

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: II
Syllabus with Effect from: December 2015

Paper Code: UM02CBBT11	Total Credits: 3
Title Of Paper: Tourism Products & Development	

Unit	Description in detail	Weightage (%)
1	<p>Introduction To Tourism Products Introduction, Classification Of Tourism Products, An Overview Of Tourism Products Of India</p> <p>Development Of Tourism Products Definition, Components, Process, Publicity, Tourism Product Life-Cycle Models</p>	25%
2	<p>Art And Architecture Performing Arts- Music And Dance Hindu Temple Architecture, Buddhist Architecture And Islamic Architecture</p> <p>Fairs & Festivals Definitions, Festivals of Hindu, Jains, Buddhist, Parsis, Christians, Muslims and Secular festivals, Specialised fairs</p>	25%
3	<p>Nature-based Tourism Products Wildlife & National Parks as Tourism Products, Mountains, Deserts, Beaches and Island Tourism</p> <p>Adventure Tourism Products Safaris, Mountaineering, Trekking, Risk-Based Activities, Sports Events, Youth Tourism etc.</p>	25%
4	<p>Handicrafts, Souvenirs & Shopping & Other Tourism Products State-wise handicrafts, Souvenirs & Shopping, Duty-free Shops, Theme Parks & Entertainment etc.</p> <p>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.</p>	25%
	Practical:	
	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)	
	Reports evaluation and viva voce	

Basic Text & Reference Books:

- Dr. I.C. Gupta, Dr. Sushma Kasbekar (1995), Tourism Products of India, G.A. Publications, Indore.
- Prof K Vijaya Babu, Jayaprakashnarayana Gade, Tourism in India, Zenon Academic Publishing

