

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: III
Syllabus with effect from: June-2012

Theory

Paper Code: UM03CBBT04	Total Credit:3
Title Of Paper: Tourism Products & Development-I (T/P)	

Unit	Description in detail	Weighting (%)
I	Introduction To Tourism Products Introduction, Classification Of Tourism Products, An Overview Of Tourism Products Of India	25 %
II	Development Of Tourism Products Definition, Components, Process, Publicity, Tourism Product Life-Cycle Models	25 %
III	Art And Architecture Performing Arts- Music And Dance Hindu Temple Architecture, Buddhist Architecture And Islamic Architecture	25 %
IV	Adventure Tourism Products Safaris, Mountaineering, Trekking, Risk-Based Activities, Sports Events, Youth Tourism Etc.	25 %

Practical

Paper Code: UM03CBBT04	Total Credit:3
Title Of Paper: Tourism Products & Development-I (T/P)	

Unit	Description in detail	Weighting (%)
	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)	
	Journal evaluation and viva voce	

Unit 5:

One tour for the students at a site of Tourism importance

