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**B.A. (VS) Tourism Management**  
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# SEMESTER- IV

**B.A. (VS) Tourism Management**

**Semester IV**

**DISCIPLINE SPECIFIC CORE COURSE (DSC- 4.1)**

**Contemporary Trends in Tourism**

**Credit Distribution, Eligibility and Pre-Requisite of the Course**

Course Title and Code	Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
			Lecture	Tutorial	Practical		
Contemporary Trends in Tourism (DSC 4.1)	DSC 4.1	4	3	1	-	Pass in Class 12 <sup>th</sup>	-

## Learning Objectives

The aim of this course is to give the students a wide knowledge of the existing and emerging trends. The course also aims at developing an insight on the strongly emerging types and forms of tourism so that the students are able to perceive the scope of Tourism development at a given 'Destination'/'Destination Region'. The course intends to help the students to acquire and develop skills for rational decision making in the discipline of tourism management.

## Learning Outcomes

After completing this course, the learners would be able to:

1. evaluate contemporary trends in international tourism and interpret global tourist traffic and tourism receipt patterns. Further, students will be able to categorize emerging tourist demand patterns and factors affecting international tourism.
2. illustrate segmentation of potential tourism market of India on the basis of Geographic, Demographic and Psychographic Segmentation and analyze India's Performance in International Tourism.
3. develop an understanding about new age tourism like new age tourists, space tourism, short haul tourism, accessible tourism, Island tourism, Pro-poor tourism etc.
4. appraise the use of social media, artificial intelligence, virtual reality and information and communication technology (ICT) in tourism industry. Further, students will be able to develop an insight into the characteristics and patterns of India's major domestic tourism markets and international tourism markets.

## **Unit-1**

### **Contemporary Trends in International Tourism**

**12 Hours**

Contemporary Trends in International Tourism – Global Tourist Traffic and Tourism Receipt Patterns, Emerging Tourist Demand Patterns –Eco, Ethnic, Adventure, MICE, Medical and Well-being Tourism, Factors Affecting International Tourism and Need for Effective Crisis Management.

## **Unit-2**

### **Contemporary Trends in Indian Tourism**

**10 Hours**

Geographic, Demographic and Psychographic Segmentation of Effective and Potential Tourism Markets of India, India's Performance in International Tourism – A Critical Assessments, Regional Gap in Indian Tourism and the Dynamically Changing Market-Destination Trends

## **Unit-3**

### **New Age Tourism**

**12 Hours**

New age tourists, Space tourism, Short haul tourism, Accessible tourism, Island tourism, Pro-poor tourism, Solo tourism, Food tourism, Modern tourism trends, Special Interest Areas, Winter tourism

## **Unit – 4**

### **Emerging Trends and New Thrust Areas of Tourism**

**11 Hours**

Digital Tourism- Use of ICT in tourism, Role of social media, Artificial Intelligence and Virtual Reality in tourism, Characteristics of Indian outbound tourism, Characteristics & patterns of India's major international markets, Domestic tourism in India, Patterns & characteristics, & major tourist generating states, Future prospects of tourism in India.

## **Exercises**

The learners are required to:

1. explain contemporary trends in international tourism by way of class presentation. Group discussion on the scope of medical and well-being tourism in India.
2. make a power point presentation on the segmentation of India's potential tourism market on the basis of Geographic, Demographic and Psychographic Segmentation.
3. assess the understanding of new age tourism like space tourism, short haul tourism, accessible tourism, Island tourism, Pro-poor tourism, Solo tourism, by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).
4. visit nearby hotels, conference/convention center and find out the latest ICT used by them in order to provide services to the guests. Make a detailed report. Further students can make an assignment on domestic tourism patterns and characteristics.

### **Suggested Readings:**

- Aima, A., Chauhan, V., & Bhasin, J. (2014). *Contemporary Trends in Tourism and Hospitality Management*, New Delhi, Primus Book.
- Burkart, A. J. & Medlik, S (2008). *Tourism: Past, Present and Future*. London: Heinemann Publishers.
- Dahiya, A., Dhiman, M. C., & Kumar, S.(2015). *International Tourism and Hospitality in the Digital Age*. United States: IGI Global.
- Morrison, M.A., & Buhalis, D., (2023) *Routledge Handbook of Trends and Issues in Global Tourism Supply and Demand*, Routledge Taylor & Francis Group, London, UK.
- Novelli, M., Dolezal, C., Milano, C., ..... & Adam, J. (2022). *Handbook of Niche Tourism*. United Kingdom: Edward Elgar Publishing.
- Rontos, K. et al, (2020). *Modeling and New Trends in Tourism*, New York, Nova Science Publishers.
- Sharma, A., & Hassan. (2020). *The Emerald Handbook of ICT in Tourism and Hospitality*. United Kingdom: Emerald Publishing Limited.
- Swanson, J. R., Edgell, D. L. (2018). *Tourism Policy and Planning: Yesterday, Today, and Tomorrow*. United Kingdom: Routledge.

