



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav Institute of Social Sciences, Humanities and Arts

Choice Based Credit System (CBCS) in the light of NEP-2020

Vocational Course Semester III (2026-2029)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment	END SEM University Exam	Teachers Assessment				
VUANTHR O301	SEC	Tourism Anthropology	Max				60	40	0	2	4	4
			Min				27	18				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. To orient students with the anthropological approach to tourism.
2. To provide an understanding of tourism aspects and prospects
3. To provide the knowledge about interconnections between tourism history and the rise of the socio-cultural study of tourism
4. To provide an understanding of the implications of tourism as a major mechanism of cross-cultural interaction
5. To provide an understanding about the global & local political economy of contemporary tourism.

Course Alignment with UNSDG:

1. The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4** (Quality Education); **SDG 8** Decent Work and Economic Growth; **SDG 11** Sustainable Cities and Communities; **SDG 12** Responsible Consumption and Production; **SDG 16** Peace, Justice and Strong Institutions.

Course outcomes: After completion of the course, the student will be able to:

CO-1	Explain the concepts and definitions of tourism and examine the anthropological perspectives, relevance, and development of modern tourism.
CO-2	Discuss the anthropological issues and theoretical perspectives of tourism, including pilgrimage, authenticity, and the role of the anthropologist as an ethnographer.
CO-3	Explain the implications of tourism as a major mechanism of cross-cultural interaction
CO-4	Analyze tourism as a mechanism of cross-cultural interaction and examine the commodification and degradation of culture associated with tourism.
CO-5	Evaluate the political economy of contemporary tourism, including heritage-making, cultural preservation, global mobility, ecotourism, and sustainable development.

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Teaching Pedagogy:

T1	Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
T2	Assignments, Tutorials, Case studies, Activity-based learning

Experiential Learning

Group discussions	Tourism Through An Anthropological Lens
Cultural mapping	Prepare a map showing important cultural & tourism resources of the local area.
Tourism project	Identify one tourism-related environmental or cultural problem and propose a community-based solution.
Virtual Ethnographic Study:	- Students select a tourist or pilgrimage destination and analyze documentaries, virtual tours, online reviews, interviews, and travel narratives to examine pilgrimage, tourist experiences, and perceptions of authenticity. - Students develop basic ethnographic skills and understand anthropological issues related to tourism.

Assessment Tools

AT1-1	Quiz
AT1-2	Assignments
AT1-3	Tutorials
AT1-4	Case Study Analysis
AT1-5	Viva-Voce
AT1-6	Presentation
AT1-7	Project Report

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Prerequisites: Basic Knowledge of Travel and Tourism.

Module	Descriptors/Topics	Hours	Assessment tools
I	Anthropology and Tourism: Concepts and Definitions - Anthropological Perspectives on Tourism - Relevance of tourism in Anthropology, - Advent of Modern Tourism	12	AT1-1 AT1-3
II	Tourism- - Aspects and prospects, - Anthropological issues and theoretical concerns, - Tourism as ethnographer; pilgrimage and Authenticity Issues.	12	AT1-1 AT1-2 AT1-3
III	Interconnections between tourism history and the rise of the socio-cultural study of tourism including temporary migration, colonial exploration, pilgrimages, visiting relatives, imagined and remembered journeys, and tourism.	12	AT1-2 AT1-5 AT1- 7
IV	- Understand the implications of tourism as a major mechanism of cross-cultural interaction; - Tourism and the commodification of culture or cultural degradation.	12	AT1-3 AT1-5 ATI- 6

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V	- Understanding the global and local political economy of contemporary tourism, particularly in relation to international development; - Explore dynamic relationships between heritage-making enterprises, revival and preservation projects, the international flow of capital; tourism and global mobility; - Ecotourism and sustainable development.	12	AT1-3 AT1-1 AT1-2 AT1-5
	Total Hours	60	

Additional Resources

A. **Value addition to course content/ Skill enhancement content:** 1. Interdisciplinary Knowledge Enhancement 2. Understanding of Anthropology and Tourism 3 New Directions in the Anthropology of Tourism

Remedial classes for slow learners:

1. Remedial support will be provided for the Tourism Anthropology **course** through simplified learning materials, additional classroom sessions, individual guidance, and revision of key concepts
2. Interactive discussions and oral questioning will be conducted to reinforce understanding and encourage participation.

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Suggested Readings:

Reference Books	- Chambers E. (2000). Native Tours: The Anthropology of Travel and Tourism. Prospect Heights: Waveland. - Crick M. (1995). The Anthropologist as Tourist: An Identity in Question. In Lanfant MF, Allcock JB, Bruner EM (eds.) International Tourism: Identity and Change. London: Sage. Pp. 205-223. - Dann GMS, Nash D and Pearce PL. (1988). Methodology in Tourism Research. Annals of Tourism Research. 15:1-28. - Gmelch SB. (2004). Tourists and Tourism: A Reader. Long Grove: Waveland. - Graburn NHH. (1977). Tourism: The Sacred Journey. Hosts and Guests: The Anthropology of Tourism. Valene L. Smith, ed. Philadelphia: University of Pennsylvania Press. Pp. 33-47. - Dann G. (2002). The Tourist as a Metaphor of the Social World. Wallingford: CAB International. - Nash D. (1996). Anthropology of Tourism. New York: Pergamon.
Suggested e-resources (Websites/ e-books)	INFLIBNET Tourism Anthropology chapter: Tourism Anthropology – INFLIBNET citeturn0search6

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Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										Correlation with PSOs		
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P S O 1	P S O 2	PSO3
CO1	3	2	2	1	1	1	2	1	2	3	1	3	2
CO2	3	3	2	1	3	2	2	2	2	3	2	3	3
CO3	3	3	2	2	2	3	3	2	2	3	2	3	2
CO4	3	3	2	3	2	3	3	3	2	3	3	3	3
CO5	2	3	2	3	3	3	3	3	3	3	3	3	3

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