

Programme Project Report (PPR)
for
Distance Learning Programme under School of Distance Education

**POST GRADUATE DIPLOMA IN CULTURE AND HERITAGE TOURISM
MANAGEMENT (PGDCHTM)**

Course Co-ordinator: Shri. Abin K I

Academic support by

**School of Tourism Studies
Mahatma Gandhi University
Kottayam, Kerala**

**POST GRADUATE DIPLOMA IN CULTURE AND HERITAGE TOURISM MANAGEMENT
(PGDCHTM)**

Programme Project Report

Mahatma Gandhi University started the School of Distance Education in 1989 with the vision of providing the opportunity for quality education to all realms of society. Since the beginning, thousands of students have availed themselves of this opportunity for higher education to a great extent throughout Kerala. Many students outside the State had also benefited from this. But after the new directions of the UGC in 2014, the University had stopped all the Off-Campus Centres of the School of Distance Education both inside and outside the State.

Now it is the new endeavour of the School to revamp its functioning by offering different types of Diploma and Certificate programmes very relevant to contemporary society, in addition to the conventional Graduate and Post Graduate programmes. This is being done with the academic and infrastructural support of the eminent Schools and Interdisciplinary Interuniversity Centres of the University. All these Schools/ Centres have already conducted similar Programmes or Post Graduate Programmes in the same area. This Certificate Programme has been designed by the School of Tourism Studies and is to be conducted by the School of Distance Education with the academic support of the School.

The School of Tourism Studies, which came up in 2010 is envisaged as a centre of higher learning and research in Tourism and Hospitality Studies and is the first University department of its kind in Kerala. The aim of the School is to develop skilled human resources specific to regional and global needs in applied, technical, interpersonal, analytical and communication abilities to master in travel management, hospitality management, foreign languages and allied areas.

Studies on tourism and hospitality education conducted by the Ministry of Tourism, GOI and FHRAI highlighted the need for more professionals. A survey by the Ministry of Tourism indicates that there is a demand for 2.03 lakh trained professionals every year of which 66 percent is at skill level and 34 percent at managerial level (69020). FHRAI's 43rd annual convention reaffirmed the fact about the mismatch between demand and supply, with Indian students still needing more institutions as the existing institutions meet only 15 percent of the industry requirements. A study conducted by the Dept. of Tourism, Govt. of Kerala says that there is a paucity of qualified talent for middle management positions in Kerala and most companies are bringing talent from outside the state to fill positions.

a) Programme's mission & objectives :

The aim of the post graduate diploma programme in culture and heritage tourism management through distance learning programme is to prepare students to become experts and develop skills towards pursuing career interests in tourism and appreciation regarding cultural heritage resources, art and cultural organizations, heritage preservation, cultural travel and other cultural tourism interests. This module will provide the student with an understanding of the theory and in managing the cultural heritage resources which are the core assets of tourism industry. The course helps to-

1. Understand tourism as an industry and its essential components.
2. Understand the definitions, concepts and terminologies of culture, heritage and its useful relationships with tourism.
3. Understand cultural heritage tourism resources by exploring various categories of heritage attractions.
4. Understand the heritage tourism demand by analyzing heritage visitor characteristics, visitor typology and travel motivations.
5. Understand heritage tourism management involving heritage tourism product development, heritage product conservation and interpretation, promotion and marketing strategies.

(b) Relevance of the programme with HEI's Mission and Goals :

The course focuses on the developments, practices as well as issues to deal with the conservation and management of cultural heritage resources. This course places a strong emphasis on the professional development of the students in the cultural heritage tourism sector in particular. Such a qualification will enable and facilitate career progression for the students in tourism.

(c) Nature of prospective target group of learners:

Students with any degree background can join the programme. Students doing their Masters/M.Phil/Doctoral studies can join the programme to strengthen their diagnostic skills.

(d) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

This course places a strong emphasis on the professional development of the students. Such a qualification will enable and facilitate career progression for the students. On successful completion of this module, a student will be able to (i) Understand the principles and practices associated with cultural heritage tourism management, (ii) Field visit to heritage monuments and sites to study the properties of the monuments in detail (iii) Development of professional skills to work in the heritage tourism sector (iv) Critically appraise the literature and identify emerging trends in this sector.

(e) Instructional Design:

The course is of one year which includes theory classes, assignments, case studies and field visits.