### **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.**

**B.A. (VS) Tourism Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC- 4.2)**

**Adventure 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		
<b>Adventure Tourism</b>  <b>DSC 4.2</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>Pass in class</b>  <b>12<sup>th</sup></b>	<b>-</b>

**Learning Objectives:**

The course aims to familiarize the students with a comprehensive understanding of concepts, activities, current trends and benefits and challenges of adventure tourism. The learners will know about the popular adventure tourism destinations, their sustainable practices and associated adventure activities.

This course focuses on risk management principles and safety protocols to ensure participant safety during adventure activities. This course equips the students with the knowledge of designing and planning adventure tours and expeditions considering logistical, financial, and sustainability aspects.

The learners will learn about the marketing strategies and promotional techniques suitable for adventure tourism products.

**Learning Outcomes:**

After completing this course, the learners would be able to:

1. demonstrate a comprehensive understanding of adventure tourism concepts, activities, and current trends.
2. analyze the benefits and challenges of adventure tourism.
3. evaluate popular adventure tourism destinations worldwide and their management and sustainability considerations.
4. analyze the typology of adventure tourism activities (land-based, air-based and water-based adventure) their safety measures, equipment, and associated technical skills.
5. apply risk management principles and safety protocols to ensure participant safety during adventure activities.
6. demonstrate the knowledge of designing and planning adventure tours and expeditions considering logistical, financial, and sustainability aspects.
7. evaluate the marketing strategies and promotional materials specific to adventure tourism.

## **Unit-1**

### **Adventure Tourism - An Overview**

**10 Hours**

The concept, scope, and importance of adventure tourism, Adventure activities and associated characteristics, Current trends in adventure tourism, Benefits and challenges of adventure tourism, job opportunities in adventure tourism.

## **Unit-2**

### **Adventure Tourism Destinations and Adventure Activities**

**12 Hours**

Identify and evaluate popular adventure tourism destinations worldwide, Analyze the natural and cultural attributes that make a destination suitable for adventure tourism, Management and sustainability considerations for adventure tourism destinations. Types of adventure tourism activities (land-based, air-based and water-based adventure), Equipment, Safety measures, and technical skills associated with different adventure activities.

## **Unit-3**

### **Risk Management and Safety in Adventure Tourism Operations**

**15 Hours**

The principles of risk management in adventure tourism, Identify potential risks and hazards associated with adventure activities, Strategies for assessing, mitigating, and managing risks to ensure participant safety, Planning and organization of adventure tours and expeditions, Develop skills in itinerary development, budgeting, and resource management for adventure tourism operations.

## **Unit-4**

### **Marketing and Promotion of Adventure Tourism**

**8 Hours**

Marketing strategies specific to adventure tourism, target market analysis and customer behavior in adventure tourism, Promotional materials, and digital marketing campaigns, Certificate programs for adventure tourism.

## **Exercises**

The learners are required to:

1. conduct a risk assessment for a specific adventure activity and develop a safety plan.
2. design an adventure tour itinerary considering logistical factors and budget constraints.
3. develop a marketing campaign for an adventure tourism destination or activity.
4. create digital promotional materials, such as brochures or social media content, for an adventure tour.
5. conduct a field trip to an adventure tourism destination and assess its sustainability

- practices.
6. lead a guided adventure activity and demonstrate proper guiding and instructional techniques.
  7. participate in a simulated emergency response exercise and practice crisis management skills.

### **Suggested Readings:**

- Ball, S. (2007). *Encyclopedia of Tourism Resources in India*, B/H.
- Buckley R. (2014). Adventure tourism as a research tool in non-tourism disciplines. *Tourism Recreation Research*, 39(1), 39-49.
- Buckley, R. (2012). *Adventure Tourism*. London: CABI.
- Buckley R. (2010). *Adventure tourism management*. Oxford: Elsevier.
- Fennell, D. A. (2015). *Adventure Tourism: Meanings, Experience and Learning*. London: Routledge.
- Huddart, D., Stott, T. (2019). *Adventure Tourism: Environmental Impacts and Management*, New York: Palgrave Macmillan.
- Hall, M., & Timothy, D. (2006). *Safety and Security in Tourism*, Jaico Publishing House.
- Hudson, S. (2012). *Sport and Adventure Tourism*. United States: Taylor & Francis.
- Jenkins, I. (2019). *Adventure Tourism and Outdoor Activities Management: A 21st Century Toolkit*, Oxfordshire, U.K. CABI Publication,
- John, L. (2022). *Creating Space Tourism Desire Strategy*. Stellar Publications.
- Leckie, S., Pomfret, G., Beard, C., Swarbrooke, J. (2012). *Adventure Tourism*. London: Taylor & Francis.
- *National Strategy for Adventure Tourism 2022, Ministry of Tourism Government of India*, (2022).pdf <https://tourism.gov.in/sites/default/files/202209/National%20Strategy%20for%20Adventure%20Tourism%202022.pdf>
- Negi, J. (2001). *Adventure Tourism and Sports*, New Delhi: Kanishka Publishers Distributors.
- Page, S. J., & Dowling, R. K. (Eds.). (2020). *Adventure Tourism: The New Frontier*. London: Routledge.
- Plummer R. (2009). *Outdoor recreation: An introduction*. New York: Routledge.
- Van, P. M. (2019). *Space Tourism Adventure in Earth Orbit and Beyond*, New York: Springer
- Swarbrooke, J., & Horner, S. (2012). *Consumer Behaviour in Tourism (2nd ed.)*. London: Routledge
- Weiler, B., & Smith, K. A. (2019). *Adventure Tourism Management (2nd ed.)*. Bristol: Channel View Publications.

