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UNIVERSITY OF MYSORE

Estd. 1916

VishwavidyanilayaKaryasoudha
Crawford Hall, Mysuru- 570 005

No.AC6/153/2020-21

Dated: 10-10-2022

Notification

Sub:- Syllabus of III & IV semester of B.B.A.(Tourism and Travel) programme from the academic year 2022-23 as per NEP-2020.

- Ref:-**
1. BOS in Business Administration meeting held on 26-08-2022
 2. Decision of the Faculty meeting held on 07-09-2022.
 3. Decision of the AC meeting held on 23-09-2023.

The Board of Studies in Business Administration (UG) which met on 26-08-2022 has recommended and approved III & IV semester syllabus and pattern of Examination of B.B.A.(Tourism and Travel) Programme from the Academic year 2022-23 as per NEP -2020.

The Faculty of Commerce and Academic Council at their meetings held on 07-09-2022 and 23-09-2022 respectively has also approved the above said syllabus and hence it is hereby notified.

The syllabus and Examination pattern is annexed herewith and the contents may be downloaded from the University Website i.e., www.uni-mysore.ac.in

DRAFT APPROVED BY THE REGISTRAR


Deputy Registrar (Academic)
Deputy Registrar (Academic)
University of Mysore
Mysore-570 005

To:-

1. All the Principal of affiliated Colleges of University of Mysore, Mysore. Those who are running B.B.A.(T,T) Courses.
2. The Registrar (Evaluation), University of Mysore, Mysuru.
3. The Chairman, BOS/DOS, in Business Administration (BIMS), Manasagangothri, Mysore.
4. The Dean, Faculty of Commerce, DOS in Commerce, Manasagangothri, Mysuru.

5. The Director, Distance Education Programme, Moulya Bhavan, Manasagangothri, Mysuru.
6. The Director, PMEB, Manasagangothri, Mysore.
7. Director, College Development Council , Manasagangothri, Mysore.
8. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
9. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
10. Office Copy.

SVN

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1. All the Principals of affiliated Colleges of University of Mysore, Mysuru. Those who are teaching B.A.(H) Courses.
2. The Registrar (Examination) University of Mysore, Mysuru.
3. The Director, BOARD of Business Administration (BIBA), Manasagangothri, Mysuru.
4. The Head, Faculty of Commerce, The Government, Manasagangothri, Mysuru.

BBA (Tourism and Travel)

Proposed Scheme of Teaching & Evaluation for BBA (Basic/Honors in Tourism and Travel) with Tourism and Travel Management as Core subject Under NEP-2021-22.

III and IV semester

2022

Course-Structure

Semester III

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
19	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
20	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
21	BBATT3.1	Tourism Geography	DSC	3+2+0	60	40	100	4
22	BBATT3.2	Financial Accounting for Tourism	DSC	3+2+0	60	40	100	4
23	BBATT3.3	Event Management	DSC	3+2+0	60	40	100	4
24	BBATT3.4	Artificial Intelligence	SEC	1+0+2	25	25	50	2
25	BBATT3.5	Sports	SEC -VB	0+0+2	-	25	25	1
26	BBATT3.6	NCC/NSS/R&R(S&G)/ Cultural	SEC -VB	0+0+2	-	25	25	1
27	BBATT3.7	MICE Tourism/ Tourism Products of India	OEC	3+0+0	60	40	100	3
Sub –Total (C)					385	315	700	25

Semester IV

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
28	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
29	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
30	BBATT4.1	Cost Accounting in Tourism	DSC	3+2+0	60	40	100	4
31	BBATT4.2	Tourism Transportation System	DSC	3+2+0	60	40	100	4
32	BBA.TT4.3	Tour Guiding Skills	DSC	3+2+0	60	40	100	4
33	BBATT4.4	Constitution of India	AECC	2+0+0	25	25	50	2
34	BBATT4.5	Sports	SEC- VB	0+0+2	-	25	25	1
35	BBATT4.6	NCC/NSS/R&R(S&G)/ Cultural	SEC- VB	0+0+2	-	25	25	1
36	BBATT4.7	Health and Wellness Tourism/Emerging Trends in Tourism	OEC	3+0+0	60	40	100	3
Sub –Total (D)					385	315	700	25