Instructional Design

POST GRADUATE DIPLOMA IN CULTURE AND HERITAGE TOURISM MANAGEMENT (PGDCHTM)

Course Code	Course Name	Credits	Contact classes (Hours)	Internal Marks	External Marks	Total Marks
SDE-PS-1	Basics Of Tourism	4	12	20	80	100
SDE-PS-2	Introduction To Cultural Heritage	4	12	20	80	100
SDE -PS-3	Heritage Tourism in India	4	12	20	80	100
SDE-PS - 4	Internship and Report	4	12	20	80	100
SDE-PS-5	Cultural and Heritage Tourism Management	4	12	20	80	100
SDE-PS-6	UNESCO and Cultural Heritage Tourism	4	12	20	80	100
SDE-PS-7	Emerging Trends And Innovative Practices In Heritage Tourism	4	12	20	80	100
SDE-PS-8	Project / Viva Voce	4	12	20	80	100
Total		32	96			800

(f) Procedure for admissions, curriculum transaction and evaluation:

Admission to the programme will be done by the University through a common procedure for all the programmes under the School of Distance Education. Graduates in any discipline can apply for the programme. Fee structure will be decided by the University. The study materials will be delivered through online and print formats. The School will prepare an academic calendar/activity planner and will be circulated among all the learners at the time of admission itself. The academic calendar will include all the significant activities, important dates, schedule of submission of assignments, schedule of contact classes, schedule of examinations, etc.

Evaluation of the courses shall be done by the faculty themselves on the basis of internal assessment and end semester examinations. 20% of the marks will be decided by the internal evaluations and the remaining 80% by the end semester examinations which will be done by the University. The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points.

Each student shall be required to do one Assignment/Book Review/Debate/Seminar/Presentation of case study for each course. Assignments/Book Review after valuation shall be returned to the students. The teacher shall define the expected quality of the above in terms of structure, content, presentation and the like, and inform the same to the students.

Final project: At the end of the course the candidate will be asked to complete a final project. It will consist of a written report that focuses on the utilization of analytical techniques for various applications. The final project will be graded and will contribute to 80% of the overall course grade. Evaluation will be done annually.

Grading System will be followed for the evaluation on a ten point scale. The details of the grading system are given in the following Table.

Percentage Equivalence of Grade:

Range of % of Marks	Grade Letter	Performance	Grade Point
95 - ≤ 100	O	Outstanding	10
85 - < 95	A plus	Excellent	9
75 - < 85	A only	Very Good	8
65 - < 75	B plus	Good	7
55 - < 65	B only	Above Average	6
45 - < 55	C	Average	5
40 - < 45	P	Pass	4
< 40	F	Fail	0
Absent	Ab	Absent	0

‘P’ grade is required for a minimum pass in a course. The minimum GPA required for a pass in the Certificate programme is 4.

Calculation of Grade Point Average (GPA) :

Credit Points for the Course = (No. of Credits assigned for the course x Grade Point secured for that course).

GPA indicates the performance of a student in the programme. GPA is based on the total **credit points** earned by a student in all the courses divided by the total number of credits assigned to the courses required in the programme.

Note: GPA is computed only if the candidate passes in all the required courses (gets a minimum required grade for a pass in all the required courses as per the curriculum).

$$\text{GPA} = \frac{\text{Total credit points earned by the student from all the required courses of the programme}}{\text{Total credits of all courses required in the programme}}$$

This formula shall be printed on the Grade Card issued to the student with a note that it could be used to convert the grades into mark-percentages. (The details of the grading system as indicated above shall also be printed on the Grade Card).

Conversion of GPA to Grade

GPA	Grade
10	O
9.0 - < 10	A plus
8.0 - < 9	A only
7.0 - < 8	B plus
6.0 - < 7	B only
5.0 - < 6	C
4.0 - < 5	P
< 4	F
Absent	Ab

Conversion of GPA to percentage

Equivalent Percentage = (GPA obtained) X 10

(g) Requirement of the laboratory support and Library Resources:

To handle the practical components in syllabus field visits are required. Books relating to tourism management and cultural heritage studies are needed. Certain level of the practical would be conducted and performed by applying virtual reality methods.

