

## **PAPER-104 Historical Application in Tourism**

### **Unit-1**

- A. Concept of tourism and its various definitions.
- B. Nature and type of tourism.
- C. Constituents of tourism industry.
- D. Evolution of tourism in India - from earliest times to 2000 A.D.

### **Unit-2**

- A. Tourist Organizations- International, National and Private sector
- B. Tourism services and operation modes of transport and tourist accommodation.
- C. Tourism marketing and communication - Promotional events, Advertising & Publicity.
- D. New Trends in tourism, Impact of tourism.
- E. Role of Media in tourism development-types, research and cost of media

### **Unit-3**

- A. Tourism and cultural heritage monuments and museums
- B. Places of tourist interest in India (with special reference to Delhi, Agra, Jaipur, Kolkata, Mumbai, Hyderabad and Rameshwaram )

### **Unit-4**

- A. Places of tourist interest in Gujarat (with special reference to Patan, Modhera, Vadnagar, Vadodara, Junagadh, Changanabai and Dholavira)
- B. Tourist places of historical events- Haldighati, Bhuj and Sarnath.