



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Social Sciences, Humanities and Arts
Choice Based Credit System (CBCS) in Light of NEP-2020
Skill Enhancement Course (SEC)
Vocational Course IVth Semester - History

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Ex- am	Two Term Exam	Teachers As- sessment*	END SEM University Ex- am	Teachers As- sessment*				
VUHIS401	Vocational Course	Fundamentals of Tourism & Indian Travel Studies	-	-	-	60	40	0	2	4	4

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 Educational Objectives (CEOs): The student will be able to:

- **CEO1:** To provide foundational knowledge of tourism as a discipline within the humanities.
- **CEO2:** To enable students to understand India's cultural and heritage landscape as key tourism resources.
- **CEO3:** To equip learners with basic map-reading and digital navigation skills essential for travel.
- **CEO4:** To introduce modern digital tools and platforms used in the tourism industry.
- **CEO5:** To develop essential soft skills such as communication, etiquette, and simple itinerary planning for practical tourism engagement.

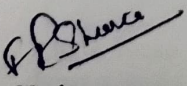
Course Outcomes (COs): The students should be able:

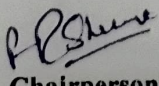
- **CO1:** To analyse basic concepts, terminology, and scope of tourism.
- **CO2:** To understand India's cultural richness and its importance in tourism.
- **CO3:** To develop simple map-reading and digital navigation skills useful for travel.
- **CO4:** To familiarise with modern digital tools, apps, and virtual platforms used in tourism.
- **CO5:** To build essential tourism skills such as communication, itinerary planning, behaviour, and basic safety.

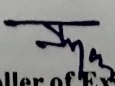
COURSE CONTENTS

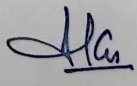
UNIT I - Understanding Tourism

- Meaning & Definition of Tourism
- Types of Tourism
- Difference between Tourist, Traveller, Visitor, Excursionist
- Components of Tourism - The 6 A's Model


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UNIT II - Tourism and Culture of India

- India as a Cultural Destination
- Understanding Local Culture
- UNESCO World Heritage Sites in India (Simple Introduction)
- Role of Culture in attracting tourists
- Responsible behavior at cultural and religious sites

UNIT III - Basic Map Reading Skills

- Introduction to Maps for Tourists
- Basic Symbols
- Directions on a Map
- Understanding Distance on Maps
- Location Identification
- Introduction to Digital Maps

UNIT IV - Digital Tools for Tourists

- Use of Google Maps
- Mobile apps for travel
- Virtual Tours
- Digital Payments
- Role of Social Media in Travel Choices

UNIT V Basic Tourism Skills

- Tourist Behaviour & Etiquette
- Communication Skills for Tourism
- Basics of Itinerary Making
- Introduction to Tourist Guides
- Safety & First Aid for Travelers

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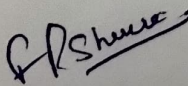
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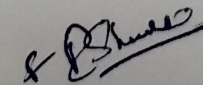
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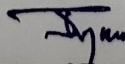
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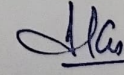
Suggested Readings:

- Basham, A. L. (2004). *The wonder that was India* (Rev. ed.). Rupa & Co.
- Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
- Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
- Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
- Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
- Williams, Stephen: Tourism geography, Routledge, 1998.
- Lewis, Mark: Singapore, Rough Guides, 2003.
- McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
- Encyclopedia of Indian Natural History – Hawkins R E
- Geography of Tourism – Robinson H
- Tourism Development and Resource conservation- Jagmohan Negi
- Indian Wildlife- Grewal, Bikram
- Topics in Applied Geography- Douglas Pearce


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