

**GE-04B : Generic Elective - 4**  
**Heritage Tourism**

**B.A. (Hons.) Humanities & Social Sciences - Semester VI**  
**Cluster Innovation Centre, University of Delhi**

<b>Credit Distribution, Eligibility and Pre-requisites of the Course</b>						
Course Title & Code	Credits	Credit Distribution			Eligibility Criteria	Pre-requisite
		L	T	P		
Heritage Tourism (UPC: 3124100008)	4	3	1	0	Class XII Pass	Students must have studied at least 3-4 papers/courses in Tourism or Allied Disciplines

*L = Lecture; T = Tutorial; P = Practical/Practice; UPC = Unique Paper Code*

### **Learning Objectives**

The Learning Objectives of this course are as follows:

- To acquaint students with the significance of heritage tourism in India.
- To encourage students to find innovative ways for the promotion of tourism with special reference to Heritage Tourism.
- To enable the students for sustainable contributions to the tourism industry in India.

### **Learning Outcomes**

Upon completion of this course, students:

- Will be able to appreciate the role of tourism in the preservation of our rich cultural heritage.
- Will be skilled in designing tourism products that will tap the unused and less explored tourism potential of the country.
- Will be skilled in designing innovative strategies that will bridge the gap between the preservation, protection and promotion of our rich cultural heritage.

## **SYLLABUS**

### **Unit I: Heritage Tourism Products (12 Hours)**

Concept of Heritage Tourism Product

Life Cycle of a Tourism Product

Carrying Capacity of Heritage Destinations

Need for New and Innovative Tourism Products

Challenges in Heritage Tourism Product Designing

### **Unit II: Heritage Destinations in India (12 Hours)**

Natural Heritage Sites

Cultural Heritage Sites

Intangible Cultural Heritage - Art, Dance, Music

### **Unit III: Heritage Interpretation and Communication (9 Hours)**

Heritage Site Interpretation Methods

Visitor Engagement and Education

Marketing and Promotion of Heritage Sites

**Unit IV: Practising Tourism (12 Hours)**

Heritage Walks - Concept and Types

Importance of Heritage Walks

Designing and conducting different types of Heritage Walks

**References (English)**

1. Agrawala, Vasudev Sharan. 1964. *The Heritage of Indian Art*. Publication Division, Ministry of Information & Broadcasting,
2. Banerjee, Utpal K. 2006. *Indian Performing Arts: A Mosaic*. Harman Publishing House, New Delhi
3. Basham, A.L. 1971. *The Wonder That was India*. Sidgwick & Jackson.
4. Harle, J.C. 1986. *The Art and Architecture of the Indian Sub-continent*, Penguin, (Reprint, London, 1990).
5. Kotler, Philip. 2002. *Marketing for Hospitality & Tourism*. PHI, New Delhi.
6. Liddle, Swapna. 2011. *Delhi: 14 Historic Walks*. Westland
7. Jafa, Navina. 2012. *Performing Heritage: Art of Exhibit Walks*. Sage India
8. Jethwani, S. 2019. *Salaam Delhi: Rediscovering 200 monuments in 25 Heritage Walks*.
9. Notion Press

**(Hindi)**

1. Agrawala, Vasudev Sharan. 1965. *Bhartiya Kala*, Khand-1, Rajkamal Prakashan, Delhi.
2. Basham, A.L. 1993. *Adhbhut Bharat*, (tr. by Venkateshchandra Pandey), Shiva Lal Agarwala & Co., Agra.
3. Goyal, Ashish. 2010. *Aitahasik Paryatan*. ALP Books, Delhi.
4. Goyal, Ashish. 2010. *Bharat Mein Paryatan Vikas*. ALP Books, Delhi.
5. Singh, Surjit. 2012. *Bhartiya Sanskriti Avam Aitahasik Paryatan*. (Indian Culture and Heritage Tourism) Rawat Publication, Delhi.

***Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.***

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