

JAI NARAIN VYAS UNIVERSITY, JODHPUR
(DEPARTMENT OF HISTORY)

Certificate Course in Historical and Cultural Tourism in Rajasthan

One Semester Certificate Course

Paper	Name of the Course	Credits
I	Heritage and culture Tourism in Rajasthan	4
II	Understanding Heritage	4
III	Fundamentals of Tourism	4
IV	Tourism Profile of India	4
V	Tourism of Rajasthan : policy, promotion & culture	4

Paper - I

Heritage and culture Tourism in Rajasthan

Unit I

Meaning & concept of Tourism & Tourists, Types of Tourism, Tourism History in India (Through the ages) , Tourism management, significance of Tourism industry, Review of changes and challenges in tourism Industry

Unit II

Tourism policies of Govt of Rajasthan, Tourist circuits of Rajasthan, Institutional structure of tourism in Rajasthan with special reference to RTDC & RITTMAN. Publicity-Promotion & Marketing in Rajasthan, Local values & code of conduct.

Unit III

Brief history of main dynasties of Rajasthan, Culture, Tradition & Heritage of Rajasthan, Salient features of Architecture- forts , monuments, Paintings & Handicraft, Fairs & festivals, folk music & folk dances, saints & LOKDEVTA of Rajasthan

Unit IV

Major Geographical Regions of Rajasthan, Flora and Fauna of the State, wild life & its conservation, Eco-tourism, Tribal culture, colours of rural Rajasthan ,Cuisines of Rajasthan, Traditional methods of water conservation in Rajasthan.

Unit 5

Tourism in Rajasthan - Challenges and Opportunities, Contribution of Rajasthan in national and international tourism, Concept of the Incredible State of India, Suggestions and future action plan for tourism development in Rajasthan.

Paper - II

Understanding Heritage

- Unit I** Defining heritage: Meaning of 'antiquity', 'archaeological site', 'tangible heritage', 'intangible heritage' and 'art treasure'
- Unit II** Evolution of heritage legislation and the institutional framework:
- Conventions and Acts -- national and international
 - Heritage-related government departments, museums, regulatory bodies
 - Conservation initiatives
- Unit III** Challenges facing tangible and intangible heritage Development, antiquity smuggling, conflict (specific cases studies)
- Unit IV** Heritage and travel:
- Viewing heritage sites
 - The relationship between cultural heritage, landscape and travel; recent trends
- Unit V** A visit to a heritage site is an essential part of this course.

Suggest Reading :

- Lowenthal, D. (2010). Possessed By The Past: The Heritage Crusade and The Spoils of History. Cambridge: Cambridge University Press.
- Lahiri, N. (2012). Marshalling the Past- Ancient India and its Modern Histories.Ranikhet: Permanent Black. (Chapter 4 and 5)
- Singh, U. (2016). The Idea of Ancient India: Essays on Religion, Politics and Archaeology. New Delhi: Sage. (Chapters 7, 8). Biswas, S.S. (1999). Protecting the

Fundamentals of Tourism

Unit - I

Tourism – Definition and Concept, Components of tourism and its characteristics, Types of Tourists, Distinction between Tourist-Traveler-Visitor-Excursionist. Visiting friends and Relatives.

Unit - II

Types and Forms of tourism – Cultural Tourism – Adventure Tourism – Sports Tourism – Religious Tourism – Business Tourism – Medical Tourism – Domestic Tourism and International Tourism.

Unit - III

Tourism Industry and its structure : attractions, accommodation, transportation, travel agencies, shopping, entertainment.

Unit - IV

Trends and new thrust areas of Indian tourism. Introduction to Tourism Demand. Cultural exchange among nations and International Understanding.

Unit - V

Tourism Impacts : Positive and Negative impacts of Tourism ; Socio, Cultural, Economic Environments & Political. Multipliers of Tourism, Income & employment,

Books Recommended :-

1. Mill and Morrison, The Tourism System : An Introductory Text, Prentice Hall 1992.
2. Mill, R.C. Tourism : The International Business, Prentice Hall, New Jersey, 1990.
3. Bhatia, A.K. International Tourism Management, Sterling Publishers Pvt. Ltd. New Delhi, 2001
4. Seth, P.N. Successful Tourism Management (Vol. 1&2), Sterling Publication, New Delhi.

5. Sunetra Roday et.al., Tourism operations and management, Oxford Univ. Press, New Delhi, 2009.

Paper - IV

Tourism Profile of India

Unit I

Tourism products: meaning, characteristics, classification Heritage: meaning, types, heritage sites of India Historic monuments of tourist significance: forts, palaces, museums, art galleries

Unit II

Architecture & religion Architectural Heritage of India Popular religious centers of India: Hindu, Buddhist, Jain, Islamic and Christian

Unit III

Nature based products Islands and beaches Deserts and Hill stations Protected areas: Wildlife sanctuaries, national parks

Unit IV

Special interest tourism products Performing art of India: classical dances, folk dances and folk culture, Cuisines of India

Unit V

Handicrafts and textiles of India, Fairs and Festivals of India, Water culture of Western India

Books Recommended :-

1. A.L. Basham, 'The wonder that was India, Oxford University Press, 2003.
2. A.L. Basham, A Cultural History of India, Oxford University Press, 1998.
3. Bindu Manchanda, Forts & Palaces of India : Sentinels of History (Asia Colour Guides), Roli Books, 2006
4. Tulsi Patel, The Family in India : Structure & Practice, Sage Publications William Joseph Wilkins, Hindu Mythology, Vedic and Puranic, Thacker, Spink & Co.
5. Thomas Berry, Religions of India : Hinduism, Yoga, Buddhism, Columbia University Press, 1996.

6. Aeharya Ram, Tourism and Cultural Heritage of India, R.B.S.A. Publisher, Jaipur.
7. Kabir, Humayun, The Indian Heritage, Bombay Asia Publishing House.

Paper - V

Tourism of Rajasthan : policy, promotion & culture

Unit I

Tourism policy of Govt of Rajasthan, Tourist circuits of Rajasthan, Institutional structure of tourism in Rajasthan with special reference to RTDC & RITTMAN.

Unit II

Publicity-Promotion & Marketing in Rajasthan, Local values & code of conduct. Tourism in Rajasthan - challenges & opportunities. Brief history of main dynasties of Rajasthan with special reference to Marwar.

Unit III

Culture, Tradition & Heritage of Rajasthan, Salient features of Architecture- forts , monuments, Paintings & Handicraft.

Unit IV

Fairs & festivals, folk music & dances, saints, sects & LOKDEVTA, LOKDEVIYAN Of Rajasthan.

Unit V

Historical Tourist Palace with special reference to – Aahar, Kalibanga and Ganeshwar
Traditional Water Methods, Rajasthani Literature

Books Recommended :-

1. Iris Turner : Rajasthan Travel Guide, Dehradun, 1978 Page 15-34.
2. Rajasthan ki Sanskritik parampara : Dr jai singh Niraj
3. Rajasthan ka Sanskritik Itihas : Gopinath sharma
4. Rajasthan ke pramukh durg: Dr Raghvendra singh manohar
5. Rajasthan ka Itihas, sanskrati ,parmpara evam virasat : Dr Hukum chand jain
6. Economic Review (Annual) Govt of Rajasthan