BACHELOR OF ARTS (VS) TOURISM MANAGEMENT

SEMESTER III

DISCIPLINE SPECIFIC CORE COURSE – 3.1 (DSC-3.1)
Tourism Marketing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Tourism Marketing (DSC-3.1)	4	3	1	0	Pass in class XII	Nil

Learning Objectives:
The aim of this course is to give the students a wide knowledge of the existing and emerging trends in the field of tourism marketing. The module includes the operation techniques of tourism marketing. It enables basic knowledge of marketing principles, study to suitability of alternative promotional approaches and to formulate marketing plans for tourism industry.

Learning Outcomes:
After completing this course, the learners would be able to:
1. develop the basic understanding of the concepts of marketing like needs, wants, demands, market and marketing, customer value and satisfaction. Analyze the concept of market segmentation and evaluate its bases. Examine the implications of destination life cycle in tourism management.
2. differentiate the steps involved in conducting marketing research, analyze the various research methods and designs, research problem areas, and identify the need for market research in tourism industry. Examine the unique features of tourism demand and Tourism product.
3. investigate the ingredients of marketing mix including its expanded versions. Evaluate the pricing methods - the factor influencing the pricing decision, pricing objectives and pricing policies.
4. formulate the concept of destination planning and diversification; destination marketing. Appraise the marketing in new digital age - E - Business, E-Commerce and E-Marketing

Unit 1: Core concepts in tourism marketing   (10 hours)
Needs, Wants and Demands, Products, Customer value and satisfaction, Quality, Exchange and transactions, Markets and marketing, Segmentation of tourism market- Concept, Justification, Importance and Bases. Tourism life cycle, Future of tourism marketing – Artificial intelligence, Robots, Chatbots, Augmented reality (AR), Virtual reality (VR).

Unit 2: Market research   (10 hours)
Market research process and methods, Research problem areas, Marketing research in the tourism industry, unique features of tourism demand and Tourism product, Tourism product promotion: Advertising, Public relations, Sales promotion and Personal selling.

Unit 3: Tourism marketing mix & pricing   (11 hours)

Tourism marketing mix- 8 Ps, Methods of pricing, Factors influencing the pricing decisions, Pricing objectives, Pricing policies, Service characteristics of tourism, Branding and Packaging, Conditions that support branding.

Unit 4: Destination planning & marketing   (14 hours)

Destination planning and Product diversification, Destination marketing, Strategy for destination management planning and marketing in the new digital age (E-business, E-Commerce and E-marketing) and Complementary marketing, Destination branding, Role of media in promotion of tourism, T.V. / Radio, Newspaper, Travel magazines, Documentaries, Guide books, Travel writers, Travelogues of Shri Rahul Sankrityayan.

Practical Exercises

The learners are required to:

1. take a sample of 10 to 15 families from your neighbourhood and segment them on the basis of their needs and wants as a possible consumer of tourism services.
2. evaluate the need of market research in the field of tourism industry with focused group discussion. Explain different promotional technique for the tourism product.
3. create a marketing mix for tourism products of a specific tourism destination of Bharat.
4. analyze the importance of destination planning and destination marketing. Demonstrate tourism promotion skills through documentaries, travel writing.

Suggested Readings

- Kotler, P. (2021). *Tourism and Hospitality Marketing Management,* New Delhi: Prentice Hall of India.
- Kotler P., Bowen T.J & Baloglu S. (2021). *Marketing for Hospitality and Tourism,* Netherlands: Pearson.
- Kumari, N., & Swami, R. (2018). *Marketing Management,* New Delhi: Sage Publications India Pvt Ltd.
- Middleton, T.C. (1994). *Marketing in Travel and Tourism*, United Kingdom: Oxford Publishing House.
- Morrison, A. M. (2022). *Tourism Marketing: In the Age of the Consumer*. United Kingdom: Taylor & Francis.
- Wang, D., & Kim, S. (2021). *Future of Tourism Marketing*. United Kingdom: Taylor & Francis.

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

Impacts of Tourism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Impacts of Tourism (DSC- 3.2)	4	3	1	0	Pass in class XII	NIL

Learning Objectives:
The objective is to familiarize students with each distinct impact category while emphasizing both adverse and advantageous effects. This course focuses on the negative effects that uncontrolled tourism can have on the local community. Students' knowledge of environmental preservation will grow as a result, and they will gain insight into how tourism may support the preservation of both culture and the environment.

Learning Outcomes:
After completing this course, the learners would be able to:
1. examine socio-cultural impacts of tourism. Appraise the role of tourism in preserving social values and culture.
2. evaluate the relationship between tourism and the environment. State environment impact assessment process and environmental protection act.
3. argue about the economic impacts of tourism at the local destination. Relate tourism with employment generation and value the concept of tourism multiplier effect.
4. compare positive and negative political impacts of tourism. Examine government roles in destination growth.

