COURSE TITLE: HISTORY OF TOURISM: CONCEPTS AND PRACTICES

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCHIS105	4	60

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: The paper provides basic concepts of tourism like its definition, evolution of tourism through out the ages. It givesn over all idea about different kinds of tourism and different theories of motivation, and different organization ns of tourism and their objective.The syllabus makes an awareness of sustainable and responsible tourism, cultural , ethical considerations and economic impact of tourism.

Course Outcomes:

Co NO	Expected Outcome	Learning Domains
1	Students will gain a comprehensive understanding of the principles and theories of tourism including its historical development, economic development and key stakeholders.	U
2	Students will develop the skills necessary to effectively manage tourism destinations, marketing , infrastructure development and sustainable tourism practices.	A
3	It will cultivate an appreciation for diverse cultures and communities and they can understand how tourism can impact local traditions, heritage and identities.	E
4	Students will develop practical skills such as communication, leadership, team work, customer service, hospitality essential for various tourism related careers like tour fuiding, event planning, and travel agency operation, hospitality management etc.	A

5	Students can apply their analytical skills to investigate trends, challenges and opportunities within the tourism industry.	An

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 CONTENT

Content for Classroom Transactions

Module	Unit	Content	Hrs
I	**Understanding Tourism**		**14**
	1	Tourism-Definitions- Nature – Scope- Characteristics	
	2	Over view of historical development of Tourism- Growth of travel through Ages- Greek and Roman period –Grand Tour-Travel in age of Geographical discoveries-Industrial Revolution- Diversification in travel pattern-	
	3	Evolution of Tourist Transport system –Air-Water-Road and Rail- Types of Tourists- Visitor- Excursionist.	
II	**Types of Tourism**		**15**
	1	Inbound –Outbound Tourism-Domestic international tourism-	
	2	Social Tourism- Rest & Relaxation Tourism	
	3	Cultural Tourism- Eco Tourism- Ethnic Tourism- Adventure Tourism-	
	4	Educational Tourism- Pilgrim Tourism- Sporting Tourism- Business Tourism- Beach Tourism- Culinary Tourism- Medical Tourism- Health Tourism- Group Tourism- wildlife Tourism-Monsoon tourism- Dark tourism	
III	**Module III:-Motivation for Travel**		**15**
	1	Reasons for travel- Factors influencing Tourism	

	2	Peter's inventery of tourist attractions- Elements of tourism- Leiper's tourism system-Plogs theory of Tourism motivation- Maslow's theory of motivation	
	3	International organisations of Tourism and their objective-IUOTO-UNWTO- PATA- IATA- ICAO- ETC- ITDC- IRTC- TFCI- TAAI-IATO. Social Economic-Educational and Cultural value of Tourism	
IV	**Trends and Challenges in Global Tourism**		16
	1	Digital transformation- Sustainable and responsible tourism	
	2	Experimental travel- Wellness and Health Tourism- Contactless travel-Local and authentic experiences- solo female travel	
	3	space tourism-Major Challenges and impact of tourism-Factors effecting global tourism flows.	

V	**Teacher Specific Module**	5
	➢ Directions : Conduct Class room presentations, discussions, Debates, Book reviews etc.. for developing students interest in the course	

Essential Readings Suggested to Module-1

1.Sunetra Roday,Archana Biwal,Vandana Joshi, Tourism operations and Management,Oxford University Press,2009.

2.Tourism Studies and the Social Sciences, Andrew Holden, Routledge,2005

3. Modern Trends of Tourism, Meena Thakur,Omega, 2008.

Essential Readings Suggested to Module-2

1. Health Tourism and Ayurveda, Robinet Jacob,Abhijeet publications,2008.

2. Adventure Tourism, Ralf Buckley, CABI publishing,2006.
3. Managing Educational Tourism, Brent W.Ritchie,Channel View publications, 2003.
4. Guest is God, Pilgrimage, Tourism and Making Paradise in India, Oxford University Press, 2019.
5. Medical Tourism in India, Raj Pruthi,Arise publishers and Distributors,2006.
6. Tourism, concepts, Theory and Practice, M.R.Dileep,I,K International Publishing House Pvt.Ltd,New Delhi, 2018.
7. .International Tourism Management, A.K,Bhatia,Sterling Publishers Private Limited, New Delhi,2001

8. Tourism development –Principles and practices,Sterling Publishers PVT LTD, 2020.

9. Tourism, Principles, Practises, philosophies, Charles R Goeldner, J.R. Brent Ritchie, John Wiley&Sons Inc, 2011.

10. .Eco Tourism and Sustainable Tourism New Perspectives and Studies,Jaime A. Seba (Ed), Apple Academic Press, Newyork 2012.

Essential Readings Suggested to Module-3

1. Sustainable Tourism a global perspective, Rob Harris, Tony Griffin and Peter Williams(Ed), Routledge, 2nd edition, 2002.

2. Understanding the Sustainable Development of Tourism,Janne J. Liburd , Deborah Edwards, Goodfellow publishers, 2010,

3. Future Tourism: Political, social and Economic Challenges, James Leigh, Craig Webster and Stanislav Ivanov,Routeledge, 2013.

Essential Readings Suggested to Module-3

1. Sustainable Tourism a global perspective, Rob Harris, Tony Griffin and Peter Williams(Ed), Routledge, 2nd edition, 2002.

2. Understanding the Sustainable Development of Tourism,Janne J. Liburd , Deborah Edwards, Goodfellow publishers, 2010,

3. Future Tourism: Political, social and Economic Challenges, James Leigh, Craig Webster and Stanislav Ivanov,Routeledge, 2013.

4. Challenges in Tourism Research, Tej vir Singh(ed),Channel view publications, 2015.

Suggested Readings

1.Ethnic Tourism: Impacts Challenges and Opportunities(ed), Li Yang, Geoffrey Wall,

2.Tourism,Davidson R, Pitman ,London 1989.

3. Tourism : Princiles and Practices, Sampad Kumar Swain and Jithendra Mohan Mishra, Oxford University Press, New Delhi,2011.

4.The Business of Tourism, Hollowway JC, Mc Donalds and Evands, London ,1994.

5.Cultural Tourism: Global and local perspectives, Greg Richards,(Ed),Routledge,2006.

Assessment Rubrics:

Evaluation Type	Marks

End Semester Evaluation	70
Continuous Evaluation	30
a)Test Paper 1	
b) Test Paper 2	
c)Assignment	
d)Seminnar	
e)Book/Article Review	
f)Viva-Voce	
g) Field Report	
Total	**100**