

**Rashtrasant Tukdoji Maharaj  
Nagpur University, Nagpur**

**Syllabus  
With Credit Based System**

**P.G. Diploma in  
Buddhist Tourism**

**Faculty of Humanities  
2022-2023**

**Department of Travel and Tourism**  
**Rashtrasant Tukadoji Maharaj Nagpur University**  
**Syllabus**

**P. G. Diploma in Buddhist Tourism**

**Semester-I**

**1-T-1-PGDBT-Travel & Tourism Fundamentals**

**Theory** **80 Marks**

Unit I – Concepts, Significance and Infrastructure of Tourism

Unit II – Historical Background of Tourism and Types of Tourism

Unit III – Tourism Systems, Types and Scope

Unit IV – Tourism Organizations and Associations

**Internal Assessment (Assignment-Presentation)** **20 Marks**

**1-T-2 -PGDBT– Tourism Planning & Development**

**Theory** **80 Marks**

Unit I – Tourism Planning

Unit II – Tourism Planning – India

Unit III – Institutional Support for Tourism Planning

Unit IV – Destination Planning

**Internal Assessment (Assignment - Presentation)** **20 Marks**

**1-T-3- PGDBT-History of Buddhism in India**

**Theory** **80 Marks**

Unit I – Age of Bhagavan Buddha

Unit II – History of Buddhist Council

Unit III - Buddhist Schools

Unit IV – Royal Patronage of Buddhism in Ancient India

**Internal Assessment (Assignment-Presentation)** **20 Marks**

**1-T-4- PGDBT – Buddhist Tourism Resources in India**

**Theory** **80Marks**

Unit I- Buddhist Tourism Resources in East India

Unit II- Buddhist Tourism Resources in West and Central India

Unit III- Buddhist Tourism Resources in South India

Unit IV- Buddhist Tourism Resources in North India

**Internal Assessment (Assignment-Presentation)** **20 Marks**

**1S1-PGDBT – Seminar Paper** **40+10 Marks**

**1P1-PGDBT – Practical : Project Synopsis & Viva-voce** **80+20 Marks**

**1P2-PGDBT – Project Report & Viva-voce** **160+40 Marks**

## Semester-II

### **2-T-1-PGDBT-Tour Operations and Travel Agency Management**

**Theory** 80Marks

Unit I – Travel Agency Business

Unit II – Itinerary Planning

Unit III – Package Tour Operation

Unit IV – Cultural Resources of Tourism

**Internal Assessment (Assignment-Presentation)** 20 Marks

### **2-T-2-PGDBT- Tourism Marketing**

**Theory** 80Marks

Unit I – Introduction to Marketing

Unit II – Products and Distribution

Unit III – Marketing in Tourism

Unit IV – Marketing Skills

**Internal Assessment (Assignment-Presentation)** 20 Marks

### **2-T-3-PGDBT-Buddhism in Himalay& Southeast Asia**

**Theory** 80Marks

Unit I-Nepal, Bhutan and Tibet

Unit II- Sri Lanka and Myanmar

Unit III - Thailand and Indonesia

Unit IV- Cambodia, Vietnam and Laos

**Internal Assessment (Assignment-Presentation)** 20 Marks

### **2-T-4- PGDBT – Buddhist Art and Architecture**

**Theory** 80Marks

Unit I- Buddhist Art in India

Unit II- Early Buddhist Art

Unit III- Buddhist Architecture

Unit IV- Buddhist Cave Architecture and Cave Paintings

**Internal Assessment (Assignment-Presentation)** 20 Marks

**2S1-PGDBT – Seminar Paper** 40+10 Marks

**2P1-PGDBT - Practical : Study Tour Itinerary & Viva-voce** 80+20 Marks

**2P2-PGDBT - Project : Study Tour Report & Viva-voce** 160+40 Marks

## Semester I

### 1-T-1- PGDBT -Travel & Tourism Fundamentals

Theory :

80 Marks

#### Unit I – Concepts, Significance and Infrastructure of Tourism

Definitions and Terminology, Tourism, Leisure, Recreation, Visitor, Excursionist, Traveller, Tourist, An overview of Tourism, Elements, Nature and Characteristics, Typology of Tourism, Classification of Tourists, Tourism network, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel, Measurement of Tourism

Infrastructure of Tourism: Transport, Hospitality and Services

#### Unit II – Historical Background of Tourism and Types of Tourism

Historical Development of Tourism, A historical perspective of travel, The antiquity of travel, Famous travelers, The Industrial revolution and travel, History of transport and its impact on tourism development, History and development of hotels and travel accommodations, travel and tourism through ages, early travels, Renaissance and its effect on tourism.

