

# OPEN ELECTIVE – HSOE 1

## **HSOE 1 : TOURISM IN KARNATAKA**

### BA Semester I

Total contact hours : 42	Course Credits : 3
Formative Assessment Marks : 40	Duration of ESA/Exam : 60

#### Objectives of the paper :

- To gain knowledge and understand the key factors of Tourism Industry at a regional level.
- To gain an insight into the utility of Tourism products.
- To understand the tourism potential in Karnataka.

#### Course Outcomes: At the end of the course, the student should be able to

- Illustrate and classify various types of tourism potential available in Karnataka.
- Discover the various tourist destinations in and around Karnataka.
- Analyze the tangible and intangible tourism products in Karnataka.

CONTENT OF COURSE - OE		Total No. Hours - 42
<b>UNIT I – Introduction</b>		<b>16</b>
Chapter 1	Meaning and Definition; Origin and Evolution; Importance and Impact of Tourism.	2
Chapter 2	Brief outline of Karnataka – Etymology – Significance.	6
Chapter 3	Motivators of Tourism – Basic Components – Elements of Tourism - Types of Tourism – Recent trends.	8
<b>UNIT II – Tourism Products of Karnataka</b>		<b>12</b>
Chapter 4	Fairs and Festivals.	4
Chapter 5	Handicrafts and Textiles.	4
Chapter 6	Cuisines.	4
<b>UNIT III – Natural and manmade products of Tourism</b>		<b>14</b>
Chapter 7	Wild Life Sanctuaries & National Parks.	4

Chapter 8	Beach Tourism & Adventure Tourism.	4
Chapter 9	Role of KSTDC – World Heritage Sites in Karnataka – Hampi, Pattadakal and Western Ghats.	6

### **Books for study and reference :**

1. Bhatia, A. (2020). Tourism Development. Sterling Publishers Pvt.Ltd.
2. Page, S. J. (2019). Tourism management (6th ed.). Routledge.
3. Ali, M. (2018). Greater Than a Tourist- Bangalore Karnataka India: 50 Travel Tips from a Local.
4. Modern Tourism in 21st Century. (2014). India: Anmol Publications.
5. Nagapathi, K.S.(2014). Karnataka: A Delight for Tourists. Mahajana Tourism Development Institute.
6. Andrews, S. (2011). Introduction to Tourism and Hospitality Industry, Tata McGraw-Hill.
7. Vandana, J., Biwal, A., Roday, S. (2009). Tourism Operations and Management. India: Oxford University Press.
8. Puczkó, L., Smith, M. K. (2009). Health and Wellness Tourism. Germany: Elsevier/Butterworth-Heinemann.
9. Biwal, A., Roday, S., Vandana, J. (2009). Tourism Operations and Management. India: Oxford University Press.
10. Dixit, M., Sheela, C. (2008). Tourism Products. India: New Royal Book Company.
11. Jacob, R. (2007). Indian Tourism Products. India: Abhijeet Publications.
12. Kamra, K. (2006). Economics of tourism. Kanishka Publishers, Distributors
13. Tourism Development: Principles and Practices. (2002). India: Sterling Publishers.
14. Introduction To Tourism. (2001). India: Atlantic Publishers & Distributors (P) Limited.
15. Sethi, Rajat. Nature And Scope Of Tourism. (n.d.). (1999) India: Rajat Publications.
16. Bansal, S. P., Gupta, S. (1998). Tourism Towards 21st Century. India: Deep & Deep Publications.
17. Foster, D. L. (1994). First Class: An Introduction to Travel and Tourism. Singapore: McGraw-Hill Education.
18. Gupta, V. K. (1987). Tourism in India. India: Gian.
19. Seshadri, B. (1986). India's Wildlife and Wildlife Reserves. India: Sterling Publishers.
20. Seth, P. (1985). Successful Tourism. Sterling Publishers.
21. <https://www.kstdc.co/e-brochure/>
22. Karnataka Tourism Policy 2022-2025.

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