Mahatma Gandhi University Library and Information System consists of University Library, libraries of the Schools and 4 study centre Libraries. The University Library was established in 1989. The University Library which is situated in the main campus occupies purpose-built accommodation, and provides a variety of facilities and has a user-friendly environment. These include individual work spaces, room for group study and teaching, audio-visual access and online information retrieval system. The building of the University Library is 2000 sq.m in area consisting of the cellar, the ground floor and the first floor.

Academic as well as public users are given the facility to use the library. Special category membership is provided to journalists. The library is providing service from 8 am to 8 pm in three shift timings for its staff. The library functions on an average of 345 days in a year. The libraries of teaching departments are open during working hours of the Schools. Reading space is provided in all the three floors housing the various sections of the library. The library provides reading facility to the visually impaired users too. For this, an electronic lab custom made for visually and physically challenged users has been set up during 2016.

The University Library has a Library Advisory Committee. It is an 18 member committee with Vice-Chancellor as Chairman and University Librarian as Convener.

The library has a collection of 59,000 books, 232 journals, 2,135 Ph.D. theses and has access to 15000+ e-journals under E-Shodh Sindhu. The activities of the Library are comprehensively automated using open source library management software KOHA. OPAC, Journal Article Index, By monthly Bibliography compilation and Literature Search Service are also available

The library is a member of the INFLIBNET Centre, Ahmedabad as well as DELNET (Developing Library Network). As a member of these networks, the library provides access to the resources of other major libraries in the country. In addition to the access to UGC INFONET consortium, it has access to major online databases, such as EBSCO, ProQuest

dissertations and theses, Oxford Scholarship Online, IEEE All Society Periodicals Package etc. Mahatma Gandhi University had won the State IT Award during the year 2009 in the e-learning category for its university online theses digital library. The various department libraries have a good collection of subject specific books and journals.

A. MAHATMA GANDHI UNIVERSITY LIBRARY	
Category	No.
Books	59000
Journals	232
Bound Journals	7500
Ph.D Theses	2135
E-Journals (in UGC-Infonet, renamed as E-ShodhSindhu)	15000
Online databases (in UGC Infonet)	11
Online Archives subscribed	185 Titles
Online databases subscribed	4
E-books	7338
DVDs: Educational Videos	293

B	Name of School/Centre	Total No. of books
	School of Tourism Studies	1464

(h) Cost estimate of the programme and the provisions:

The budget details for the course are given in the following Table.

Budget estimate (for 100 students)

S.No.	Item	Amount (Rs. in Lakhs)
1.	Manpower	2.5
2.	Study material	2
3.	Laboratory/ Library	1
4.	Internal assessment	0.5
5.	End semester examination	1
	Total	7.00

Total Programme fee: Rs.7000/-

(i) Quality assurance mechanism and expected programme outcomes:

The quality of the programme will be ensured through strict monitoring by an executive committee including the Co-ordinator of the programme, the subject experts, Director, School of Distance Education and Head of the School of Tourism Studies. The Co-ordinator of the programme shall ensure the regular student feedback of courses, teachers and programme in the prescribed format towards the end of the semester and the same shall be analysed to draw conclusions for effecting improvement. Periodical review meetings on the programme efficacy will be held in which the remarks of teachers on curriculum, syllabi and methods of teaching and evaluation will be given due importance. Moreover, the progress and the quality of the programme will be monitored by the Internal Quality Assurance Cell of the University from the outcome and feedback of the learners as well as the proper documentation maintained in the Centre.

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Syllabus

POST GRADUATE DIPLOMA IN CULTURE AND HERITAGE TOURISM MANAGEMENT (PGDCHTM)

The post graduate diploma in Culture and Heritage Tourism Management is meant for students pursuing career interests in tourism and appreciation regarding cultural heritage resources, art and cultural organizations, heritage preservation, cultural travel and other cultural tourism interests.

1. Course Code: PGDCHTM
2. Number of credits: 32
3. Type of course: Distance Mode
4. Duration: 1 Year (2 Semesters)

Programme Description:

A conceptual blending between culture, heritage and tourism, analysis of a wide range of heritage attractions, study of heritage visitor motivations, contemporary approaches to heritage tourism product development and management, heritage marketing and approaches to planning and design of cultural heritage tourism programmes.

