

1ST Semester

Subject Type	Course Code	Course Name	Credit Point	Credit Distribution			Mode of Activity Online / Offline /Blended	Proposed MOOCs
				L	P	T		
CC	BTHM C101	Basics of Tourism, Principles, Policies & Practice	6	5	-	1	Offline	
	BTHM C102	Cultural Heritage of India	6	4	2	-	Offline	
GE	BTHM G101/ GE2B-01	Film ,Video and Photographic Arts	6	4	2	-	Offline	
AECC	BTHM (HU) A101	English Communication	2	-	2	-	Online	
		SEMESTER CREDIT	20					

Syllabus of BBA(Heritage Tourism)
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

Detailed Syllabus

SEMESTER-I

Paper: Basics of Tourism, Principles, Policies & Practice

Code: BTHM C101

Contacts Hours / Week:

Credits: 6

Theory

Objectives:	
<ul style="list-style-type: none"> • To understand the tourism phenomena and the distribution of the components of tourism • To learn the concept and importance of tourism in different sectors. • To realize the potential of tourism industry in India • To understand various elements of tourism management • To evaluate the role of various organization of tourism 	
Course Content	
Unit 1	<p>Meaning and Concept of Tourism: Tourism – excursion – leisure and recreation – tourist – visitor & traveler – History</p> <p>Evolution and Development of Tourism, Ancient period – Early pleasure travel – concept of annual holiday – Transportation network-paid holiday and mass tourism – causes of rapid growth of tourism</p>
Unit 2	<p>Significance of Tourism: Social, environmental, political, economic.</p> <p>Types of Tourism: Recreation tourism – Eco-tourism – Historical tourism – Ethnic tourism – Cultural tourism – Adventure tourism – Medical tourism – Religion tourism – Music tourism – Village tourism – Wild-Life tourism – Cruise tourism – Wellness tourism – Film tourism – Sports tourism – Sustainable tourism – Business tourism – Culinary tourism – Fashion tourism – Heritage tourism – Science tourism</p>
Unit 3	<p>Growth and Development of Tourism in India: Travel and Travelers in ancient India, Travel during Medieval age, the period of European trade, tourism in Independent India.</p> <p>Tourist Motivation: Factors, Types, Push and Pull Factors</p> <p>Determinants of Tourism: Psychological, Cultural, Economic, Personal and Social; Barriers to Travel</p>
Unit 4	<p>Impact of Tourism: Meaning, Positive and Negative impacts of tourism – Social, Cultural, Economic and Environmental Impacts.</p> <p>Profile of Indian Tourism: Nature, Characteristics and Components of Indian Tourism</p> <p>Role of Department of Tourism: NTO and ITDC in Promoting Indian Tourism</p>

Suggested Readings:

1. Pran Nath Seth(2006): Successful tourism Management, Sterling, New Delhi (Vol.1 &2)
2. A.K. Bhatia(2010): International Tourism Management, Sterling, New Delhi
3. A.K. Bhatia (1997): Tourism Management & Marketing. Aph Publishing Corporations,
4. Mill and Morrison, (1992), the Tourism System: An Introductory Text, Prentice Hall, London.
5. Cooper, Fletcher et al (1993), Tourism Principles and Practices, Pitman.

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Paper: Cultural Heritage of India

Code: BTHM C102

Contacts Hours / Week:

Credits: 6

Objectives: To familiarize the culture set up in India and its contribution to Tourism.	
Course Content	
Unit 1	Culture, Civilization and Heritage: Meaning, Definition and feature of Indian Culture, Unity in diversity, assimilation and toleration
Unit 2	Indian Culture through ages: a brief about Indus Valley Civilization, Aryans Rulers: Alexander, The Mauryas and Ashoka, Sungas, Guptas, Vardhanas, Rajputs and Marathas Tamil Sangam: Chola, Chera, Chalukyas, Pandyas – art, architecture and temples
Unit 3	Muslim Invasions: Delhi Sulthanate – Slave, Khiji, Tuglaque, Sayid and Lodhi Dynasties – Mughals in India
Unit 4	Art and Crafts of India: Painting and Music, Persian and Hindi Literature – Fairs and Festivals – Cultural Synthesis. Crafts History of India – Regional Crafts - Craft Hubs – Craft Bazar – Textiles Crafts and Other Artifacts

Suggested Readings:

Manoj Dixit & Charu Sheela (2010): Tourism Products, NewRoyalBooks, Lucknow

Jacob, Robinet (2009): Indian Tourism Products; Anhijeet Publications, New Delhi

Jacob, Robinet; Mahadevan P; Sindhu Joseph (2012); Tourism Products of India – a National Perspective; Abhijeet Publications, New Delhi

I C Gupta – Tourism Products of India

A L Basham (2007): The Wonder that was India, Surjeet Publication, New Delhi

S.A.A. Rizvi (1987): Wonder that was India – Vol 2, Sidgwick & Jackson, London

Paper: Film ,Video and Photographic Arts

Code: BTHM G101/ GE2B-01

Contacts Hours / Week:

Credits: 6

Details Syllabus to be supplied by Coursera

PAPER :AECC

Code: BTHM (HU) A101

Contacts Hours / Week:

Credits: 2

MAKUT syllabus to be followed.