#### Unit III – Tourism Systems, Types and Scope

Tourism Industry; Structure and Components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, Wine, Food, Caravan, Green, Countryside, Sufi, textile, aqua, culinary, shopping, industrial, etc. Ideals of Responsible Tourism, Alternate Tourism, International Tourism, Tourism Impacts, Tourism Area Life Cycle (TALC), Demonstration Effect, Push and Pull Theory, Tourism System, Mathieson and Wall Model & Leiper's Model, Stanley Plog's Model of Destination Preferences, Geo-spatial model, major types and forms of tourism-list/definitions, tourist decision making process, lifestyle pattern, bilateral and multilateral tourism, relationship between human life and travel, growth of social tourism, input and output of tourism industry network, direct and indirect support services, positive and negative impact of tourism

#### Unit IV – Tourism Organizations and Associations

Role and Functions of International and National Organizations: United Nations World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC), National Tourism Organizations, Ministry of Tourism, Govt. of India, ITDC, State Tourism Departments of Tourism, Archaeological Survey of India, Ministry of Culture, Railways, Other organizations: FHRAI, IH & RA, IATA, TAAI, IATO, ICAO, UFTAA, ASTA, IHA, ICPB, ICAO

Internal Assessment (Assignment - Presentation)

20 Marks

#### Text Books:

1. Bhatia, A. K. (1991), *International Tourism Fundamentals & Practices*, Sterling Publishers, New Delhi.
2. Bhatia, A. K. (2001), *International Tourism Management*, Sterling Publishers, New Delhi.
3. Sunetra, Roday, et al (2009), *Tourism Operations and Management*, Oxford University Press.
4. Swain, S.K. & Mishra, J.M. (2012) *Tourism Principles & Practices*, Oxford University Press, N.D.

**References:**

1. Chuck, Y. Gee, James, C. Makens & Dexter, J. L. Choy (1989), *The Travel Industry*, Van Nostrand Reinhold, New York
2. Ghosh, Bishwanath (2000), *Tourism and Travel Management*, Vikas Publishing House, New Delhi.
3. Michael, M. Coltman (1989), *Introduction to Travel and Tourism- An International Approach*, Van Nostrand Reinhold, New York
4. Page, J. Stephen & Brunt Paul (2007), *Tourism- A Modern Synthesis*, Thomson Publishers, London.
5. Roday, S, Biwal, A. & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi

**Internet Resources:**

1. Websites of National & International Tourism Authorities / Departments and Hotel Websites

**1-T-2 – Tourism Planning & Development****Theory :****80 Marks****Unit I – Tourism Planning**

Planning Process and Analysis, Stages in Tourism Planning, National and Regional Tourism Planning and Development, Assessment of tourism potential, Planning for Sustainable Tourism Development, Contingency Planning, Economic, Social, Cultural and Environmental considerations, Demand and supply match, Design and innovations

**Unit II – Tourism Planning – India**

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy, Code of conduct for safe and Sustainable Tourism for India, Hurdles in Formation and Implementation of Tourism Policy Planning.

**Unit III –Institutional Support for Tourism Planning**

Public Private Partnership (PPP), National Planning Policies for Destination Development, WTO Guidelines for Planners, Role of urban civic bodies: Town planning, Characteristics of rural tourism planning, Environmental Management Systems, Destination Vision, The focus of Tourism Policy: the competitive sustainable destination, Destination Mapping

**Unit IV – Destination Planning**

Destination Development, Types of destinations, Characteristics of destinations, Destinations and products, Destination Management Systems, Destination planning guidelines, Destination Selection Process, The Values of Tourism. Destination Promotion and Publicity, Six 'A's framework for tourism destinations, The dynamic wheel of tourism stakeholders, Destination Marketing Mix, Destination Competitiveness, Distribution Channels, Marketing Communication and Strategies, Destination Location and Accessibility, Pros and Cons of Choosing destination

**Internal Assessment (Assignment - Presentation)****20Marks****Text Books**

1. Chawla, Romila (2005), *Protected Area Tourism*, Sonali Publications, New Delhi.
2. Gunn, C. (2002), *Tourism Planning: Basic*, Concepts and Cases, Cognizant Publication

**References:**

1. Claire, Haven Tang & Eleri Ellis Jones (2005), *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing.
2. Nigel, Morgan, Annette Pritchard & Roger Pride (2001), *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann.
3. Richard, W. Butler (2006), *The Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
4. Singh, Shalini, Dallen J., Timothy & Ross Kingston Dowling (2003), *Tourism in Destination Communities*, CABI Publishing.

**Internet Resources:**

1. Websites of Make in India, GOI, State Governments, FICCI, DIC, TFCI and others

**1-T-3- PGDBT -History of Buddhism in India****Theory :****80 Marks****Unit I – Age of Bhagavan Buddha**

- 1) Background of Buddhism
- 2) Causes of the Origin of Buddhism
- 3) Life of Buddha
- 4) Historical Significance of main event from the life of Buddha.