Objectives of the Programme:

After successful completion of the programme, students will be able to,

1. Understand tourism as an industry and its essential components.
2. Understand the definitions, concepts and terminologies of culture, heritage and its useful relationships with tourism.
3. Understand cultural heritage tourism resources by exploring various categories of heritage attractions.
4. Understand the heritage tourism demand by analyzing heritage visitor characteristics, visitor typology and travel motivations.
5. Understand heritage tourism management involving heritage tourism product development, heritage product conservation and interpretation, promotion and marketing strategies.
6. Understand the emerging trends and innovative practices in the heritage tourism sector

SDE PS1COURSE – IBASICS OF TOURISM

Unit I - History of Tourism-Motivating factors- Tourism- meaning & definition, Features and Types of Tourism- Typology of Tourists-Tourism Products- Impacts of Tourism: Economic, socio-cultural and environmental impacts

Unit II - Players in Tourism- Central and State Governments, Tourism Industry, NGOs, Tourists, Host Community, International, National and Regional tourism related organizations – UNWTO, IATA, PATA, WTTC, TAAI etc

Tourism Industry-Travel Agents and Tour Operators, Tourist Guide and Escort services-travel documentation, Hospitality, Transport Operators- Air, Land, Water, Souvenir and Leisure segments

Unit III Tourism Marketing- Global tourism market- Top countries-Product packaging-Inbound and Outbound Tours- Promotional tools: digital marketing- Destination branding etc

CASE STUDIES

1. Prepare a three nights and four days package tour of Kannur district for tourists from Italy and discuss the same at a workshop (4 hours).
2. Prepare a twonights and three days package tour focusing on heritage tourism products in Malappuram district for a group of tourist from Mumbai and discuss the same at a workshop (3 hours).
3. Identify the travel formalities for processing VISA to London, Sri Lanka, Australia and China (3 hours).
4. Find the methods and modes of transport available for a tourist from Kolkata to reach Kozhikode (3 hours)

References:

Cooper, Chris et al (2008), Tourism Principles and Practice, Pearson Education.

Swain, Sampad Kumar, Mishra, Jithendra Mohan (2013), Tourism Principles and Practices, Oxford University Press.

N Jayapalan (2007), An introduction to Tourism, Atlantic Publishers, New Delhi

Kotler, Bowen, Makens (2011), Marketing for hospitality and Tourism, Pearson, New Jersey.

Prasanna Kumar (2010), Marketing of Hospitality and Tourism Services, Tata Mc Graw Hill, New Delhi.

John Walker, Josielyn Walker (2012)), Exploring the Hospitality Industry, Pearson, New Delhi

Ronald, Conrad (2010), Trends and Issues in Global Tourism, Springer, London.

Medlik, Ingram (2007), The Business of Hotels, Routledge, London

R March, Woodside (2010), Tourism Behaviour-Travellers' Decisions and Actions, CABI, Oxfordshire.

Priyan C Oommen (1986), Tourism Discovered, Global Communications, Thiruvananthapuram.

SDE PS2 COURSE - 2INTRODUCTION TO CULTURAL HERITAGE

Unit I - Cultural Heritage- meaning and concepts, features of Indian culture-different dimensions, Types of Heritage- tangible, intangible, natural and built heritage- heritage values- Importance of ASI and UNESCO in heritage conservation-benefits of heritage tourism- Heritage Tours

Unit II - Heritage Resources of India –Indian architectural styles- North versus South, UNESCO World heritage sites and National Monuments in India- role of ASI in heritage tourism development and promotion,

Unit III - Heritage Resources of Kerala- places of worship, forts, palaces, caves, relics- Intangible heritage: major festivals, fairs, major art forms and handicrafts etc

CASE STUDIES

Assessment of any one of the Heritage Sites in Kerala - 20 Hours

1. Padmanabhapuram Palace
2. Muziris Heritage Zone
3. Edakkal Caves
4. Tripunithura Hill Palace
5. Thiruvananthapuram East Fort Zone

Prepare an album with detailed descriptions on any five heritage products of Kerala (20 hours).

References:

Allchin, B, Allchin, F.R etal. (1989), Conservation of Indian Heritage, Cosmo Publishers, New Delhi.

Dhar, Prem Nath (2008), Cultural and Heritage Tourism- An overview, Kanishka Publishers, New Delhi.

Jacob, Robinet etal (2012), Tourism Products of India- A national perspective, Abhijeet Publications, New Delhi.

Dhar, Prem Nath (2010), Heritage, Cultural and Natural Sites Tourism, Kanishka Publishers, New Delhi.

