



COURSE CURRICULUM

Course Title: TOURISM PRODUCT & SERVICES

Course Code: TTA 111

Credit Units: 03

Course Level: UG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	1	-	-	3

Course Objectives:

- To make the students familiar with the various tourism products.
- To study the various aspects of cultural tourism and Art forms.

Pre-requisites:

NIL

Course Contents/Syllabus:

	Weightage (%)
Module I Descriptors/Topics: Tourism product and attraction- meaning, characteristics ,components of tourism product, elements, tourism product life cycle ,typology of tourism product	15%
Module II Cultural Tourism Fairs and Festivals, classical Dances, Music forms – Fruit and Flowers Shows – Food Festivals – Cuisines and specialty dishes- Handicrafts Paintings and Sculpture.	25%
Module III Descriptors/Topics World heritage Monuments in India, and concept of Museums and classification (National Museum, Archaeological Museum, Bharat Kala Bhawan Etc), National & International Organization engaged in heritage management like UNESCO,ASI,INTACH Delhi Darshan etc	25%

Village tourism & case studies.

Module IV	15%
Descriptors/Topics Wildlife sanctuaries- National parks –case of Corbett, Kanha, Ranthambore, Manas, and Valley of Flower etc. Botanical gardens and Biosphere reserve	
Module V	20%
Religions of India, Hinduism, Buddhism, Islam, Sikhism, Christianity, Jainism	

Student Learning Outcomes:

Illustrate tourism products and product development system.

Demonstrate the knowledge of the cultural heritage and its importance in tourism. Design tourist product to foreign tourist during internship/placement.

Pedagogy for Course Delivery:

Power point presentations

case studies

Discussions

Quiz

Lab/ Practicals details, if applicable:

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)					
Weightage (%)	15%	5%	5%	5%	70%

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down)	Class Test	Home Assignment	Viva	Attendance			
Weightage (%)							

Text Reading:

Basham A.L. – Indian History

References:

- L Basham, 'The Wonder that was India' Balaji,
- 2003 L.Basham, 'A Cultural History of India'
- India, Lonely Planet Publication
- S. Jaganathan, 'India Plan your own holiday' H.K.Kaul, 'Travelers India'
- S. Punja, 'Museums of India' 13
- S. Huntington, 'The Art of Ancient India'
- Piercy Brown, 'Indian Architecture'
- Facets of India, Spectrum Series
- .Shalin Singh, 'Cultural Heritage of India' .Incredibleindia.org.in.