**Unit II – History of Buddhist Council**

- 1) First Buddhist Council
- 2) Second Buddhist Council
- 3) Third Buddhist Council and its significance
- 4) Fourth Buddhist council and its significance

**Unit III – Buddhist Schools**

- 1) Thervada or Sthavirvada
- 2) Beginning of Mahayana, Mahayana – its causes and origin
- 3) Difference between Thervada and Mahayan
- 4) The Vajrayana and The Sahajyana

**Unit IV –Royal Patronage of Buddhism in Ancient India.**

- 1) King Asoka
- 2) King Milinda
- 3) Kushan King Kanishka
- 4) King Harsha and Gaharwal Quin Kumardevi

**Internal Assessment (Assignment-Presentation)****20 Marks****Text Books**

1. Ambedkar, B.R., (1974) *Buddha and His Dhamma*, Siddharth Publication, Mumbai
2. Bapat, P.V., (1971) *2500 Years of Buddhism*, New Delhi
3. Dutt, N., (1925) *Early History of the Spread of Buddhism and the Buddhist Schools*, London

4. Hazra, K.L., (1982) *History of Theravada Buddhism in South-East Asia*,
5. Hazra, K.L., (1984) *Royal Patronage of Buddhism in Ancient India*,
6. Hazra, K.L., (2006) *Buddhism in India : A Historical Survey*, Delhi
7. Rhys Davids, T.W., (1903) *Buddhist India*, London,

**Reference Book: -**

1. Dutt, N., (1941) *Early Monastic Buddhism* – 2 Vols, Calcutta
2. Dutta, Nalinakshi, (1970) *Buddhist Sects in India*, Calcutta
3. Datta, N. and K.D. Bajpai, (1956) *Development of Buddhism in Uttar Pradesh*, Lucknow
4. Kar, Manual of Indian Buddhism
5. Kasombi, Dharamanand, *Bhagawan Buddha*,
6. Pandey, G.C., *Origin of Buddhism*,

## **1-T-4- PGDBT – Buddhist Tourism Resources in India**

### **Theory**

**80 Marks**

### **Unit I- Buddhist Tourism Resources in East India**

**Monasteries In North East India-** Sikkim-Tashiding Monastery, Enchey Monastery, Gangtok, Ghoom Monastery, Rumtek Monastery, Ralong Monastery, Namchi, Pemayangtse Monastery, Phodong Monastery, Darjeeling (West Bengal), Tawang Monastery (Arunachal Pradesh), **Odisha-** Ratnagiri, Lalitgiri, Udayagiri, Langudi Buddhist Archaeological Site, Dhauili Shanti Stupa, Jaugada, Kuruma, **West Bengal-** Garia Buddha and Myanmar Buddhist Temple Kolkata, Dali Monastery, Bokra Ngedon Chokhor Ling Monastery, Salugara Monastery, Hsuan Tsang Chinese Buddhist Temple

### **Unit II- Buddhist Tourism Resources in West and Central India**

**Maharashtra-** Ajanta Caves, Ellora Caves, Karla, Bedsa, Bhaja, Pitalkhora Caves, Aurangabad Caves, Kanheri Caves, Jogeshwari Caves, Nasik Caves, Mahkali Caves, Panhala Kaji Caves, Ratnagiri, Pohala Caves Kolhapur, Junner Caves, Jakhinwadi Caves, Satara, Kondana Caves, Kol Caves, Mahad, Thanale Caves

**Gujrat-** Uparkot Caves, Khambhalida Caves, Vadnagar Monastery, Dev Ni Mori Stupa, Talaja Hills, Bhavnagar, Than Monastery, Baba Pyara caves

**Rajasthan -** Buddhist monasteries or complexes at Bhairat; Kholvi in Jhalawar, Bandarez in Dausa and Ramgoan in Tonk District

**Madhya Pradesh-** Sanchi, Satdhara, Sonari, Pipriya, Ujjain, Bharhut Stupa, Bagh, Dhamnar, Deor Kothar, Pangudariya

### **Unit III- Buddhist Tourism Resources in South India**

**Karnataka-** Namdroling Monastery, Kanaganahalli,

**Kerala-** Karumadi Kuttan,

**Tamil Nadu-** Chudamani Vihara in Nagapattinam, Kanchipuram Monastery

**Andhra Pradesh -** Amravati Stupa, Nagarjunakonda, Bavikonda, Bojjannakonda, Pavurallakonda, Salihundam, Guntupalli, Bhattiprolu, Thotlakonda Buddhist Complex Bheemunipatnam

**Telangana-** Kotilingala, Pashigam, Sthambampalli, Dhoolikatta, Phanigiri, Gajula Banda, Tirumagiri, Nelakondapalli and Jaggaiahpetta,

