COURSE CODE: EXPLORING TOURISM POTENTIALS OF INDIA

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	DSC	100-199	KU2DSCHIS111	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	-	1	30	70	100	2

Course Description: Explores the historical evolution of Indian Tourism. India's geography plays a pivotal role in shaping tourism destinations. Natural wonders, art forms, cuisines, and monuments attracts different types of travellers. This paper also discuss intricacies of Tourism policy of India , Tourism marketing , GDP contribution and major challenges of Indian Tourism. It also spotlight Kerala's tourism model ,Ayurvedic therapies,and marketing campaigns.

Course Prerequisite: Nil

Course Outcomes:

CO	Expected Outcome	Learning Domains
1	Paper helps to understand the significance of tourism in Indian economy and society.	U
2	Students can evaluate the diverse cultural heritage and tourist attractions across different regions of India.	E
3	Analyse National Tourism Policy , Marketing, and GDP contribution of Tourism	An
4	Instill the importance of sustainable tourism development and balancing economic growth with environmental conservation and social responsibility through creative ideas	C
5	Acquire knowledge and skills related to hospitality management	A

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes with PSO

CO1	**PSO 1**	**PSO 2**	**PSO3**	**PSO 4**	**PSO5**	**PSO6**	**PSO7**
CO2	✔			✔			
CO3		✔			✔		
CO4			✔				✔
CO5			✔			✔	

COURSE CONTENTS

Module-I	**Travel Geography of India**		**14**
	1	Historical Evolution of Tourism in India through Ages- Ancient- Medieval and Modern period	
	2	Iconic landmarks, diverse landscapes and cultural treasures of India-The Mountains- The Great Plains of Indus and Ganga- The peninsular plateau- The coastal plains-the islands.- Andman-Nicobar- Lakshadweep	
	3	Travelers accounts on India	

Essential Readings:

1. Vivek Sharma, Tourism in India, Bookmen Associates, 1991
2. The incredible History of India's geography, Sanjeev Sanyal and Soumya Rajendran, puffin publishers, 2015.
3. Tourism in India, Potentials, problems and prospects, P.K Mishra, J.K. Verma, New Century publication, 2018.

Module-II	**Module II:- Tourism Products of India**		**16**
	1	Major fairs and Festivals of India-.	
	2	Art Forms- paintings- Dance- Music- Cuisines- National Parks- Hill Stations- Wild life sanctuaries- Monuments- Beaches	
	3	pilgrim centres- folk arts& Crafts- Museums- UNESCO world Heritage sites	

Essential Readings:

1. Indian Tourism Products, Robinet Jacob, Sindhu Joseph, Anoop Philip, Abhijeet Publications,2008.
2. Cutural and Heritage Tourism an Overview, Prem Nath Dhar, Kanishka publishing House, 2009.
3. The Splender that was Idia, K.T Shah, Marquess of Zetland, Kessinger publishing,2010.
4. A Text book of Indian Tourism, B.K. Goswami, G. Raveendran, Har Anand Publictions PVT LTD,2007.

Module-III	**Module III:- Tourism as Smokeless Industry**		**16**
	1	National Tourism policy of India- 7S of tourism policy	

III	2	Tourism Marketing in India- Job creation and employment- GDP contribution- Incredible India Campaign- Visit India Campaign	
	3	Challenges to Indian Tourism and overcome measures	

Essential Readings:

1.Tourism in India, Abhoy Das Jhangi, Pacific books international, 2019.

2. Basics of Tourism Management, Suddhendu Narayan Misra, Sapan Kumar Sadual, Excel books,2009.

3.Indian Tourism: Policies, Issues and Alternatives, Concept Publishing Company PVT LTD , 2019.

4. Tourism Industry in Indian Perspective, Tourism Development in Andra Pradesh, Pujari Krishnaiah,Lambert Academic publishing , 2012.

Module-IV	**Introductions to Kerala Tourism**		**14**
	1	Overview of Kerala's geographical-cultural- and historical significance – Gods own country and its global appeal	
	2	Natural wonders of Kerala- Landscapes- backwaters- beaches- hill stations- wild life sanctuaries-	
	3	Classical art forms and traditional practices- temples- heritage sites- house boats- Ayurveda- culinary traditions- Government policies and initiatives- marketing campaigns- DTPC-KTDC-BRDC- TRKL.	
V	**Teacher Specific Module**		5
	➢ Directions : Conduct Class room presentations, discussions, Debates, Book reviews etc.. for developing students interest in the course		

MAP STUDY

1.Major Monuments in India.

2.Beaches in India

3.Wild life Sancturies in India.

4. Locate Hill stations in India.

Essential Readings:

1. All about Kerala Tourism: Travel Guide,Jayaprakashan K.P, independently published,2022.
2. A vision of India Kerala & Lakshadweep, Swarn Khandpur, Navaneeth Publications, 2007.
3. Fairs and Festivals of India(Andaman & Nicobar Islands,Kerala, Lakshadweep, Pondicherry, Tamil Nadu), Volume 3rd,Dr. Krishna Gopal, M.P. Bezbaruah, Gaya Publishing house,2003.
4. Health Tourism and Health tourism products in Kerala, Dr .Vinod A.S, independently published
5. Sustainable Development of Tourism in Kerala, Issues and Strategies, B.Vijaya Kumar,N. Sam, University of Kerala ,2009.

Suggested Readings:

1.Tourism and Economic Development, Harshit Dwivedi, Pointer publishers,2015.
2.Amazing India: A state by state Guide, Anita Vachharajani, Amit Vachharajani, Bscho, 2009
3. Lakshadweep Dream Islands (Vol 1&2), Harjeet Choudhary,kindle edition, 2020.
4. Andaman Islands in Wonderland,Dr. Tilak Ranjan Bera,Niyogi Books, 2014.
5.The Great Nicobar Island, India's Southern Fortune, Rehan Raza, Bloomsburry India, 2019.
6. Indian Tourism: Diaspora Perspectives, Nimit Chawdhary, Suman Billa& Pinaz Tiwari(Ed), Emerald Publishing limited, 2022.

Assessment Rubrics:

Evaluation Type	**Marks**
End Semester Evaluation	70
Continous Evaluation	30
a)Test Paper-1	
B) Test Paper -2	
C) Assignemnt	
d) Seminnar	
e) Book/Article Review	
f) Viva-Voce	
g) Field Report	
Total	**100**