### **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.**

**B.A. (VS) Tourism Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC- 4.3)**

**Globalization and Indian Tourism**

**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		
<b>Globalization and Indian Tourism</b>  <b>DSC 4.3</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>Pass in class 12<sup>th</sup></b>	<b>-</b>

**Learning objective:**

Through this course students will learn about Indian tourism in a comparative perspective, and the advantages and issues of operating in a globalized world. This course is designed to help students get acquainted with various aspects of the economy and the factors that impact the tourism industry. It will help to understand the two-way relationship between tourism and development. The course studies the impact of foreign trade and capital on tourism and its inter-linkages with other sectors of the economy. It includes case studies of specific success stories such as Himachal Pradesh, North eastern states, Kerala and Rajasthan tourism. It also examines the ecological aspects and the special case of hill tourism.

**Learning outcomes**

After completion of the course, learners would be able to:

1. recall a brief overview of India's economic development and the role of tourism in a globalized environment.
2. explain the inter sectoral linkages and the two-way relationship between tourism and development.
3. examine and appraise the important contribution that tourism makes to economic and social outcomes and the building up of foreign exchange reserves.
4. critically evaluate the recent developments in various sectors, including infrastructure, services and their impact on tourism and vice versa.
5. appraise the impact of tourism on the overall development and suggest policy measures for promoting tourism.



## **UNIT- 1**

**12 hours**

### **India today – development indicators and comparisons**

Redefining development - changing ideas on growth and development- concept of human development, measuring human development – the Human Development Index (HDI), the HDI ranking of India, gender related development index, (GDI) and Gender Inequality Index (GII) measurement, and India's performance on these indicators. Understanding the concept of the circular economy and sustainability in the context of sustainable development goals (SDGs) specifically for the tourism sector.

Indian economy today- size, population, Gross Domestic product (GDP), Per capita income, rate of growth, structure of GDP and the challenges of unemployment, poverty and inequality and how tourism can be an instrument in addressing these challenges.

## **UNIT- 2**

**11 Hours**

### **Brief overview of India's economic development experience post 2000, focusing on the Trends in Travel and Tourism industry**

Indian Tourism in a comparative perspective, a comparison with South Asia, BRICS countries and the other poorest countries in the world (excluding Africa)'. Economic reforms in India; privatization, liberalisation and globalization- the performance of the economy focusing specifically on the 2003 to 2008 period of high growth and the role of tourism and the subsequent slowdown after 2012 and its impact on Tourism industry. A brief appraisal of economic reforms – issues of poverty, growth without employment, regional and other inequalities and the tourism as an instrument of change.

## **UNIT-3**

**11 Hours**

### **Tourism and development- synergies and concerns**

India's share in global tourism, the role of tourism in India's economy, potential for growth, the tourism multiplier and the inter-sectoral linkages.

Case studies of Kerala, Rajasthan, Himachal Pradesh and North-Eastern states, examples of successful strategies that illustrate the linkages, the role of Government, the success of the Incredible India campaign, Kerala's branding as 'God's own Country' and Rajasthan's success in Heritage and cultural tourism. Recent developments that caution us to the hazards of over exposure, particularly in the case of Kerala. Branding of North-east, attractions and circuits in North eastern

India. The special case of hill tourism- fine balance between development and ecological concerns – examples of Ladakh, Uttarakhand, Himachal and other hill states. State-wise trends in Indian /global tourists and the GDP generated through tourism in the post reform period.

#### **UNIT- 4**

**11 Hours**

**Linkages of Tourism with the global economy: Foreign trade, foreign capital, and servicification.**

The role of foreign trade and foreign capital in tourism industry of India; advantages and disadvantages of Foreign Direct Investment (FDI) for tourism Industry. The special case of the hospitality sector and the tourism industry- the enabling role of digitization, servicification and technology on the sector.