Unit 1: Socio-cultural impacts of tourism   (12 hours)
The nature of socio-cultural impact of tourism, the tourism development process, the psychological basis of tourism development, the sociological basis of development of tourism, some specific socio-cultural impacts of tourism, positive and negative socio-cultural impact of tourism.

Unit 2: Environmental impacts of tourism   (12 hours)
Environmental impact, Environmental impact assessment, environmental auditing, environment impact assessment process, Environmental protection act, Positive impacts of tourism on the environment.

Unit 3: Economic impacts of tourism   (10 hours)
The generation of economic impact by tourist spending, Direct, indirect and induced economic effects, The multiplier concept, Types of multipliers, Calculation of multiplier effect, Balance of Payments in the tourism sector. Impact of G-20 presidency in the growth of India's tourism.

Unit 4: Political impacts of tourism   (11 hours)
Positive and negative tourism impacts, Tourism as a political tool, impact assessment of government policies related to tourism, Role of political stability in the growth of tourism. Role of

political leadership in trade blocks like SAARC, BRICS, SCO, G20 on the growth of tourism sector.

Practical Exercises
The learners are required to:
1. conduct a case study on socio-cultural impacts of tourism on a chosen city/ historical site of Bharat.
2. evaluate the need for environmental impact assessment in the field of tourism industry with focused group discussion.
3. assess the understanding of economic impacts by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).
4. analyze the importance of tourism as a political tool. Group discussion on the impacts of tourism performances and government efficiency on the destination growth.
5. prepare and present a case study on the impact of Presidency of G 20 on the growth of tourism in Bharat.

Suggested Readings
- Ashutosh, K. (2015). *Rajasthan Tourism: Past, Present & Future*. New Delhi: A.K. Publications.
- Bosselman, F. P., Craig A. P., & McCarthy, C. (2013). *Managing Tourism Growth: Issues and Applications*. Washington, DC: Island Press.
- Dwyer, L., Forsyth, P., & Dwyer, W. (2020). *Tourism Economics and Policy* (2nd ed.). Bristol, U.K: Channel View Publications. Retrieved from *https://www.perlego.com/book/1344773/tourism-economics-and-policy-pdf* (Original work published 2020)
- Gursoy, D., & Nunkoo, R. (2019). *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives* (1st Ed.). Routledge.
- Laws, E. (2009). C. Michael Hall, Editor, *Pro-Poor Tourism – Who Benefits? Perspectives on Tourism and Poverty Reduction, Current Themes in Tourism,* Bristol, U.K: Channel View Publications,
- Mak, J. (2004). *Tourism and the Economy: Understanding the Economics of Tourism*. Hawaii: University of Hawaii Press. http://www.jstor.org/stable/j.ctvvn7rt
- Mckercher, B. & Cros, H. (2003). *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management. International Journal of Contemporary Hospitality Management*. pp-239-248.
- Moscardo, G. (2008). *Building community capacity for tourism development: Conclusions*. CABI Books. CABI International. Pp-172-179.
- Youcheng, W., & Pizam, A. (2011). *Tourism Destination Marketing and Management: Collaborative Stratagies,* CABI.

Notes:
1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

DISCIPLINE SPECIFIC CORE COURSE – 3.3 (DSC-3.3)
Historical Tourism: Archaeology, Art and Architecture

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Historical Tourism: Archaeology, Art and Architecture (DSC- 3.3)	4	3	1	0	Pass in class XII	NIL

Learning Objectives:
This paper aims at introducing students of Tourism Management in Vocational Studies to Archaeology, Art and Architecture from an interdisciplinary perspective. It will help the students of Tourism to understand the importance and significance of these elements for the development and promotion of Historical Tourism. It will enable them to cultivate sharp observation and problem-solving skill sets which are essential prerequisites for any profession they chose to adopt.

Learning Outcomes:
After completion of the course, learners will be able to:
1. student will understand the evolution Tourism industry through the historical approach of archaeology.
2. will learn how to understand, assess and evaluate interconnection between art and tourism.
3. learners will become aware of role architecture as a form of tangible heritage in promotion and development of tourism.
4. the student will also come to know the role of Govt. & Private institutions in heritage management and tourism industry.

Unit 1: Archaeology and its role in the development of Tourism (11 hours)
Archaeology and Tourism: Linkages, Shared goals and changing perspective, Discovery of historical objects and Sites: Archaeological surveying, Contextualization, Excavation, and Interpretations.
Public Archaeology and Heritage Management. Relationship between Archaeology, History and Tourism Sites and Remains: Lothal, Hampi, Rakhigarhi, Adichanallur.

