**Dr. Chayanika Uniyal**

**Academic Year- 2022-23 (July- Dec)**

**Total- 22 Lectures Apx**

**SEC II**

**Heritage and Tourism**

**(Sharing with Dr Nirmala Shah)**

**II. Unit II: Tourism: marketing heritage**

**[a] Religious Tourism: Case studies of Kashi, Sarnath, Ajmer Sharif, Amritsar, Bom Jesus Cathedral of old Goa**

**(One Week + Presentation)**

**Suggested Readings:**

Bandyopadhyay, Rumki and Kushagra Rajendra. (2018). "Religious Tourism: The Beginning of a New Era with Special Reference to India." in Shin Yesuda, Razaq Raj and Kevin Griffin (eds.). Religious Tourism in Asia: Tradition and Change through Case Studies and Narratives. Boston: CABI Publishing, pp. 67-76 (Chapter 8).

Majumdar, Nandini. (2014). Banaras: Walks through India’s Sacred City. New Delhi: Roli Books.

Kejriwal, Om Prakash (Ed.). (2010). Kashi Nagari Ek: Roop Anek. New Delhi: Publication Division, Govt. of India.

Sanyal, Usha. (2007). "Tourists, Pilgrims and Saints: The Shrine of Mu’in al-Din Chishti of Ajmer." in Carol Henderson and Maxine Weisgrau (Eds.). Raj Rhapsodies: Tourism, Heritage and the Seduction of History. Hampshire: Ashgate, pp. 183-202; (Ashgate ebook.)

Kalra, Vikram. (2005). Amritsar: The City of Spirituality and Valour. New Delhi: INTACH.

Rajagopalan, S. (1975). Old Goa. New Delhi: Archaeological Survey of India.

**[b] Memory and tourism: Raj nostalgia, Indian diaspora’s search for roots**

**(One Week)**

**Suggested Readings:**

Bandyopadhyay, Ranjan. (2012). "'Raj Revival' Tourism: Consuming Imperial/ Colonial Nostalgia". Annals of Tourism Research vol. 39 no.3, pp. 1718-1722.

Seshadri, Swathi. (2012). "Missing the Woods for the Trees?"Economic and Political Weekly vol. 47 no.36, pp. 12-14..

MODERN ART SCULPTURE- [http://indian-sculptures.com/modern-art-sculpture-artist.php](about:blank)

India's 8 Most Expensive Contemporary Artists, [https://theculturetrip.com/asia/india/articles/india-s-8-most-expensive-contemporary-artists/](about:blank)

Mitter, P. Art and Nationalism in Colonial India 1850-1922: Occidental Orientations.Cambridge:CUP, 1994. (Only Introduction)

**[c] Ecotourism: commercialising nature**

**(One Week + Presentation)**

**Suggested Readings:**

Trends and Pathways for Ecotourism Research in India by Priyadarshini D, [https://www.conservationindia.org/articles/trends-and-pathways-for-ecotourism-research-in-india](about:blank)

Karanth K. Ullas and Krithi K. Karanth. (2012). ‘A Tiger in the Drawing Room: Can Luxury Tourism Benefit Wildlife?’ Economic and Political Weekly vol. 47 no.38, pp. 38-43

**[d] Exhibiting culture: handicrafts, heritage walks and tours, palaces, heritage festivals**

**(One Week + Field Trip)**

**Suggested Readings:**

[http://www.indiaheritagewalks.org/all-blog](about:blank)

Heritage walks: A perfect blend of commerce and conservation by [Rashmi Pratap](about:blank) | Updated on May 18, 2018  Published on May 18, 2018 [https://www.thehindubusinessline.com/blink/work/making-heritage-walks-worthwhile/article23923577.ece](about:blank)

**Antecedents Of Heritage Walks & Tourism, 19**[**August, 2020**](about:blank) **by**[**Dr Sachin Bansal**](about:blank)[http://www.businessworld.in/article/Antecedents-Of-Heritage-Walks-Tourism/19-08-2020-310376/](about:blank)

**Methodology - PPT, Lecture, Debates (Q&A), Field Trips. Additional readings are provided to students through Google Classroom and Email**

**Tutorial Assessment: Tutorials have planned to provide remedial help for the students and to develop their deeper understanding of the topics by group discussions, group assignments, debates and presentations.**

**Internal Assessment: 3 presentations and one individual assignment.**