**New sites-** Dharmapuri, Makkatropet, Nerella, Sarangapur, Buddeshpalli, Donuru, Pochampalli and Dharmaram.

#### **Unit IV- Buddhist Tourism Resources in North India**

**Ladakh and Kashmir-** Sakhi maidan (Mendhar) or Sankhaya Parivein of Milind Panho Questions of Minander , Kalaban site of Buddhist Kundalvan Vihara,) the Nag Semi region of Kashtwar with rich Archaeological sites,

**Buddhist Monasteries-** Alchi Monastery, Basgo Monastery, Chemrey Gompa, Diskit Monastery, Hanle Gompa, Hemis Monastery, Hundur Gompa, Korzok Monastery, Kursha Gompa, Lamayuru Monastery, Likir Gompa, Lingshed Gompa, Phugtal, Rangdum Gompa, Rizong Gompa, Sankar Monastery, Shey Gompa, Sumda Chun, Thiksey Monastery

**Himachal Pradesh-** Dharamsala, Rewalsar, Guru Ghantal Monastery, Kardang Monastery, Shashur Monastery, Tayul Gompa, Kye Monastery, Thang Yug Gompa, Kungri Gompa, Tabo Monastery,

**Punjab-** Sanghol Village in Fatehgarh Sahib District,

**Haryana-** Kusana Stupa Bhuna, Buddhist Stupa Agroha, Kushan Stupa Asandh, Buddhist Stupa Kurukshetra, Ancient Site of Sugh, Amadapur, Buddhist Stupa, Chaneti, Buddhist Monastery, Adi Badri,

**Uttarakhand-** Buddha Temple Dehradun, Buddhist Khamba Temple Gwaldam, Dhamma Salila, Mindrolling Monastery

**Uttar Pradesh-** Kapilavastu (Piprahwa), Sarnath, Sravasti, Kushinagar, Kaushambi, Sankassa

**Bihar-** Bodhgaya, Nalanda, Vikramsila University (Bhagalpur), Patna, Vaishali, Kesriya, Rajgir, Jehanabad, Pragbodhi, Barabar Caves, Dona, Ghosravan, Gurpa, Hajipur, Indsala Caves,

#### **Internal Assessment (Assignment-Presentation)**

**20 Marks**

#### **Text Books**

1. Agrawala, V.S. (1992) Sarnath, ASI, New Delhi
2. Alexander, P.C. (1949) *Buddhism in Kerala*, Annamalai Nagar
3. Ahir, D. C. (1986) *Buddhist Shrines in India*, B.R. Publishing Corporation, New Delhi
4. Ahir, D. C. (2009) *Buddhism in the Punjab, Haryana and Himachal Pradesh*, Buddhist World Press, New Delhi
5. Das, Bobby (2016) *Buddhism in Assam*, Aayu Publications, New Delhi
6. Das, D. Jithendra, (1993), *The Buddhist Architecture in Andhra*, Books & Books, New Delhi
7. Dayalan, D. (2016) *Buddhist Remains of South India*, Sterling Publishers Pvt.Limited
8. Deshpande, Aruna (2013) *Buddhist India Rediscovered*, Jaico Publishing House, Mumbai
9. Dwivedi S. (2017) *Buddhist Heritage Sites of India*, Rupa Publication
10. George Michell, Gethin Rees (2018) *Buddhist Rock-Cut Monasteries of the Western Ghats*, Jaico Publishing House Mumbai
11. Ghosh, A. (1986) *Nalanda*, ASI, New Delhi
12. Handa, O. C. (1987), *Buddhist Monasteries in Himachal Pradesh*, Indus Publishing Company, New Delhi
13. Handa, Devendra, (2004) *Buddhist Remains from Harayana*, Sundeep Prakashan, New Delhi
14. Kuraishi, M.H., and A. Ghosh, (1987) *Rajgir*, ASI, New Delhi
15. Lars Fogelin (2015) *An Archaeological History of Indian Buddhism*, Oxford University Press, New York
16. Mitra, Debala (1992) *Sanchi*, ASI, New Delhi
17. Mitra, Debala (2003) *Ajanta*, ASI, New Delhi
18. Pahadia, S.M., *Buddhism in Malwa*, K.B. Publication, New Delhi
19. Patel Ambika, (2017), *Buddhist Heritage of Gujarat*, Aayu Publications, New Delhi
20. Patil, D.R. (1981) *Kusinagara*, ASI, New Delhi
21. Rana P. B. Singh (2003) *Buddhist Pilgrims and Pilgrimages*, Indica Books
22. Rea, A., (1894) *South Indian Buddhist Antiquities*, Madras
23. Romi Khosla, (1979) *Buddhist Monasteries in the Western Himalaya*, Atna Pustak Bhandar
24. Sarkar, H. and S.P. Nainar, (1992) *Amaravati*, ASI, New Delhi
25. Varsha Rani, Swati Mitra (1999) *Walking with the Buddha: Buddhist Pilgrimages in India*, Eicher Goodearth Limited



