

FACULTY OF ARTS

DEPARTMENT OF HISTORY

AHISVAC05. HERITAGE TOURISM IN INDIA

Learning Objectives (LOs)

LO1: To explore heritage of India and explain how it attracts tourists.

LO2: To explain the basics of tourism in India

LO3: To reveal scope of employability in the field of tourism

Course Outcomes (COs)

At the end of the course, the students will be able to

CO1: Gain knowledge on heritage on potential in India.

CO2: Understand how heritage attracts different types of tourists.

CO3: Get the clarity about the possibilities of employability and tourism sectors.

Unit I

Definition, Meaning and Features of Indian Heritage–Heritage, a Major Tourism potential - In India –Definition, Meaning and Scope of Tourism in India.

Unit II

Architecture: Rock Cut Temples at Mamallapuram – Structural Temples at Thanjavur, Darasuram, Gangaikondacholapuram, Kancheepuram etc, Khajuraho Temple – Danish Fort at Tranquebar – Palaces at Delhi, Jaipur, Udaipur, Ajmer, Mysore and Tajmahal at Agra.

Unit III

Sculpture: The Dancing Girl of Mohen- Jo-Daro - Ashoka Pillar - Buddha Statue, Sarnath - Nataraj, Chola Bronze Painting: Ajanta and Ellora Paintings– Thanjavur Chola Paintings- Sithannaval, Ravi Varma Paintings – Mughal and Rajput Paintings.

Unit IV

Music: Hindustani, Carnatic and Folk – Dance: Bharatanatyam, Kathakali, Kathak, Kuchipudi, Manipuri, Odissi - Popular Culture: Narratives, Oral Discourse, Folk Drama – Fairs and Festivals – Textile and Crafts – Culture of Food.

Unit V

Role of Heritage in Promoting Tourism – Definition, Types and Scope of Tourism- Measures for Promotion of Tourism - ITDC - TTDC - Mode of Travel – Accommodation - Requisites of Travel Guide – Field Visit to Nearby Heritage Destinations and Submission of a Report (10 pages).

Text Books

- Asher, Catherine Blanshard, Catherine Ella Blanshard Asher, and Catherine B. Asher. *Architecture of Mughal India*. Vol. 4. Cambridge University Press, 1992.
- Basham, Arthur Llewellyn and Saiyid Athar Abbas Rizvi. *The Wonder that was India*. London: Sidgwick and Jackson, 1956.
- Huntington, Susan L., and John C. Huntington. *The Art of Ancient India: Buddhist, Hindu, Jain*. New Delhi: Motilal Banarsidass, 2014.

Supplementary Readings:

- Acharya, Ram. "Tourism and cultural heritage of India." (1980).
- Bhatia, Arjun Kumar. *Tourism Development: Principles and Practices*. New Delhi: Sterling Publishers Pvt. Ltd, 2002.
- Jha, S. M. *Services Marketing*. New Delhi: Himalaya Publishing House, 2000.