

BA-III Year
Skill Enhancement Course (SEC)
Code: BAM- S601
Heritage and Tourism

Semester-VI
Max. Marks -60
Time- 3 Hrs

Course Objectives

Students will extend their abilities to:

- Unravel the legacy of glorious past of tangible and intangible cultural heritage
- Understand the philosophical foundation of Indian culture.
- Learn various antiquarian laws and how it governs to protect the built heritage. The prime objective to offer this course is to acquaint various dimensions of heritage.
- Inculcate knowledge how heritage is useful in tourism industry.

Course Outcomes:

The student will be able to:

- CO1 Learn about the concept and characteristics of heritage.
CO2 Estimate the mode of tangible and intangible heritage.
CO3 Comprehend Antiquarian laws for the protections of heritage properties.
CO4 Know the art heritage of India.
CO5 Enhance their skill in Tourism industry.

Instructions:

The question paper shall consist of two sections (Sec.-A and Sec.-B). Sec.-A shall contain 10 short answer type questions of six marks each. Student shall be required to attempt any five questions in 150 words. Sec.-B shall contain 8 long answer type questions of ten marks each and student shall be required to attempt any four questions. Questions shall be uniformly distributed from the entire syllabus. The previous year paper/model paper can be used as a guideline and the following syllabus should be strictly followed while setting the question paper.

Course Contents:

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- Unit-I Heritage :Meaning and Components:** (11 Lect.)
(a) Definition, concepts and characteristics of Heritage
(b) Types of Heritage :Tangible and Intangible
- Unit-II Foundation of Indian Heritage:** (10 Lect.)
(a) Indus Valley Civilization and Early Vedic culture
(b) Later Vedic culture
- Unit-III Heritage:** (13 Lect.)
(a) Tangible :Monuments of National importance, world heritage monuments in India
(b) Intangible :Traditions, rites, rituals, legends, folklores etc.
- Unit-IV Elements of Tourism:** (14 Lect.)
(a) Scope, Potential and Advantages of tourism in India.
(b) Tourism: Types and Management.
(c) Tourism Promotion: Advertising, Publicity, Public relations and Travel literature.
- Unit-V Facets of Tourism:** (12 Lect.)
(a) Tourism as Industry and Economy.
(b) National and International organizations – IUOTO, WTO, PATA, ATA, ICAO.

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Head
Department of Ancient Indian History,
Culture and Archaeology
Gurukul Kangri Vishwavidyalaya, Haridwar