**References:**

1. Bapat, P.V., (1971) *2500 Years of Buddhism*, Publication Division, New Delhi,
2. Dutt, N., (1963) *Buddhist Monks and Monasteries*, London
3. Soundrarajan, K.V. (Ed.) (2006) *Nagarjunkonda (1954-60)*, MASI, ASI, New Delhi
4. Mitra, Debla, (1971), *Buddhist Monuments*, Sahitya Samsad, Calcutta
5. Mitra, Debla, *Ratnagiri* (1958-61), MASI, ASI, New Delhi
6. Molly Emma Aitkin (Ed) *Meeting the Buddha: On Pilgrimage in Buddhist India*, Riverhead Books, New York
7. Patnaik, J. B., *Excavations at Lalitgiri (1985-1991)*, MASI, ASI, New Delhi
8. Poonacha, K.P., (2011) *Excavations at Kanganahalli*, MASI, ASI, New Delhi
9. Prasad, N.R.V., (1994) *Bavikonda*, The Government of Andhra Pradesh, Hyderabad
10. Sastry, V.V. Krishna, (1992) *Thotalkonda*, The Government of Andhra Pradesh, Hyderabad
11. Srivastava, K.M., (1996) *Excavations at Piprahwa and Ganwaria*, MASI, ASI, New Delhi
12. Subrahmanyam, R., (1964) *Salihundam*, The Government of Andhra Pradesh, Hyderabad
13. Trivedi, P.K. (2011) *Further Excavations at Udayagiri-2 (1971-1981)* MASI, ASI, New Delhi
14. Annual Report of Archaeological Survey of India (1902-03 to 1938-39), ASI, New Delhi

**Internet Resources:**

1. Websites of Archaeological Survey of India, respective State Archaeology Departments, National /State Tourism Authorities.

<b>1S1-PGDBT – Seminar Paper</b>	<b>40+10 Marks</b>
<b>1P1-PGDBT – Practical : Project Synopsis &amp; Viva-voce</b>	<b>80+20 Marks</b>
<b>1P2-PGDBT – Project Report &amp; Viva-voce</b>	<b>160+40 Marks</b>

## **Semester-II**

### **2-T-1-PGDBT-Tour Operations and Travel Agency Management**

<b>Theory</b>	<b>80 Marks</b>
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#### **Unit I – Travel Agency Business**

Travel Agency and Tour Operation Business, Functions of Travel Agency Setting up a Travel Agency, Sources of Income of a travel agency, Diversification of Business, Travel Insurance, For-ex, Cargo & MICE, Travel Documentation Passport & VISA, Health Documents, IATA Accreditation, Government Recognition; Types of Tour Operators, Wholesale and Retail Travel Agency business, Linkages and Integration with the Principal Service Providers, Role and Responsibility of Travel Trade Associations; Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, IAAI, FIYTO, and TAFI

#### **Unit II – Itinerary Planning**

Itinerary Planning & Development, Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Dos and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process, FITs & Group Tour Planning and Components, Special Interest Tours (SITs)

### **Unit III – Package Tour Operation**

Introduction to Package tours; Classifications of Tour Packages; Components of Package Tours; Purpose of travel; Customer travel requirements; Planning the itinerary for inbound and out bound tours according to customer requirements; Tour Packaging & Costing, Types of costs, Components of tour cost, Preparation of cost sheet, Tour pricing, Calculation of tour price, Tour arrangement; Supervising the tour; Communicating with superiors and colleagues; Communicating with customers; Service quality requirements; Achieving customer satisfaction;

Customer-centric service; Basic Etiquettes; Achieving customer satisfaction; Professional Service attitude; Services and facilities specific to age / gender / special needs; Women safety policies; Ethics, policies and confidentiality of customer; Hygiene; Health practices and standards; Tour packages of Thomas Cook, Kuoni-SOTC, Cox & Kings, TCI, and Local Travel Agencies and Tour Operators

### **Unit IV – Cultural Resources of Tourism**

Socio-Cultural Resources of India, Culture and Heritage, Religions, Customs, Traditions, Destinations based on Fairs and Festivals, Handicrafts and Handlooms, Dance Styles, Music, Drama and Plays Archives Art Museums, Regional and Ethnic Cuisines; Destinations based on the Cultural background of India and world, Tour circuits based on cultural destinations.

### **Internal Assessment (Assignment-Presentation)**

**20 Marks**

#### **Text Books:**

1. Chand, M. (2002), *Travel Agency Management: An Introductory Text*, Anmol Publications Pvt. Ltd., New Delhi.
2. Negi, J. (2005), *Travel Agency Operations: Concepts and Principles*, Kanishka, New Delhi.

