

# LESSON PLAN

## C1 12 503: FUNDAMENTALS OF THE TOURISM INDUSTRY

**Lecture hours: 60**

**OBJECTIVES:**

To introduce the students to the discipline of tourism and enable them to have a bird eye view of the various concepts which constitute the tourism industry

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instr uctional techniques	Evaluation/ learning confirmation
UNIT I	<p><b>Module - 1: Introduction to the Tourism industry</b>            Tourism: Definition, meaning, nature and scope            - Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation - Leisure, recreation and tourism and their Interrelationship - Concept of tourism resource , Components and elements of tourism: Intermediaries and suppliers - Types and typologies of tourism - Emerging Trends in tourism - Approaches to study tourism</p>	10 Hrs		
1.	Introducing - Tourism: Definition, meaning,	1	Video /Lecture	Question and Answer
2.	nature and scope	2	Lecture	Question and Answer
3.	Tourist, travelers, visitor, transit visitor and excursionist.	1	Lecture	Illustrations
4.	definition and differentiation - Leisure, recreation	2	Lecture	Question and Answer
5	- Concept of tourism resource ,Approaches to study tourism	2	Lecture	Question and Answer
6	Components and elements of tourism: - Emerging Trends in tourism	2	Illustrations/Case	Illustrations

			study	
<b>UNIT II</b>	<b>Module 2: Historical Dimensions of Tourism</b> tourism through the Ages: Early Travels, 'Renaissance' and „Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday"- Annual holidays - Impacts of Industrialization and Technological Advancements on tourism industry	<b>6</b>		
7	tourism through the Ages: Early Travels,	1	Lecture	Question and Answer
8	'Renaissance' and „Age of Grand Tours';	1	Lecture	
9	Emergence of modern tourism,	1	Lecture	
10	concept of "Paid holiday"- Annual holidays	1	Lecture	
11	Impacts of Industrialization and Technological	1	Lecture	
12	Advancements on tourism industry	1	Lecture	Question and Answer
<b>UNIT III</b>	<b>Tourism in India</b> Growth of tourism in India- Tourism policy of India: study about the plans and policies of the govt. of India for the development of tourism sector - And outline of L.K JHA committee 1963, national tourism policy 1982- National Action plan for tourism (NAPT) 1992-, tourism and 5 year plan in India with special reference to 11 <sup>th</sup> 5 year plan.	<b>6 Hrs</b>		
18	Growth of tourism in India-	1	Lecture	Illustrations
19	Tourism policy of India: study about the plans and policies of the govt. of India for the development of tourism sector -	1	Lecture	Illustrations
20	And outline of L.K JHA committee 1963, national tourism policy 1982-	2	Lecture	Illustrations

21	National Action plan for tourism (NAPT) 1992-, tourism and 5 year plan in India with special reference to 11 <sup>th</sup> 5 year plan.	2	Illustrations	Illustrations
<b>Unit - IV</b>	<b>Tourism planning in India</b> Planning - Importance of planning in tourism - Process in tourism planning- Planning approaches for different forms of tourism: Eco tourism, urban tourism, Rural Tourism - Planning for the development of a tourist destination - Impacts of unplanned tourism development on a tourist destination	<b>6 Hrs</b>		
26	Planning - Importance of planning in tourism	2	Lecture	Question and Answer
27	Process in tourism planning- Planning approaches for different forms of tourism	2	Lecture	Question and Answer
	Eco tourism, urban tourism, Rural Tourism - Planning for the development of a tourist destination -	1	Lecture	Question and Answer
	Impacts of unplanned tourism development on a tourist destination	1	Illustrations	Illustrations
<b>Unit - V</b>	<b>Tourism Resources of India</b>  <b>Important tourism Circuits</b> Golden triangle - Delhi, Agra and Jaipur, Southern triangle - Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbinie, Bodhgaya, Sarnath and Kushinagpur and Green triangle- Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri- Konark  <b>Cultural resources:</b> Indian Classical dances and Folk dance forms, art and handicraft, fairs and festivals  <b>Religious resources:</b> Study of the famous shrines/ centers of the major religions of India- Tourism promotional festivals of India	<b>20 Hrs</b>		

	<b>Natural environmental resources</b> : National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India - Major hill stations, Islands, rivers and river islands of India - Seas and important Beaches of India- Mumbai, Puri, Goa, Chennai, Trivandrum.			
	<b>Important tourism Circuits</b> Golden triangle - Delhi, Agra and Jaipur, Southern triangle - Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbini, Bodhgaya, Sarnath and Kushinagar and Green triangle- Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri- Konark	5	Lecture/Presentations	Question and Answer
	<b>Cultural resources:</b> Indian Classical dances and Folk dance forms, art and handicraft, fairs and festivals	5	Lecture	Question and Answer
	<b>Religious resources:</b> Study of the famous shrines/ centers of the major religions of India- Tourism promotional festivals of India	5	Activity	Activity
	<b>Natural environmental resources</b> : National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India - Major hill stations, Islands, rivers and river islands of India - Seas and important Beaches of India- Mumbai, Puri, Goa, Chennai, Trivandrum.	5	Lecture/illustration	Question and Answer
<b>Unit 6</b>	<b><u>Tourism Organizations: Inter-governmental, National and International</u></b>  <b>Inter-governmental organizations</b> and tourism industry: co-ordination of the tourism industry with government departments viz., Tourism, Civil aviation, Transport, Forest, Archaeology, Culture, Museum, Health, etc. Role of State Tourism Development Corporation in the development of tourism in respective state.	<b>12 hrs</b>	Lecture	Question and Answer

	<p><b>National tourism Organizations:</b> An overview of organizations like NTO, ITDC, FHRAI and TAAI. <b>International tourism organizations:</b> An overview of international organizations like UNWTO, IATA, PATA, ICAO in promotion and development in tourism worldwide.</p>			
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**Books For Reference:**

- ❖ Tourism operations & management - Sunetraroday, Archana Biwal, Vandana Joshi- Oxford publisher.
- ❖ Tourism concepts & practices - John R. Walker, Josielyn T. Walker - Pearson publisher
- ❖ Tourism development principles & practices - A.K.Bhatia
- ❖ Tourism marketing - S.M.Jha
- ❖ Business of tourism - Vikash Choudhar
- ❖ Acharya Ram- Tourism and Cultural Heritage of India.

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