

**SARDAR PATEL UNIVERSITY**  
**PROGRAMME: BBA (HONS') (Tourism & Travel Management) (3 Years)**  
**(Under Choice Based Credit System Based on UGC Guidelines)**  
**Syllabus with effect from: November / December-2018**

**Semester: II**

<b>Paper Code: UM02CBBT23</b>	<b>Total Credits: 3</b>
<b>Title Of Paper: Tourism Products and Development (T+P)</b>	
<b>Objective :</b> The objective of this course is to help students to acquire conceptual & practical knowledge of the Tourism Products and Development and to impart skills for the development of them to build a career in Tourism Industry.	

Unit No.	Description in Detail	Weightage
<b>I</b>	<b>Introduction To Tourism Products</b> Introduction, Classification Of Tourism Products, An Overview Of Tourism Products Of India. <b>Development Of Tourism Products</b> Definition, Components, Process, Publicity, Tourism Product Life-Cycle Models	<b>25%</b>
<b>II</b>	<b>Art And Architecture</b> Performing Arts- Music And Dance Hindu Temple Architecture, Buddhist Architecture And Islamic Architecture <b>Fairs &amp; Festivals :</b> Definitions. Festivals of Hindu, Jains, Buddhist, Parsis, Christians, Muslims and Secular festivals, Specialised fairs	<b>25%</b>
<b>III</b>	<b>Nature-based Tourism Products</b> Wildlife & National Parks as Tourism Products, Mountains, Deserts, Beaches and Island Tourism <b>Adventure Tourism Products</b> Safaris, Mountaineering, Trekking, Risk-Based Activities, Sports Events, Youth Tourism etc.	<b>25%</b>
<b>IV</b>	<b>Handicrafts, Souvenirs &amp; Shopping &amp; Other Tourism Products</b> State-wise handicrafts, Souvenirs & Shopping, Duty-free Shops, Theme Parks & Entertainment etc. <b>Health Tourism</b> Introduction, Designing health product development and positioning the health tourism product. Types of resorts.	<b>25%</b>

**Practical**

<b>1</b>	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)
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**Evaluation :**

1. The examination will be conducted in two parts: Written and Practical. Both will carry equal weightage in internal as well as external examination in the ratio of **60:40**.
2. The Written examination will be of **Two Hours** duration and carry **60 Marks**.
3. Practical examination will comprises of practical in respective area / subject, Journal Preparation and Viva Voce.
4. The total number of marks obtained by a candidate out of **120**, i.e. the total of written and practical examination shall be divided by two as to get marks out of **60** at external examination.

**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