#### **References:**

1. Goeldner, R. & B. Ritchie (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.
2. Holloway, J.C., (2002), *The Business of Tourism*, Prentice Hall, London,
3. Roday, S., Biwal. A & V. Joshi (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi

#### **Internet Resources:**

1. Websites of Tourism Authorities / Departments from different nations, Websites of Tour Operators, Travel Agents, and UNWTO, UFTAA, PATA, ASTA, TAAI, IATO

## **2-T-2 – Tourism Marketing**

### **Theory**

**80 Marks**

#### **Unit I – Introduction to Marketing**

Evolution of Marketing, Marketing for Tourism, The Tourism Product, Designing and Mapping the Product, Features of Tourism Marketing, Concept of Services Marketing, Marketing Functions, Market Research, Tourism Marketing Mix; Understanding the Market and the Consumer, Marketing Environment, Consumer Behaviour, Buyer Decision Process, Demand Forecasting, Market Segmentation, Targeting, Market Positioning, Marketing of Services, Tourism as a Service, Characteristics of Services, Classification of Services, Building Service Aspirations, Consumer Behaviour in Service Encounters, Micro and Macro marketing Environment, Target and Marketing Positioning, Marketing Communication, Crisis Management, Familiarization trip.

## **Unit II – Products and Distribution**

The 8 P's of Marketing, Product Designing, Branding and Packaging process, New Product Development, Product Life Cycle and its various Stages, Price, Promotion, Place, People, Physical evidence and Process, Strategies and Approaches, Channels of Distribution, Promotion: Advertising, Sales Promotion, Publicity, Personal Selling; Tourism as a major component of Service Sector, Service Design and Development, Technology as an enabler of Service, Service Development and Design, Using Technology as an enabler of Service

## **Unit III – Marketing in Tourism**

Marketing of Tourism & Related Activities, Trends in Tourism Marketing, Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub-sectors and products, Marketing mix in Services Marketing, 7 P's of service marketing, Product Decision, Pricing Strategies, Distribution / Channel structure and options, Franchising – benefits, Branding – benefits, Distribution Management (Customer focused), Promotion of services, People, Physical Evidence and Process, Effective Management of Service Marketing, Services life cycle, Methods of positioning services, Internal marketing of services, Marketing of services with special reference to Hospitality services (Hotels, travel / tourism), Global Marketing.

## **Unit IV – Marketing Skills**

Developing Marketing Skills for Tourism, Self-Motivation, Team Building, Personality Development, Creativity & Innovation, Innovative Products in Tourism, International Perspective and Contemporary Trends, Customer

Relationship Management in Tourism, Customer Acquisition and Retention, Customer Loyalty, Customer Profitability and value Modeling, Customer Satisfaction Measurement, Customer Feedback and Service Recovery, Managing and Sharing Customer data, Customer Information Databases, Ethics and Legalities of data use, Data Warehousing and Data Mining, Data Analysis, Market Basket Analysis (MBA), Click Stream Analysis, Personalization and Collaborative Filtering.

## **Internal Assessment (Assignment - Presentation)**

**20 Marks**

### **Text Books:**

1. Chaudhary, Manjula (2010), *Tourism Marketing*, Oxford University Press, New Delhi.
2. Chawala, Romila (2010), *Tourism Marketing & Development*, Sonali Publications, New Delhi
3. Girijaprasad, P. N. (2012), *Global Tourism Marketing*, Akhand Publication, New Delhi.
4. Chavan, Ravee (2009), *Modern Methods of Tour Marketing*, International Publishing House, Delhi

### **References:**

1. Kotler, Philip (2006), *Marketing Management*, PHI, Delhi.
2. Neelamegham, S (1998), *Marketing in India: Cases & Readings*, Vikas, New Delhi.
3. Ramasamy, V. S. & Namakumar, S. (1990), *Marketing Management: Planning & Control*, Macmillan, New Delhi.
4. Stanton, William. J., (1999), *Fundamentals of Marketing*, McGraw Hill, New York.

### **Internet Resources:**

1. Websites of Economic Times, Forbes, and others; Tourism and Hotel Retailers' Website

## **2-T-3-PGDBT-Buddhist Tourism in Himalaya & Southeast Asia**

### **Theory**

**80 Marks**

#### **UNIT I-Nepal, Bhutan and Tibet**

History of Buddhism and Buddhist Site in Nepal, Lumbini, Kapilvastu,

History Buddhism and Buddhist Site in Bhutan, Thimpu, Punakha, Paro-Tiger nest

History Buddhism and Buddhist Site in Tibet, Lahsa

#### **UNIT II- Sri Lanka and Myanmar**

History of Buddhism in Sri Lanka: Mahinda's mission, establishment of Buddhism, first schism and writing down of the Pali canon, sectarian developments, the arrival of the tooth relic, History of Buddhism in Sri Lanka: Buddhaghosa and the revival of the Mahavihara, decline of Buddhism till 11th century, subsequent revival. Present status of Buddhism in Sri Lanka, Buddhist Monuments of Sri Lanka

