

Department of History & MTM
Kakatiya University, Warangal

TOURISM AND TRAVEL MANAGEMENT

B.A. II YEAR

SEMESTER - III

PAPER- III–TOURISM PRODUCT OF INDIA

Unit- I: Tourism Products: Definition, Concept, types and characteristics - elements of tourism products – geographical elements- Peter's inventory of tourist attractions-Tourism product life cycle.

Unit- II: Architectural Heritage of India: glimpses on the prominent architecture style flourished in different period- Different style of architecture in India - Hindu, Buddhist and Islamic- World Heritage Sites in India- Heritage Management Organisations: UNESCO, ASI, ICOMOS, INTACH.

Unit- III: Major Pilgrimage Destinations: **Hindu-** CharoDhamYatra, JyotirlingaYatra, Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad. **Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Nagarjunakonda. **Jain:** Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana **Muslim:** Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars. **Sikh:** Patna, Nanded, Guru-kaTal (Agra), Amritsar.

Unit- IV: Natural Tourist resources – Important national parks and wild life sanctuaries – examples from South India- Beaches and Islands- waterfalls-Desert tourism; Desert safaris and festivals

Unit- V: Important Museums and Art Galleries in India- Performing arts of India-classical dances and folk dances- Fairs and Festivals- Social, religious and commercial fairs of touristic significance.

REFERENCE BOOKS:

1. Manoj Dixit & Charu Sheela (2010) ; Tourism Products , New Royal Books Lucknow
2. IC Gupta – Tourism Products of India
3. A L Basham (2007) : The Wonder that was India , Surjeet Publication , New Delhi
4. S A A Rizvi (1987) : Wonder that was India – Vol 2 , Sidgwick & Jackson, London
5. Jacob, Robinet, Mahadevan P & Sindhu Joseph (2012); Tourism Products of India – a National Perspective, Abhijeet Publications, New Delhi.
6. Robinet Jacob (2012): Health tourism and Ayurveda , Abhijeet Publications, New Delhi