

**BTTM 301**

Tourism Resources of Southern India

**Programme:** Bachelor in Tourism and Travel Management (BTTM 16)**Year/Semester:** 3rd Semester**Objective:** To impart knowledge regarding the rich repository of tourism resources in Southern India and its sustainable promotion.

<b>Block 1 Maharashtra, Goa and, Daman and Diu</b>	
Unit 1	Popular Monuments and Historical Sites
Unit 2	Shrines and Shrine Resorts
Unit 3	Folk Traditions , Art, Craft, Fairs and Festivals, and Scope for Ethnic Tourism
Unit 4	Beaches and Other Natural Manifestations of Touristic Significance
<b>Block 2 Karnataka and Andhra Pradesh</b>	
Unit 5	Popular Monuments and Historical Sites
Unit 6	Shrines and Shrine Resorts
Unit 7	Folk Traditions , Art, Craft, Fairs and Festivals, and Scope for Ethnic Tourism
Unit 8	Beaches and Other Natural Manifestations of Touristic Significance
<b>Block 3 Kerala, Tamilnadu, Pondicherry and Andman and Nicobar Islands</b>	
Unit 9	Popular Monuments and Historical Sites
Unit 10	Shrines and Shrine Resorts
Unit 11	Folk Traditions , Art, Craft, Fairs and Festivals, and Scope for Ethnic Tourism
Unit 12	Famous Beaches and Back Waters; National Parks and Other Natural Manifestations of Touristic Significance
<b>Block 4 Case Studies</b>	
Unit 14	Ajanta
Unit 15	Tirupati Bala Ji
Unit 16	Mahabali Puram
Unit 17	Backwater Tourism of Kerala