EXIT OPTION WITH DIPLOMA – Ability to solve broadly defined problem

Detailed syllabus of III Semester

TOURISM GEOGRAPHY

No of Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes:

1. To make them to understand the importance of geography in tourism.
2. To familiarize the Tourism destinations of the world.
3. To able to understand IATA Geography and GIS in Travel and Tourism.

Module 1:

10 Hrs

Introduction to Geography: Meaning, relationship between tourism & Geography, Elements of Geography, forms of Geography, Importance of Geography in Tourism, World's Climatic Zones & its impact, Latitude & Longitude, Map study and Satellite mapping of tourism resources (GIS).

Module 2:

10Hrs

IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub Regions as per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time.

Module 3:

08 Hrs

North & South America: Physical & Political Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent and Map study.

Module 4:

08 Hrs

Europe & Africa: Physical & Political Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent and Map study.

Module 5:

10 Hrs

Asia & Australasia: Physical & Political Geography, Topography, Climatic Regions,

Transport Network, Countries in the Continent and Map study - Major Air & Sea Routes of World. A Case Study of USA, Brazil, UK, South Africa, China, India, Australia

BOOKS FOR REFERENCE:

1. Burton, R. - Travel Geography. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. - Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.
3. Hall, M - Geography of Travel and Tourism, Routledge, London.
4. C. Michael Hall & Stephen J. - The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition, Routledge, London.
5. Robinson H.A. - Geography of Tourism. Mac Donald & Evans Ltd.
6. Travel Information Manual, IATA, Netherlands, 2012.
7. World Atlas.

Financial Accounting for Tourism

Total Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar and problem solving.

Course Outcomes:

1. To make them to understand the Airline accounting system and mechanisms.
2. To familiarize the double entry system of accounting.
3. To able to understand final accounts of Airline companies and airports.

Module: 1

10hrs

Introduction to Accounting-Meaning of Book-keeping-Accounting-Accountancy-Distinction between Book-keeping-Origin of accounting-Need of Accounting-Objectives-advantages and Disadvantages of accounting-Basic accounting Terminologies-Accounting Concepts and Conventions -Accounting equations- Users of Accounting information. **Module-**

2

12 hrs

Double Entry System of Accounting-Meaning-Steps- advantages- Classification of Accounts-the Rules of debit and credit--Journal-ledger-Trial balance.

Module-3

08hrs

Subsidiary Books-types-Purchase book-sales book-Purchase return-Sales return-Cash book-Types of cash books and petty cash Book.

Module-4

06 hrs

Bank Reconciliation Statement-Meaning-Need for the preparation bank reconciliation statement-Reasons for the difference between cash book balance and pass book balance-preparation of Bank Reconciliation.

Module-5

12hrs

Final accounts- Preparation of Trading and profit and Loss Account-Preparation of Balance Sheet with Adjustments related to aviation sector.

Books for Reference:

1. Dr. Balavant M P- Accountancy
2. M B Kadkol- Accountancy
3. B S Raman- Financial Accounting
4. Dr. V K Goyal- Financial accounting
5. S N Maheshwari- Advanced Accountancy-1

EVENT MANAGEMENT

Total Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes:

- a) An understanding of the nature, objectives of Event management.
- b) An ability to describe the different aspects of Event Planning
- c) An understanding of the basic concepts in Event Leadership, Safety & Security.
- d) An understanding the importance of Event budgeting and Fiscal Management..

Module 1:

10 Hrs

Introduction to event management: Meaning-Definition -types of event- Elements of Event-event team -code of ethics- Major characteristics- Broad classification of Events -Event management- principles of event management- Five C's of event management-Event manager-role-event organization Chart-Authorities.

