

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (HONS') (Tourism & Travel Management) (3 Years)
Syllabus with effect from: November -2019
Semester: II

Paper Code: UM02CBBT53	Total Credits: 3
Title Of Paper: Tourism Products and Development (T+P)	
Objective : 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
I	Introduction To Tourism Products Introduction, Classification Of Tourism Products, An Overview Of Tourism Products Of India. Development Of Tourism Products Definition, Components, Process, Publicity, Tourism Product Life-Cycle Models	25%
II	Art And Architecture Performing Arts- Music And Dance Hindu Temple Architecture, Buddhist Architecture And Islamic Architecture Fairs & Festivals : Definitions. Festivals of Hindu, Jains, Buddhist, Parsis, Christians, Muslims and Secular festivals, Specialised fairs	25%
III	Nature-based Tourism Products Wildlife & National Parks as Tourism Products, Mountains, Deserts, Beaches and Island Tourism Adventure Tourism Products Safaris, Mountaineering, Trekking, Risk-Based Activities, Sports Events, Youth Tourism etc.	25%
IV	Handicrafts, Souvenirs & Shopping & Other Tourism Products State-wise handicrafts, Souvenirs & Shopping, Duty-free Shops, Theme Parks & Entertainment etc. Health Tourism Introduction, Designing health product development and positioning the health tourism product. Types of resorts.	25%

Practical

1	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 :

- 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 **70:30**.
- The Written examination will be of **Three Hours** duration and carry **70 Marks**.

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