

COURSE TITLE	DOMESTIC TOURISM -II
COURSE CODE	04AH0303
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Examine the social, cultural, and economic significance of domestic tourism in a specific country or region.
- 2 Analyse how to assess the tourism potential of various domestic destinations and develop strategies for their sustainable growth.
- 3 Analyse how to design tourism packages, campaigns, and branding specifically for the domestic market.
- 4 Evaluate the marketing tools and techniques used for promoting domestic tourism and Learn strategies to ensure that tourism development minimizes environmental and social impacts while maximizing economic benefits.
- 5 Develop skills in tourism management, including how to plan, organize, and operate tours, packages, and services for domestic tourists.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Indian Tourism Industry Definition and Scope of tourism, Evolution and Development of Tourism in India, Understanding of Ministry of Tourism Department, Domestic Tourism Infrastructure	15
2	Tourism Policy, Planning and Private sectors National Tourism Policy of India, State-Level Tourism Policies, Overview of Tour Operators and Travel Agencies, Government facilities for Tourism Boost in India	15
3	Tourism and Culture in India Cultural Heritage and its Role in Tourism, Cultural Significance and Role in Domestic Tourism, Indian Cultural sites tourism products in India, Fairs and Festivals in India	15
4	Geography of Indian Tourism Climate, Mountains, Land and water territories, Regional Geography, Eco tourism in India, Geographical Factors Affecting Tourism Development	15
Total Hours		60

Textbook :

- 1 Tourism Development: Principles and Practices, S.k Bhatia , Sterling Publishers Pvt. Ltd, 2024
- 2 Indian Tourism and Hospitality Industry, Dr. Sandeep Goyal, New Century Publications, 2024
- 3 Tourism and Hospitality: Innovations, Opportunities and Challenges, Dr. Sandeep Walia, Bharti Publications, 2016

References:

- 1 Tourism and Cultural Change in India, Tourism and Cultural Change in India, T. K. Oommen, Routledge, 2022
- 2 Domestic Tourism in India, Domestic Tourism in India, D. S. Bhardwaj, Indus Publishing, 2020

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Project Based Learning, Case Based Learning, Flipped Classroom ,Collaboration Learning