

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: HTO 103

Number of Credits: 2

Title of the Course: TOURISM PRODUCTS OF INDIA

Objective

At the end of the course, students will be able to assess why certain Indian products/ destinations are international / domestic tourism attractions. They will be trained enough to identify the various tourism products of India. Students will also be able to analyse the range of products on Travel Motivation Emphasise the importance of Tourism Demand and Supply.

Content

Introduction to tourism products of India. Tourism products and attractions. Classification of Tourism Products. Natural, Manmade, Symbolic, event based and site based tourism products. Components of tourism products. Architectural styles in India. Portuguese- Baroque Influences, Franco-Tamil Architecture, British Colonial Influences, Lutyens' British Colonial Architecture, Gothic Architecture, Art Deco, Mughal Architecture, Le Corbusier's Modernist Architecture, Louis Kahn's Modern Architecture. Contribution of UNESCO towards India. Tourism Product of Goa in Peripheral Tourism & the effect it has on the society, environment and business enterprises. Wild Life Sanctuaries, National park, hills station, beaches and island, etc. in India as a Travel attraction. Heritage product such as Delhi, Agra etc. pilgrimage. Destination such as Kashi, Gaya, Lumbini, Ajanta, Sharavabelgola, Ajmer Sharif, Fatehpur sikri, Amritsar, old Goa, etc. Relevance of Western Ghats & its contribution. Religions prevalent in India, the various fairs and festivals of India - kumbha Mela, Pushkar, Holi, Onam, Diwali, Id-ul-Fitr, Christmas, Carnivals (Goa) etc. & their contribution towards Tourism attractions in India. Handicraft and handlooms, Classical Dance style, Indian Classical Dance style, Indian classical music etc as tourist attractions. Working of a man-made tourist attractions.

Pedagogy:

Discussion of destination case studies, case studies on package, etc.

Reading indicating Minimum Depth of coverage

S P Gupta, Krishna Lal and Mahua Bhattacharya, Cultural Tourism in India, DK print, latest edition

Dixit M and Sheela C, Tourism Product, New Royal Book, Latest Edition