Module 2:

10 hrs

Event Planning-Concept-Process –Initial planning – Planning a meeting - purpose – visualization – Pre-event and Post event Activities-Venue selection-layout diagram-controlling and monitoring-Event Marketing-promotion-Advertisement-social media-sponsorship-Food and beverage-risk management-event evaluation-Technologies used in Event Planning. .

Module 3:

08hrs

Event Leadership, Safety & Security: skills for team leadership, group development, managing meeting, occupational safety, crowd management, emergency planning & reporting.

Module 4:

08hrs

Event Budgeting and Fiscal Management –Elements - Sources of funding – identifying income and expenditure-location- site selection – location requirements – hotel – conventional centers – contracts – suppliers and services – food and beverages.

Module 5:

06hrs

MICE Tourism- Components of MICE- Economic and social significance of MICE.- Criteria's required for a MICE destination,-major MICE destinations in the world & in India-

Case studies.

BOOKS FOR REFERENCE:

1. Event Planning Ethics and Etiquette: A Principled Approach to the Business – Judy Allen
2. Event Planning –Judy Allen
3. Meeting Spectrum – Rudi .R Right
4. Meeting Conventions and exposition and introduction to industry – Rhoda J.Montgomery

OEC MICE Tourism

Total Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes:

- a) An understanding the MICE Tourism.
- b) An ability to describe the impacts and organizations of MICE
- c) An understanding of the basic Management of Conventions and Exhibition.
- d) An understanding the importance of Budgeting a Conference/ Exhibition.

Module No. 1:

10Hrs

Introduction to MICE- Concept of MICE – Features– Importance of MICE Tourism. Meaning of Meetings, Incentives, Conference/Conventions, and Exhibitions. Definition of conference and the components of the conference. Types of conference – nature of conference – types of meeting.

Module No. 2:

10Hrs

Impacts of MICE Tourism- Economic and social significance of MICE.-Criteria's required for a MICE destination,-major MICE destinations in the world & in India. - Players in event business –Role And Functions Of ICPB, ICCA. CVB.

Module No. 3:

08 Hrs

Management of Conventions and Exhibition- Meaning and definition of exhibitions – principal purpose – types of shows/ exhibition – benefits. Trade shows – Purpose - Meaning and definition of Convention – Convention /Exhibition facilities – Benefits of conventions facilities - Structure and components of exhibition or convention – impact of convention or exhibition.

Module No. 4:

08 Hrs

Budgeting a Conference/ Exhibition- Meaning of budget – use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Components of budgeting – Registration, Seating Arrangements. Documentation, interpreting press

relation. Components of budgeting – Computer Graphics, Teleconferencing, Recording and Publishing Proceedings – marketing techniques.

Module No 5:

08 Hrs

Understanding Trade fair and Exhibition- Objectives – functions – benefits – exhibits – corporate sectors and business traveler – incentive travel – linking with tourism – incentive to achievers- kind of incentives- rewards and recognition.

Text Books:

1. Successful Event Management by Ponton Shone & Prryn Parry published by Thomson Asia Pvt. Ltd Singapore.
2. Convention Sale by Margret Shaw.
3. Event Management & Event, Getz D. Cognizent Press, Newyork
4. Tourism Event, Impact, Hall C.M., Belham Press, London
5. Event Planning & Management, Diwankar Sharma, Deep & Deep Publications Pvt. Ltd., N. Delhi.
6. Managing Convention and Group Business, Leonard H Hoyle, Thomas J.A Jones
7. Conference – An Organisers Guide, Peter Cotterell

Tourism Products of India

Total Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes:

- a) An understanding the concept of Tourism Products.
- b) An ability to describe the Art, Architecture and Paintings of India.
- c) An understanding of the natural tourism resources of India.
- d) An understanding the Fairs festivals of Tourism.