Unit 2: Art and Tourism (11 hours)
Art, Artifacts and Ecological Facts: An overview. Rock Art: Ajanta and Ellora caves, Bhimbetka Cave paintings etc. Folk Art: Madhubani, Warli, Miniature and Rajput Paintings (Kota, Bundi, Shekhawati school) Visual Art and Tourism: Museums, Galleries and Exhibitions

Unit 3: Architecture and Tourism (11 hours)
Architecture: Definition and Interdisciplinary linkages. Schools of Architecture, its regional variations

Secular and Religious Architecture. Natural, Cultural and built Heritage: Forts, Palaces and Havelis.

Unit 4: Heritage Management and Promotion of Tourism (12 hours)
UNESCO World Heritage sites: Dholavira, Nalanda Mahavihara, Taj Mahal etc.
Flagship Museums of India: National Museum Delhi, Indian Museum Kolkata, Salar Jung Museum Hyderabad. Government Schemes and Initiatives: Adopt a Heritage: Apni Dharohar, Apni Pehchan; Swadesh Darshan Scheme; Pilgrimage rejuvenation and spiritual augmentation drive (PRASAD) scheme. Social and Cultural Impact on local economies and geographies.

Practical Exercises:
The learners are required to:
1. Interactive sessions through group discussions or group presentations shall be used to enable learning of tangible heritage and its management and role of govt. and private institutions in the promotion of Tourism industry.
2. Using of audio-visual aids like documentaries and power point presentations, and an appropriate field-visit will be used for gaining in-depth knowledge of deep interconnections between History and Tourism industry.
3. Assess the understanding of theory and practical by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz)

Suggested Readings:
- Acharya Ram (1980). *Tourism and Cultural Heritage of India*, Jaipur: RBSA Publication.
- Bahn, P. and Renfrew, C. (2008) *Archaeology: Theory, methods and practice*. New York: Thames and Hudson.
- Basham A.L. (2002). *Cultural History of India*, New Delhi: Oxford University Press.
- Chakrabarti, Dilip. K. (1988) *A History of Indian Archaeology from the Beginning to 1947*. Delhi: Munshiram Manhorlal Pvt. Ltd.
- Fagan, Brian (2001) *In the Beginning: An Introduction to Archaeological Practice*. New Jersey: Hall Upper Saddle River.
- Gamble, Clive (2004) *Archaeology the Basics*, UK: Routledge.
- Gupta, SP, Lal, K, Bhattacharya, M. (2002) *Cultural Tourism in India*, New Delhi: DK Printworld.
- Gupta S.P. and S Vijaykumar (2009). *Temples in India: Origin and Developmental Stages*, New Delhi: D. K. Print world Ltd.
- Gupta S. P (2004), *Elements of Indian Art: Including, Iconography and Iconometry*, New Delhi: D.K.Print world Ltd.
- Grover Satish (1981). *The Architecture of India: Islam*, New Delhi: Vikas Publishing House, Pvt. Ltd,
- Hardy Adam (2007). *The Temple Architecture of India*, New Jersey: John Wiley & Sons.
- Huntington Susan L. (2014). *The Art of Ancient India: Buddhist, Hindu and Jain*, New Delhi: Motilal Banarasidass.
- Hussain, S. A. (2022). *The National Culture of India*, New Delhi: National Book Trust.
- Mehta, Rustam.J.(1960). *The Handicrafts and Industrial Arts of India. A Pictorial and Descriptive Survey of Indian craftsmanship as seen in Masterpieces of Jewellery and Metal Crafts, Arms and Armour, Furniture and Inlay Crafts, Stone and Ivory Carving, Lacquer Crafts,* Bombay: D.B. Taraorevle Sons and Co. Pvt. Ltd.
- Michell George (1988). *The Hindu Temple: An Introduction to Its Meanings and Forms*, Chicago: University of   Chicago Press.

- Michell, George (2015), *Late Temple Architecture of India, 15th to 19th Centuries: Continuities, Revivals, Appropriations, and Innovations*, USA: Oxford University Press.
- Pryce Will (2011). *World Architecture: The Masterworks,* London: Thames and Hudson.
- Rajkumar (2003). *Essays in Indian Art and Architecture*, New Delhi: Discovery Publishing House, Pvt. Ltd.
- Sinha R.K. (1999). *Growth and Development of Modern Tourism*, New Delhi: Dominant Publishers,
- Tomory Edith. (1982). *History of Fine arts in India and the West*, Orient Longman.
- Vatsayan, Kapila. (2018). *Indian Classical Dance,* New Delhi: Publications Division, Ministry of Information and Broadcasting.

Suggested Readings:
- Knudson, S. J. (1986) *Culture in Retrospect: An Introduction to Archaeology*. California: Waveland Press.
- Rajan. K (2002) *Archaeology Principles and Methods*. Thanjavur: Manoo Pathippakam.
- Renfrew, Colin and Paul Bahn (2005) *Archaeology: The Key Concepts*, London: Routledge.
- Trigger, Bruce G (1989) *A History of Archaeological Thoughts*. Cambridge: Cambridge University Press

Notes:
1. Suggested Readings will be updated and uploaded on college website from time to time.
2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.