History of Buddhism in Myanmar: earliest contact, Buddhism in the Mon and Pyu kingdoms, introduction of Theravada Buddhism in Pagan, History of Buddhism in Myanmar: Buddhism in the Pagan period; in the Shan period. Present status of Buddhism in Myanmar, Buddhist Monuments of Myanmar

#### **UNIT III - Thailand and Indonesia**

History of Buddhism in Thailand: introduction of Buddhism, Ayutthaya period, Buddhism in modern Thailand: hierarchy in the Sangha, government ties, Buddhist Monuments of Thailand. History of Buddhism in Indonesia: introduction of Buddhism, Buddhism in the Srivijaya period, Sailendra period, History of Buddhism in Indonesia: decline of Buddhism, the discovery of Borobudur, Buddhist Monuments of Indonesia

#### **UNIT IV- Cambodia, Vietnam and Laos**

Sources for the study of Buddhism in Cambodia based on the inscriptions, Lokesvara cult, History of Buddhism in Cambodia, Vietnam and Laos, Buddhist Monuments of Cambodia, Vietnam and Laos

### **Internal Assessment (Assignment - Presentation)**

**20 Marks**

#### **Text Books:**

1. Adikaran, E.W. (1953) *Early History of Buddhism in Ceylon*, Gunasena, Colombo
2. Candra, Lokesh (ed) (1991) *The Art and culture of South East Asia*, Delhi
3. Conze, Edward, (1982) *A Short History of Buddhism- Historical Background of Buddhasana in Indonesia*, George Allen and Unwin, London
4. Dutt, S., *Buddhism in East Asia*
5. Hall, D.G.E., (1964) *History of South East Asia*, London
6. Hazra, Kanai Lal, (2009), *Buddhism in Sri Lanka*, Buddhist World Press, New Delhi
7. Krom, N.J., (1972) *Borobudur*, Hague
8. Roger Bischoff, *Buddhism in Myanmar*
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12. Waddell, L.A., (1895) *Buddhism of Tibet or Lamaism*

#### **Reference Books**

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2. Bischoff, Roger, (1996) *Buddhism in Myanmar-A Short History*, Wheel Publications, Kandy

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12. Htin Aung, (1962) *Folk Elements in Burmese Buddhism*, Oxford University Press, Oxford
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15. Luce Gordon H. (1970) *Old Burma-Early Pagan*, Locust Valley, New York
16. Marston, John & Guthrie. (ed) (2004) *History, Buddhism and New Religious Movements in Cambodia*, University of Hawaii Press, Honolulu
17. Ray Niharranjan, (1936) *Sanskrit Buddhism in Burma*, University of Calcutta, Calcutta
18. Reginald Le may (1958) *The Culture South East Asia*, London
19. Stadtnr, Donald, (2005) *Ancient Pagan: Buddhist Plain of Merit*, Wisdom Books, London
20. Swearer, Donald K. (2007) *Becoming the Buddha: The Ritual of Image Consecration in Thailand*, Motilal Banarsidass, Delhi
21. Takakusu, J. (tr) (1869) *I-Tsing's A Record of Buddhist Religion as Practised in India and Malay Archipelago*, Oxford
22. Tiyanich, Kamala, (2003) *The Buddha in the Jungle*, Silk Worm Books, Chiang Mai
23. Thakur, Upendra, *Indian Missionaries in the Land of Gold*
24. Bhattacharya, B. (1929) *Two Vajrayana Works*, Gaekwad's Oriental Series No. XLIV,

## 2-T-4- PGDBT – Buddhist Art and Architecture

### Theory

80 Marks

#### Unit-I Buddhist Art in India

Origin of Buddhist Art, Nature of Buddhist Art, Basic Philosophy in the Buddhist Art: Aniconic and Iconic, Origin and Development of the Buddhist Architecture (Structural and Rock-cut)- Stupa, Chaityagriha and Viharas, Social Background - Donor, Worshipper and Devotee.

#### Unit -II Early Buddhist Art

Early Buddhist Art of Sanchi, Bharhut, Bodhagaya, and Amravati; Origin of Buddha Image, Gandhar Art, Mathura Art, Ajanta Art and Amravati Art; Buddha Image in Indian Subcontinent, Buddha Image outside India, Buddha image in South and S. E. Asia (Malaya Peninsula, Java, Cambodia, Myanmar etc.), Buddha image in China, Korea and Japan; Buddhist Sculpture: Figural and Decorative  
Buddhist Sculptural Art of Maurya, Sunga, Satavahana, Kusana, Gupta and Pala

#### Unit III –Buddhist Architecture

Origin and development of Buddhist architecture in India- Origin and development of Stupas, Origin and development of Chaityas, Origin and development of Viharas, Buddhist Archaeology in Indian Subcontinent : Sanchi, Bodhi Gaya, Amravati, Nagarjunakonda, Sravasti, Rajgir, Sarnath, Sankisa, Vaisali,

Kapalvastu,Ratnagiri, Lilitgiri, Udaygiri, Devnimori, Lumbini(Nepal), Shahbaz gadhi, Afghanistan, Contribution of Buddhist Architecture to philosophy and religion, Buddhist Art and Iconography.