Module-I

10 Hrs

Tourism- An overview - Tourism an overview – components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourism (Leiper's Model) – Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility

Module –II

10 Hrs

Tourism Products - Tourism product: Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products.

Module –III

08 Hrs

Cultural Tourism: Art and Architecture, Paintings, Sculptures, Museums, Art Galleries Archaeological sites, Forts, palaces, religious monuments Museums, art galleries

Module-IV

08 Hrs

Natural Tourist Resources - Land forms and landscapes -Mountains as tourism products - Deserts as tourism product - Coastal and island products - Wildlife Sanctuaries and National Parks in India

Module – V

10 Hrs

Fairs, Festivals and Tourism: Seasonal Boat Race Festival – Mango Festival, Garden & Flower Festivals – Tea Festivals – Kite Festival – Snake boat race Festivals - Elephant Festivals – Desert Festival of Rajasthan – Music & Dance Festival – Religious Meals – Festivals.

Reference Books

1. Dixit Manoj: Tourism Products
2. Gupta I.C : Tourism Products
3. Brown Percy : Indian Architecture, vol. 1 & 2

4. Basham A.I : The Wonder that was India.
5. Banetjee B.N Hindu Culture, Customs & Ceremonies.

Detailed syllabus of IV Semester

Cost Accounting in Tourism

Total Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &

field work etc.,

Course Outcomes:

- a) An understanding the concept of Cost and costing in travel industry
- b) An ability to describe the Materials management and materials issues.
- c) An understanding of the labour and overhead costs in Tourism.
- d) An understanding the marginal and budgeting in Tourism

Module-1

10 Hrs

Concept of Cost and Costing: Meaning, Concept and Classification. Elements of Cost, Nature & Importance, functions ,advantages and disadvantages- preparation of cost sheet and estimation with special reference to Hotels and Tourism.

Module -2

08 Hrs

Materials Management – Functions of purchase and store departments, stores records – Bin card – Stores ledger,– periodic and perpetual system of Stock taking, Materials issues – Problems on FIFO & LIFO only.

Module -3

10 Hrs

Labour Cost: Meanings of Time Keeping, Time Booking, Idle Time and Labour Turnover. Methods of Wage Payments-Time Rate System, Piece Rate System; Incentive Plans- Halsey Plan, Rowan Plan and Taylor`s Differential Piece Rate System and Practical Problems on above methods. Overhead Costs: Definition of Overheads, Importance of Overhead, Classifications of Overheads, Methods of Determination of Overhead Rate.

Module -4

08 Hrs

Marginal costing: concepts, definition, assumptions and marginal cost statement, simple problems on contribution, P/V. ratio, B.E.P, Margin of safety and profit planning; make or buy decisions.

Module -5:

08 Hrs

Budgetary control: Meaning and significance, Budgeting Functions, Advantages and Limitations of Budgetary control, Budget Manual, Problems on Flexible budget – cash budget – sales budget.

Reference:

1. Cost Accounting – Theory and Problems, Maheshwari, S.N and Mittal, S. N. (2009)
2. Cost Accounting, Rajasekaran, (2010), 1st ed, Pearson Education.

3. Cost Accounting Principles and Practice, Jain, I. C & Nigam, B.M.L
4. Cost Accounting Text and Problems by M. C. Shukla, T. S .Grewal and M. P. Gupta – S Chand

Tourism Transportation Systems

Total Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes:

- a) An understanding the concept of tourism transportation system
- b) An ability to describe the historical growth and development of Transport system..
- c) An understanding of the various transport systems in India.
- d) An understanding the role and significance of Transport system in Tourism development.

Module- I:

08 Hrs

INTRODUCTION TO TRANSPORTATION SYSYTEM - Characteristics of Transport System, Types and Modes of Tourist Transport- Landmarks in the Development of Transport Sector, Tourist Transport System

Module –II:

08 Hrs

HISTORY OF TRANSPORT - Role of transport in tourism – Growth and Development of Road Transport system in India. Transport types -Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing).

