



Value Added Courses Offered

Department : ***Anthropology & Tribal Development***

Academic Year : 2023-24

***List of Value Added Courses***

Sr. No.	Course Code	Name of the Course
01.	AAUBVT2/ASUBVT2	Tourism Anthropology



B.A/B.Sc IIInd semester

Name of the Paper: Tourism Anthropology (Value Added Course- VAC2)

CODE- AAUBVT2/ASUBVT2

Sub Code	L	T	P	Duration	IA	ESE	Total	Credits
AAUBVT2/ ASUBVT2	2	-	-	4 hours	30	70	100	2

Course Objectives

- CO-1. To introduce students to the basic concept, meaning, purpose of Tourism.
- CO-2. To explain the historical evolution and the concept of modern tourism.
- CO-3. To acquaint the students with Tourism regulations,
- CO-4. To transfer knowledge on cultural heritage of tourism.
- CO-5. To explain about the Tourism transport, promotional events and tourism marketing.

Syllabus Content:

**Unit I:** Tourism meaning and concept, purpose of tourism, tourists as ethnographer, Pilgrimage, anthropological issues in tourism

**Unit II:** Historical evolution of tourism: International and National, transition to modern tourism, Tourism Policy

**Unit III:** Tourism organization, International, National Government and private, Tourism regulation: inbound and outbound tourists, economic, health, accommodation and catering regulations.

**Unit IV:** Cultural Heritage and Tourism of India and Chhattisgarh: Myth and History, Living Culture, Monuments and Museum

**Unit V:** Tourism and Transport services: Air and Water, Tourism marketing: Emporiums, Shops and Fairs, Promotional Events for Tourism Marketing: Advertising, Publicity.

Suggested Readings

1. Chambers E. (2000). Native Tours: The Anthropology of Travel and Tourism. Prospect Heights: Waveland.
2. Crick M. (1995). The Anthropologist as Tourist: An Identity in Question. In Lanfant MF, Allcock JB, Bruner EM (eds.) International Tourism: Identity and Change. London: Sage. pp. 205-223.

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3. Dann GMS, Nash D and Pearce PL. (1988). Methodology in Tourism Research. Annals of Tourism Research. 15:1-28.
4. Gmelch SB. (2004). Tourists and Tourism: A Reader. Long Grove: Waveland.
5. Graburn NHH. (1977). Tourism: The Sacred Journey. Hosts and Guests: The Anthropology of Tourism. Valene L. Smith, ed. Philadelphia: University of Pennsylvania Press. Pp. 33-47.
6. Dann G. (2002). The Tourist as a Metaphor of the Social World. Wallingford: CAB International.
7. Nash D. (1996). Anthropology of Tourism. New York: Pergamon.
8. Kirshenblatt-Gimblett B. (1998). Destination Culture: Tourism, Museums, and Heritage. University of California Press.
9. Lippard LR. (1999). On the Beaten Track: Tourism, Art and Place. New Press.
10. Picard M and Wood R. (1997). Tourism, Ethnicity, and the State in Asian and Pacific Societies. University of Hawaii Press.
11. Crick M. (1994). Anthropology and the Study of Tourism: Theoretical and Personal Reflections. In Crick M (eds.). Resplendent Sites, Discordant Voices: Sri Lankans and International Tourism. Chur, Switzerland: Harwood Publishers.
12. Wood R. (1997). Tourism and the State: Ethnic Options and the Construction of Otherness. In Picard and Wood Tourism, Ethnicity and the State in Asian and Pacific Societies. University of Hawaii Press

**Program Outcomes:**

- P.O.1. The students have the knowledge on the concept of Tourism and Tourism Anthropology
- P.O.2. The students will understand the evolution of Tourism.
- P.O.3. The students will have a clarity on Tourism related regulations.
- P.O.4. The students will understand the rich cultural heritage of India and Chhattisgarh
- P.O.5. The students will have knowledge on various aspects of Tourism transport, promotional events and tourism marketing.

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**Course Outcomes and their mapping with Programme Outcomes:**

CO	PO												PSO		
	PO 1	P O2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
CO1	3	2	2	1	1							3	3	3	3
CO2	3	2	3	2	1							3	3	3	3
CO3	3	3	3	3	2							3	3	3	2
CO4	3	3	3	3	3							3	3	3	2
CO5	3	3	3	3	3							3	3	3	2

Weightage: 1-Slightly; 2-Moderately; 3-Strongly

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