Praveen Sethi (2005), Heritage Tourism, Anmol Publications, New Delhi.

Sreedhara, Menon A (2008), Cultural Heritage of Kerala, DC books.

Timothy, D and Boyd, S (2003), Heritage Tourism: Theme in Tourism, Pearson, Essex.

Vijayakumar B (2015), (Ed), Paithrika Tourism, Kerala Bhasha Institute.

Visitor Management: Case studies from World Heritage Sites

Brochures of UNESCO Heritage Sites in India

SDE PS3 COURSE 3 - HERITAGE TOURISM IN INDIA

Unit - I –Heritage Tourism - meaning and concepts, features of Indian heritage-different dimensions, Types of Heritage tourism products, Archaeological Sites and Museums

Unit - II - Heritage Tourism Destinations of India –Major attractions and heritage tourism products in North, South, East and West Indian Cities

Unit - III –Scope of Heritage tourism in India, incredible features, major challenges faced by heritage tourism

Unit – IV – Sustainable and Responsible Practices in National Monuments of India

Unit – V – SWOT Analysis of Heritage Tourism in Kerala / India

References:

Ram Acharya (2007), Tourism and Cultural Heritage of India, RBSA Publishers, New Delhi

Albanese Marilia, Archaeology – Northern India, White star Publishers, New Delhi

Singh Vipul, (2009) Interpreting Medieval India – Volume – 1, Mac Milan Publishers, New Delhi

Basham A.L, (2007) The Wonder that was India, Surjeet Publications, New Delhi

Praveen Sethi (2005), Heritage Tourism, Anmol Publications, New Delhi

Dhar, Prem Nath (2008), Cultural and Heritage Tourism- An overview, Kanishka Publishers, New Delhi.

Jacob, Robinet etal (2012), Tourism Products of India- A national perspective, Abhijeet Publications, New Delhi.

Dhar, Prem Nath (2010), Heritage, Cultural and Natural Sites Tourism, Kanishka Publishers, New Delhi.

Sreedhara, Menon A (2008), Cultural Heritage of Kerala, DC books.

Dallen J. Timothy (2009), Cultural heritage and tourism in the developing world,Routledge

Brochures of UNESCO Heritage Sites in India

SDE PS4 COURSE 4–INTERNSHIP AND REPORT

INTERNSHIP (100 Hours)

Hundred hours to be spent with a tour operator / travel agency or with a heritage Tour Guide / museum curator / tribes in a tribal hamlet or with heritage documentation team in a heritage site / archaeological site and submit a report of 40-50 pages.

SDE PS5 COURSE – 5 CULTURAL HERITAGE TOURISM MANAGEMENT

Unit I– Cultural Heritage Tourism definition and features, Sustainability, impacts of heritage Tourism, heritage conservation-Heritage Visitor characteristics and motivations

Unit II Heritage Product Development: Historic, cultural. Natural –Heritage Circuits, Tours, Zones and heritage Walks- heritage product interpretation

Unit III Heritage Management Operations- Systems and procedures, legal aspects and policy framework, Visitor Management – Case study of one heritage destination / monument in India, Legislations relating to heritage management in India, Heritage Management – Role of Stakeholders, Government, NGO’s, Host community, International Organisations

Unit IV CASE STUDIES

Prepare a marketing brochure containing any two UNESCO heritage sites and products of India

OR

Prepare a 10 minute documentary on the handicrafts / mural paintings of Kerala.

Prepare a heritage walk tour circuit connecting major heritage buildings, worship places, archaeological sites of Kerala etc

References:

Arthur Pederson (2002), Managing Tourism at World Heritage Sites, UNESCO World Heritage Centre.

Ashwoth G J (2000), The Tourist Historic City-Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford

David Baker and Gill Chitty (1999), Managing Historic Sites and Buildings, Routledge

Marion Blockley and Alison Hems (2005), (Ed), Heritage Interpretation, Routledge.

Misiura, Shashi (2006), Heritage Marketing, Butterworth Heinnemann, London.

Peter Howard (2003), Heritage Management, Interpretation, Identity, Bloomsbury T &T Clark.

