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[only B.A.]

SRI VENKATESWARA UNIVERSITY : TIRUPATI

TOURISM
I Year

Paper - I **PRINCIPLES OF TOURISM**

Unit - I

Tourism - definition - Nature and Scope - History of Tourism and its development - Motivation for Travel - Types of Tourism Domestic and International Tourism

Unit - II

Social and economic significance of Tourism - Tourism as an industry - Ancillary industries in Tourism

Unit - III

Natural resources - Wild Life - Beaches - Hill resorts - Impact of Tourism on Physical Environment - Air - Water - Soil - Mountains - Ecology etc - Social impact of Tourism - Unity in diversity in Indian context

Unit - IV

Cultural Tourism in India - fairs and festivals - Kumbhamela - Mysore Dasara - Brahmotsavams of Tirumala - Folk and Tribal Cultural

Unit - V

Importance of History for Tourism - Ajanta - Ellora - Amaravathi - Nagarjunakonda - Mahabalipuram - Belur and Halebidu - Tirupati - Puri - Delhi - Goa - Mount Abu.

SUGGESTED READINGS

- | | |
|------------------------------|--|
| 1. Bhatia A.K | Tourism development; Principles and Practices |
| 2. Allchin F.R | Cultural Tourism in India; Its Scope and development |
| 3. Basham A.L | The Wonder that was India |
| 4. Gupta S.P | Tourism Monuments of India |
| 5. Kaul S.N | Tourism in India |
| 6. Kramrisch Stella | The Art of India |
| 7. Chris Cooper and Fletcher | Tourism Principles and Practices |
| 8. S. Wahab | Tourism Marketing |
| 9. James W. Morrison | Travel Agent and Tourism |
| 10. Edward D Mills | Design for Holidays and Tourism |
| 11. Douglas Pierce | Tourism Today; A Geographical Analysis. |

M. Venkateswara
CHAIRMAN 11/06/15

Board of Studies
Dept. of A.I.H.C. & Archaeology
S. V. University
TIRUPATI-2

Signature of the
Chairman (B.O.S.)
(20.....Exams)