

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Tourism and Travel Management) (3 Years)
Semester: III
Syllabus with effect from: June-2019
(Under Choice Based Credit System Based on UGC Guidelines)

Paper Code: UM03CBBT23	Total Credit:3
Title of Paper: Emerging Trends in Tourism (T+P)	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Emerging Trends in Tourism (T/P) and to impart skills for the development of them to build a career in Tourism Industry.

Theory:

Credit: 2

Unit	Description in detail	Weightage (%)
I	Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions like Agri-Tourism/Rural Tourism, Alternative Tourism, Atomic Tourism, Culinary Tourism, Dark-Tourism, Enotourism, Experimental Tourism, Extreme Tourism, Genealogy Tourism, Grand Tourism, Cultural Heritage Tourism, Literary Tourism, Pop-Culture Tourism, Nautical Tourism etc.	25 %
II	Ecotourism and Sustainable Tourism: Concept of ecotourism and sustainable tourism and its Management The impacts of ecotourism in an area (positive and negatives) Some best practiced ecotourism sites in world Eco-tel and Eco resorts. Theme Parks Rural and Urban Tourism	25 %
III	Tourism Impacts: Socio-cultural impacts of tourism, Economic impact and Environmental impact Environment Impact Assessment Approach to evaluating Impacts and Control Measures Measuring Economic Costs and Benefit.	25 %
IV	Outbound and Inbound Tourism Trends Introduction to Demand for Tourism Patterns: Determinants and Motivations of Tourism Demand Measuring the Tourism Demand Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions	25 %

Practical

Credit:1

Unit	Description in detail	Weightage (%)
I	<ul style="list-style-type: none"> • Visiting few travel agencies and analyzing tourist trends for last two years. 	40
II	<ul style="list-style-type: none"> • Report should be made with supporting documents followed by viva voice. 	60

Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

Basic Text & Reference Books:

- A Cultural History of India- AL Basham, Oxford
- Profiles of India- Ed. Shalini Singh, APH
- Outlook Traveller Series
- India- Rough Guide
- India- DK Publishers
- School Atlases.