Module - III:

08 Hrs

RAIL TRANSPORT - Rail Transport: General information about Indian Railways, Brief History – high speed trains - Classes of Journey – Types of trains– Railway Reservation – modes– Tatkal – e-ticket - Passenger amenities (Railway station and onboard) –luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list. Railway timetable - Eurail and Indrail passes.

Module - IV:

10 Hrs

AIR TRANSPORT- Airlines Transportation- The Airline Industry-Origin and growth. Scheduled and Nonscheduled Airlines services, Classification of Aircrafts, Multinational Air Transport Regulations-Nature, Significance and Limitations.

Module - V:

10 Hrs

WATER TRANSPORT - Water Transport: Categories of water transport- Boats, Ships, Hover crafts, Ferries, Submarines, Safari boats – National waterways. Cruise liners – Types. Houseboats; Brief account of Harbors, Docks, Jetties, Landing stages and Wharves; Brief account of Cargo handling facilities. Cruises: Types of cruises- Facilities- cruise

accommodation .

Reference:

1. RK Malhotra, Fundamentals of Hotel Management and Operations, Anmol Publishers, New Delhi.
2. Sudhir Andrews, Hotel front office Management, Tata McGraw Hill, New Delhi.
3. Sudhir Andrews, Introduction to Tourism and Hospitality Industry, Tata McGraw Hill, New Delhi.
4. Jag Mohan Negi, Hotels for Tourism Development, Metropolitan Publications, New Delhi
5. John R Walker (2006), Introduction to Hospitality Management, Pearson Education India

Tour Guiding Skills

Total Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &

field work etc.,

Course Outcomes:

- a) An understanding the concept of Tour guide and their role.
- b) An ability to describe the Personal skills required for effective tour guiding..
- c) An understanding of the Travel and tourism management.
- d) An understanding the role and significance of tour guides in Tourism development.

Module-I

10 Hrs

Definition –Tourist Guide – Duties and Responsibilities – Training – Categories of Tourist Guides – Earnings – Types of Tours – Guiding in Monuments – Guiding in Wildlife Parks – Itinerary planning – International Time Calculator – Bank and Public Holidays – Time Tables – World Wide City –City schedules – Airlines Time Table – Construction – An official Airlines Guide- Booking Cruises.

Module -2

10 Hrs

Personal Skills-Effective Communication-Importance of communication skills-Process of communication- Elements of effective communication- Barriers of effective communication & the ways to overcome it- Effective communication with tour operators Effective communication with team members- Effective communication with tourists- Effective communication with Govt and other officials at tourist- sites’.

Module -3

08Hrs

Tourism Management Skills- Destination information and details - Visa, passport and airport procedures-Photography details- Geography, history and culture of the destination- Documents required for tour detailing- Environment and safety norms .

Module -4:

08 Hrs

Rapport in Tour Guiding: Cultural Characteristics & Behaviour Patterns of Tourists-Tour Guiding from the Hearts- Market profile and peculiarities-Values or Cultural Patterns of Travellers-Rapport in Tour Guiding- Field Exposure/ Intercampus Competition in Virtual Tour Guiding and Technical aspects.

Module -5:

08 Hrs

Tour planning & Operational Techniques: Tour planning – New Destination –Package Price strategy – Pre Tour preparations – First Day of the Tour – Departure– Hotel Procedure – Abroad- Bus/Coach – Emergency procedures – Finance and Accounting – Tour Manager’s illness – Mail & Messages – Food & Beverages –Transportation – Delays – Non Performance of a supplier – Company changes – Enroute – Expulsion of a Tour Member – Handling company Money. Managing Tour operation;

REFERENCE BOOKS:

- 1.Tourist Guide & Tour Operations- planning & Organising by Jag Mohan Negi.
- 2.Tourism Transport & Travel Mgmt – by P.C. Sinha
- 3.Travel Agency Operations –Concepts and Principles - Jag Mohan Negi

OEC

Health and Wellness Tourism

Total Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &

field work etc.,

Course Outcomes:

- a) An understanding the concept of holistic health care and wellness tourism.
- b) An ability to describe the deep understanding of different medical systems and their role in health tourism.
- c) An understanding of the yoga tourism and its significance.
- d) An understanding the role and significance of Medical tourism in Tourism development.