Fyall Allan, Garrod Brian, Leask Anna, Wanhill Stephen, (2008) Managing Visitor Attractions Second Edition, Routledge

Swarbrooke John (2015) The Development and Management of Visitor attractions Second Edition, Routeledge

SDE PS6 COURSE – 6 UNESCO AND CULTURAL HERITAGE TOURISM

Unit – 1 UNESCO – Role, importance, functions, activities in heritage management

Unit – 2 UNESCO and World Heritage Sites – Classification, Activities, Tourism Development and Promotion, Observance of World Heritage Day – importance and purpose, World Heritage Commission.

Unit – 3 Prominent UNESCO Sites in different continents – Asia, Europe, Africa, North America, South America etc Tourist statistics to prominent UNESCO monuments and sites

Unit – 4 World Heritage Sites and Tourism Promotion, Financial assistance from UNESCO

Unit – 5 Cultural Heritage Tourism in India – Features, Products and major attractions of India, Role of UNESCO in cultural heritage tourism

Reference

Ram Acharya (2007), Tourism and Cultural Heritage of India, RBSA Publishers, New Delhi

Praveen Sethi (2005), Heritage Tourism, Anmol Publications, New Delhi

Arthur Pederson (2002), Managing Tourism at World Heritage Sites, UNESCO World Heritage Centre.

David Baker and Gill Chitty (1999), Managing Historic Sites and Buildings, Routledge

Marion Blockley and Alison Hems (2005), (Ed), Heritage Interpretation, Routledge.

Misiura, Shashi (2006), Heritage Marketing, Butterworth Heinnemann, London.

Peter Howard (2003), Heritage Management, Interpretation, Identity, Bloomsbury T &T Clark.

SDE PS7 COURSE – 7 EMERGING TRENDS AND INNOVATIVE PRACTICES IN HERITAGE TOURISM

Unit – 1 Innovations in Heritage Tourism, Trends in Heritage cities, towns and villages, Heritage streets and conservation strategies

Unit – 2 UNESCO, ASI their role and functions, Sustainable Practices adopted in Heritage Monuments/ sites and archaeological sites

Unit – 3 Innovative heritage tourism practices in world renowned monuments and archaeological sites

Unit – 4 World Heritage Sites – importance in global tourism, financial assistance from UNESCO for conservation of UNESCO sites and monuments

Unit – 5 Heritage Tourist, features, priorities and requirements, Heritage walk tour, Heritage tour itinerary preparation, Heritage Tour packages

Reference

Websites of UNESCO / Archaeological Survey of India / State Tourism Departments / Ministry of Tourism

Fyall Allan, Garrod Brian, Leask Anna, Wanhill Stephen, (2008) Managing Visitor Attractions Second Edition, Routledge

Swarbrooke John (2015) The Development and Management of Visitor attractions Second Edition, Routledge

Hanna P Stephen, Potter E Amy, Modlin E Arnold, Carter Perry (2015), Social Memory and Heritage Tourism Methodologies, Routledge

Dhar Prem Nath (2008), Cultural and Heritage Tourism: An Overview, New Delhi

Arthur Pederson (2002), Managing Tourism at World Heritage Sites, UNESCO World Heritage Centre.

David Baker and Gill Chitty (1999), Managing Historic Sites and Buildings, Routledge

Marion Blockley and Alison Hems (2005), (Ed), Heritage Interpretation, Routledge.

Misiura, Shashi (2006), Heritage Marketing, Butterworth Heinemann, London.

Peter Howard (2003), Heritage Management, Interpretation, Identity, Bloomsbury T &T Clark.

SDE PS8 COURSE – 8 PROJECT / VIVA VOCE

Students should select any one of the heritage / cultural tourism destinations, conduct a field study and submit a project report (60 – 80 pages) under the guidance of a faculty.

An exhaustive list of assignments

1. Features of Indian Cultural Heritage
2. UNESCO Sites in India
3. Heritage Tourism Resources of India
4. Heritage Tourism Monuments in India
5. Architectural features of Indian Monuments
6. Heritage Tourism and Archaeological Survey of India
7. Heritage Tourism in Kerala
8. Uniqueness of Western Ghats as a natural tourism site
9. Man-made wonders of South India
10. Prominent Heritage Tourism Destinations in India
11. Entrepreneurship avenues in Heritage Tourism
12. Strategies for Sustainable Heritage Conservation

13. Heritage Documentation its need and importance
14. Traditional Architecture of Kerala and its significance in Heritage Tourism
15. Intangible and Tangible Heritage of India / Kerala

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