

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: IV
Syllabus with effect from: November/December-2012

Theory-Credit-2

Paper Code: UM04CBBT01	Total Credit:3
Title Of Paper: Tourism Products & Development-II-(T/P)	

Unit	Description in detail	Weighting (%)
I	Nature-based Tourism Products Wildlife & National Parks as Tourism Products, Mountains, Deserts, Beaches and Island Tourism	25 %
II	Fairs & Festivals Definitions, Festivals of Hindu, Jains, Buddhist, Parsis, Christians, Muslims and Secular festivals Specialised fairs	25 %
III	Handicrafts, Souvenirs & Shopping & Other Tourism Products State-wise handicrafts, Souvenirs & Shopping Duty-free Shops, Theme Parks & Entertainment etc	25 %
IV	Health Tourism Introduction, Designing health product development and positioning the health tourism product. Resorts – Designing and management – Types of resorts – Growth of Indian resort market. Resort designing and planning process – Problems and challenges.	25%

Practical-Credit-1

Paper Code: UM04CBBT01	Total Credit:3
Title Of Paper: Tourism Products & Development-II-(T/P)	

Unit	Description in detail	Weighting (%)
I	The students will prepare report on destination visited by them on all its tourism aspects (History, architectural features, basic infrastructure, attractions, accommodations, transportation, food outlets, nearby attractions, attitude of the local people, interact with the local population and other related information)	
II	Journal evaluation and viva voce	