#### Unit IV – Buddhist Cave Architecture and Cave Paintings

Buddhist Cave of Western India, Bhaja, Karla, Ajanta, Ellora, Kanheri, Nasik, Mahad, Pitalkhora

Ajanta Caves (Mural – paintings subject matter, display aesthetics), Bagh Caves, Pitalakhore Caves, (Mural – paintings subject matter, display aesthetics), Paintings in Sri Lanka, Ladakh, Central Asia, Myanmar.

#### Internal Assessment (Assignment - Presentation)

20 Marks

#### Text Books:

1. Burgess, A., (1921) *Buddhist Art in India*, London
2. Coomaraswamy, A.K., (1927) *History of Indian And Indonesian Art*, London
3. Salmony, A., (1924) *Sculpture in Siam*, London
4. Vogel, J. Ph., (1936) *Buddhist Art in India, Ceylon and Java*, Oxford

#### Reference Book:-

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2. Brown, Percy, (1995) *Indian Architecture Buddhist and Hindu*, D.B.Taraporewala and Sons, Mumbai
3. Burgess, Jas, (1974) *Buddhist Art in India*, Bhartiya Publishing House, Varanasi
4. Burgess, Jas and James Fergusson, (2000) *Cave Temples of India*, Mushiram Mahoharilal Pvt. Ltd. , New Delhi
5. Burgess, Jas, (2005) *Notes on the Amaravati Stupa*, Bharatiya Kala Prakashan, Delhi
6. Dasgupta, S N. (1960) *Fundamentals of Indian Art*, Bhartiya Vidya Bhavan, Bombay
7. Fergusson, James and James Burgess, (1969)*Cave Temples of India*, Oriental Books reprint, Delhi
8. Garde,M. B., (1927) *The Bagh Caves in the Gwalior State*, The India Society, London
9. Ghosh, A., (1967) *Ajanta Murals*, ASI, New Delhi
10. Grunwedel, A. & James Burgess, (1999) *Buddhist Art in India*, Asian Educational Services, Delhi
11. Havell, E B., (2003) *Indian Sculptures and Paintings*, Cosmo Publication, Delhi
12. Knox, Robert,(1992) *Amaravati Buddhist Sculpture from the Great Stupa*, British Museum Press, London
13. Kramrisch, Stella (1981) *Indian Sculptures*, Asian Humanities Press, Fremont, CA
14. Krishanan, Y., (1996) *The Buddha Image, Its Origin and Development*, New Delhi
15. Marshall, John (2000) *The Buddhist Art of Gandhara*, Munshiram Manoharlal Pvt. New Delhi, Reprint.
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18. Nagraju, S. (1981) *Buddhist Architecture of Western India*, Agam Kala Prakashan, New Delhi
19. Nehru, Lolita, (1989), *Origins of the Gandharan Style: A Study of Contributory Influences*, Oxford University Press, Delhi
20. Pande, Anupa,(2004) *The Buddhist Cave Paintings of Bagh*, Aryan Book International, Delhi
21. Rosenfield, John, (1967) *Dynastic Art of Kusana*, University of California Press,California
22. Roy,Craven, (1976) *Concise History of Indian Art*, Praeger, New York
23. Sanyal, N., (1984) *Immortal Ajanta*, Bharati Book Stall, Kolkata
24. Sarcar, H., (1993) *Studies in Early Buddhist Architecture of India*, South Asia Books, Columbia
25. Spink, Walter, (2005) *Ajanta History and Developement* (6 Vols.), Brill, Leiden
26. Talim, Meena,(2002) *Bagh Paintings*, Somaiya Publications, Mumbai
27. Trivedi, P.K., (2012) *Further Excavation at Udygari-2*, ASI, New Delhi
28. Yamamoto, Chikyo, (1990) *Introduction to Buddhist Art*, Aditya Prakashan, New Delhi
29. Zimmer, Heinrich. (2002) *The Art of Indian and Asia*, B.R.Publication Corporation, Delhi

#### 2S1-PGDBT – Seminar Paper

40+10 Marks

#### 2P1-PGDBT - Practical : Study Tour Itinerary & Viva-voce

80+20 Marks

#### 2P2-PGDBT - Project : Study Tour Report & Viva-voce

160+40 Marks