

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: VI
Syllabus with effect from: DECEMBER 2013

Course Code: UB06SCOM03	Total Credits: 3
Course Title: Rural Tourism	

Unit	Description in detail	Weightage (%)
1	Tourism- Definition, different types of tourism Definition of Rural Tourism; different concepts of rural tourism like agro, farm, etc. Recent Developments in Rural Tourism in India	25 %
2	Impact of Rural Tourism- Environmental, Ecological, Social, Economical, Political and Law & Order issues	25 %
3	Rural Tourism in India- Rural Tourism Sites and their USPs as per Incredible India- (http://www.incredibleindia.org)	25 %
4	One case-study each of the above-mentioned Units related to Rural Tourism in India with presentations & submission in written (Group activity)	25 %

Basic Text & Reference Books:

- <http://www.incredibleindia.org>
- George, E.W., Mair, H. and Reid, Dr. Donald G.; Rural Tourism Development- Localism & Cultural Change; Channel View Publication
- Sharpley, Richard and Sharpley, Julia; Rural Tourism-An Introduction
- Page, Stephen J, Getz, D (ed.); The Business of Rural Tourism- International Perspectives; International Thompson Business Press, London

