwai Nagar Kanpur**

**1st SEMESTER, THEORY**

**B.A./ B.COM./ B.SC.**

**TOURISM AND TRAVEL MANAGEMENT**

**Under Aegis Of University Grant Commission New Delhi**

**TOURISM BUSINESS**

**Syllabus**

**Marks-100**

**UNIT-I**

Definition, Nature, Importance, Components and typology of tourism, purposes of tourism, Determinates of tourism.

**UNIT-II**

Historical evolution and development, Growth of travel through ages, Growth and development of Modern Tourism, Recent trends, Concepts of domestic and international tourism, Tourism as an industry.

**UNIT-III**

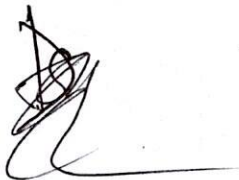
Tourism system, Constitution of Tourism Industry, Tourism Organizations, International organizations, WTO, UFTAA, IATA, PATA, IHA etc. Organizations in India, Dot, ITDC, IATO, TAAI, FHRAI.

**UNIT-IV**

Tourism Regulation, inbound-outbound travel regulations, economic, health, law & order, accommodation and catering regulations. Environmental Pollution and conservation, Statistics and measurement.

**UNIT-V**

Growth and development of tourism in india impact of tourism- economic, social, political and environmental impact threads and obstacles to Tourism Idaltriplice effect.



IST PRACTICAL

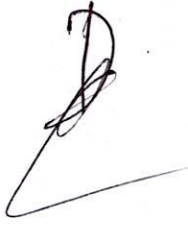

MARKS-40

( PROJECT WORK AND SESSIONAL WORKS VIVA VOCE)

BOOK REFERENCE:-

1. A.K. Bhatiya- Tourism Development, Principle & Practice,

2. Dr. Jag Mohan Negi- पर्यटन एवं यात्रा के सिद्धांत

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**TOURISM PRODUCTS OF INDIA**

**Syllabus**

**Marks-100**

**UNIT-1**

Introduction- Tourism Product- Definition, Nature, Concepts, Classification, Study of Natural and man-made resource, Historical and Geographical background. The people the heritage, ancillary activities like arts, crafts, Flora. And fauna Environmental diversity, Tourism and Area development

**UNIT-2**

Tourism resources; Definition and differentiation; tourism resources of India. Types and typologies natural and man made resources, cultural monuments, religion and typologies, Cultural resources,; Arts and Architecture, Historical monuments religion and spiritual centers, fairs and festivals, Craftmanship, Folk costumes, costumes and dresses, museums, monuments and Art galleries, Natural Tourist Resources. Rich diversity in landforms and landscape. Outstanding Geographic features. Climate, water bodies, flora and fauna.

**UNIT-3**

Socio cultural Resources; 1—Architectural heritage of India Glimpses of architectural style adopted over the ages. Historical monuments of Toursim significance- Ancient medieval and modern, their spatial and regional distribution important Historical/ Archaeological sites and museums. Art galleries and libraries, their location assets and characteristic popular religious shrines/ centers Hindu, Buddhist, Jain, Sikh, Muslim, Christian, and other yoga meditation and other centers.

**UNIT-4**

Socio cultural Resources; 2—Performing Arts of India Classical dance and dance style centeres of learning and performances, Indian folk dances, Music and musical instrument. Different school of Indian Music. Status of Vocal and instrumental music, New experiments, fairs and festivals, social, religious and commercial fairs festivals promotional festival- Social, religious and commercial fairs, festival , promotional (Tourism) Fairs viz. kite festival, White water festival, Snake boat.

Indian folk culture- folk customs and costumes, settlement patterns, Religious observation, folklore and legends, created tourist destination- academic, scientific and Industrial institutions.

**PRACTICAL**

**MARKS-40**

**ASSIGNMENT, AND SESSIONAL WORKS) VIVA ,VOCE AND FIELD TRIP**

**BOOK REFERENCE:-**

- 1-Manoj Dixit- mTourism Product
- 2- Praveen Sethi- Nature & SCOPE OF Tourism.
- 3 A.K. BHATIYA- TOURISM MANAGEMENT & MARKETING.
- 4.P.C. SINHA- TOURISM MARKETING.
- 5.R.K. SINHA- TRAVEL & TOURISM ACCOMMODATION.
6. CHAND, MAHENDER- TRAVEL AGENCY MANAGEMENT: AN INTRODUCTION.
7. P.C. SINHA- INTERNATIONAL TOURISM & SUSTAINABLE DEVELOPMENT.
- 8.KHAN NAFEEES- DEVELOPMENT OF TOURISM IN INDIA.
9. K.K. SHARMA- TOURISM & REGIONAL DEVELOPMENT.
- 10.J.S. NEGI- TOURISM & TRAVEL.
- 11.JAG MOHAN NEGI- CULTURAL TOURIST PLACES.
- 12- RAJIV RANJAN- TOURIST FASCINATING PLACES.