Module- I

08 Hrs

Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient canters of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well-being – spirituality – Typologies of Health tourism - Factors affecting growth of health tourism.

Module –II

08 Hrs

Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy, Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

Module -III

08 Hrs

Concept and Dimensions of holistic health care: – the body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.

Module -IV

08 Hrs

Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga and meditation. The impact of yoga and meditation in the body and mind. International Yoga Day. Some of the important yoga centres in India.

Module -V

08 Hrs

Medical tourism: - concept, typology evolution of Medical Tourism. Benefits of medical tourism. Economics of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism, potential and problems, market size and growth.

Reference:

- Smith, M. and Puczko, L. (2009) Health and wellness tourism Sivananda Yoga Vedanta Centre (2000) The New Book of Yoga, Ebury Press.
- Vishnudevananda Swami, The Complete Illustrated Book of yoga.
- Kulkarni, Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur.
- Pruthi , Raj (2006) Medical Tourism in India, Arise Pub, New Delhi

➤ Rajagopalan, S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad,.

Emerging Trends in Tourism

Total Credits: 4

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes:

- a) An understanding the trends in tourism.
- b) An ability to describe the sustainable tourism and its principles in Tourism development.
- c) An understanding of the Eco- tourism and its significance in Indian Tourism.
- d) An understanding the role and significance of rural and ethnic tourism in
Tourism development

Module- I

08 Hrs

Sustainable Tourism: Evolution, Concepts, Principles, Sustainability as a development and management Approach, Planning, Issues and Challenges, Techniques for sustainable development, Environmental Issues and models of ecotourism development, Case studies of Ecotourism, Coastal Tourism and Mountain Tourism.

Module-II

08 Hrs

Adventure Tourism: Definition, Concepts, Classification (Surface/Air/Water) and grading, GIS and weather and climate and their relationship with adventure tourism, Facilities required – equipments, clothing, instructors; Guiding Principles for adventure activities, legal liabilities, risk assessment and management, associations.

Module-III

08 Hrs

Ecotourism: Definition, concept, principles, environmental issues and tourism, responsibility of visitors, involvement of local community in tourism, case study of a project in North Eastern states/Kerala/Sikkim

Module –IV

08 Hrs

Rural Tourism and Ethnic Tourism: Concepts, difference with other rural based tourism, village tourism, Govt of India Policy on Rural Tourism, identified villages, Scope of developing ethnic tourism in India, Case Studies of Kerala and Karnataka.

Module- V

08 Hrs

Health Tourism: Concepts, introduction to natural living, Physical and mental well-being, Medical tourism and Wellness Tourism, Ayurveda, Siddha, Unani, Homeopathy, Aromatherapy, Yoga, Spa (Water Therapy) Role of Ayurveda in Health Tourism - Basic Principle of Ayurveda – four Aspects of Life, Scope of Health Tourism In India.

Reference:

1. Ashworth, G.J.: The tourist Historic city: Retrospect and Prospect of Managing the Heritage City
2. Dr. S. P. Bansal., Sushma, Sonia & Chander Mohan: Tourism in the New Millenium.
3. Erlet Cater & Gwen Lowman: Ecotourism

4. Foster, D. S.: The Business of Travel Agency Operation and Administration
5. Local Agenda 21, U.N-World Tourism Organisation
6. Malik, S.S.: Adventure Tourism
7. Negi, J. : Adventure Tourism and Sports – Part- I & II
8. Inskip, Edward: Tourism Planning, An Integrated and Sustainable Development Approach (1991)