#### **Exercises:**

1. Watch a few films on tourism in class such as ‘Kashmir ki kali’, ‘Everest’ ‘Cycling around the world’ or any other suitable film followed by thematic discussion on tourism. (Unit 1)
2. Students may be asked to collect data and material from one specific state of India and prepare presentation on the ‘Circular economy and tourism in India’. (Unit 1)
3. A study tour to a tourist destination may be organized by the teacher for experiential learning of the issues and the linkages of tourism with other sectors of the economy. Students may be asked to submit project report after that. Students may also be encouraged to plan the trip. (Unit 3)
4. Students may be asked to prepare group projects on multinational corporations (MNC) such as Amazon, Apple, Google or any other and their impact on tourism industry worldwide. (Unit 4)
5. Make a group project based on field work. Identify a transport service, Parlour or a eatery in the neighborhood, prepare questionnaire and study its working and role in promoting travel and tourism. This will a part of experiential learning about the role of small businesses in promoting travel and tourism in India. (Unit 4)
6. Class room discussions on the comparative tourism and the tourism potential of India may be organized, where experiences of different countries such as the United Kingdom, France, Thailand, etc. are discussed. (Unit 4)

#### **Suggested Readings:**

- Mercer-Blackman, V., & Christine, A., (2018). ‘The Servicification of Manufacturing in Asia: Redefining the Sources of Labour Productivity’, ADBI working paper, 902, Tokyo:Asian Development Bank Institute. (Unit 4)
- Drèze, J., & Sen, A. (2013). *An Uncertain Glory: India and its Contradictions*. Princeton University press. Ch: 2 & 3. (Units 1, 2)
- Einarsson S., and Sorin, F., (2020). *Circular Economy in Travel and Tourism: A Conceptual Framework for a Sustainable, Resilient and Future Proof Industry Transition*, CE360 Alliance.

<https://circulareconomy.europa.eu/platform/sites/default/files/circular-economy-in-travel-and-tourism.pdf> (Unit 1)

- Gambhir, D., Khalid, A. M., & Sharma, S., (2021). 'Religious Tourism and Sustainable Development: Perspectives from Hill States in India' In Lubowiecki-Vikuk. A. et al., (Eds.), *Handbook of Sustainable Development and Leisure Services* (pp. 273–287). Springer International Publishing. [https://doi.org/10.1007/978-3-030-59820-4\\_18](https://doi.org/10.1007/978-3-030-59820-4_18) (Unit 3 iii)
- Goering, P. G., (2010). *The Response to Tourism in Ladakh. Cultural Survival*. <https://www.culturalsurvival.org/publications/cultural-survival-quarterly/response-tourism-ladakh> (Unit 3)
- Human Development Reports, [hdr.undp.org](http://hdr.undp.org). (Unit 1)
- Joshi, V. (2016). *India's Long Road: The Search for Prosperity*. Penguin/Allen Lane. (Ch.: 2 ) (Unit 2.)
- Kapila, U., (2021). *Indian Economy: Performance and Policies* (22nd edition, 2021–22). AF Press/Academic Foundation.
- Khajuria, A. et al., (2022). *Accelerating circular economy solutions to achieve the 2030 agenda for sustainable development goals. Circular Economy*, 1(1), 100001. <https://doi.org/10.1016/j.cec.2022.100001> (Unit1)
- Ministry of Tourism, Government of India (2020). *20 Year Perspective Plan for Tourism in Rajasthan*. <https://tourism.gov.in/sites/default/files/2020-04/rajasthan.pdf> (Unit 3)
- Puri, V. K., & Misra, S. K. (2021.). *Indian Economy* (Vol. 39). Himalaya Publishing House. (Unit 2)
- Swain, S. K., & Mishra, J. M. (2012). *Tourism: Principles and Practices*. Oxford Univ. Press. (Unit 3)
- Thimm, T. (2017). *The Kerala Tourism Model - An Indian State on the Road to Sustainable Development: Sustainable Tourism in Kerala. Sustainable Development*, 25(1), 77–91. <https://doi.org/10.1002/sd.1643> Unit 3)
- UN World Trade Organization (n.d.) *Integrating Circular Economy Principles in Tourism*. <https://www.unwto.org/sustainable-development/circular-economy>. (Unit1)
- Van Kruchten, S. & van Eijk, F (2020). *Circular Economy & SDGs: How circular economy practices help to achieve the Sustainable Development Goals*. Netherlands Enterprise Agency and Holland Circular Hotspot. [https://circulareconomy.europa.eu/platform/sites/default/files/3228\\_brochure\\_sdg\\_hch\\_cmyk\\_a4\\_portrait\\_0520-012.pdf](https://circulareconomy.europa.eu/platform/sites/default/files/3228_brochure_sdg_hch_cmyk_a4_portrait_0520-012.pdf) (Unit 1)

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