

COURSE CODE	Course Title	L	T	P	C
PHD19019	Tourism Destination	4	0	0	4

COURSE RATIONAL

This course aims to familiarize the Research scholar with concepts of Tourism Destination.

LEARNING OUTCOMES

- To provide an understanding about the Tourism.
- To give a brief outline of Introduction, History and Development of Tourism Destination.
- To provide a conceptual knowledge of Destination Choice.

Unit – I Tourism Destination

Introduction; Destination Concept; Model of Destination Image Formulation; Communicating the Destination Image; Destination branding; Destination Benchmarking; Tourism and Destination Communities; Issues in Destination Communities.

UNIT-II Reorienting and Conceptualizing Destination

Integrated Tourism Development; Transforming Vision and Mission and Pathways in Destination; Destination Discourse and the growth Paradigm; Transforming Destination: Discursive approach to tourist destination and development; Destination Development Performance; Dimension of Tourism Destination.

UNIT- III Destination Management

Introduction of Destination Management in Tourism Destination; Conceptualizing and Explaining Destination Management; Destination Management Integrated Tourism Development; Transforming Vision and Pathways in Destination Development; Epilogue on Tourism Destination Development.

Unit – IV Pilgrimage Tourism

Introduction of Pilgrimage and Religion; Religious Hosting; Types and Characteristics of Pilgrimage Tourism; Impacts of Pilgrimage Tourism; Motivation for pilgrimage; Challenges of pilgrimage; Pilgrimage-Tourism Connection; Problem and Issue in Pilgrimage Tourism; Logistics of Holy Sites ;The Religious Tourism Market, Business factors in Holy Places, Management of Holy Places.

Unit – V **Buddhist Pilgrimage**

Introduction of Buddhism; Religious Significance and History; Mental Aspects of Buddhist Pilgrimage; Eight Great Places of Pilgrimage; Famous Pilgrim of the Past; Four Sacred Places- Lumbini, Bodhgaya, Sarnath, Kusinagar; Four Places of Miracle; Savatthi, Sankasia, Rajgir, Vesali; Travelling to Pilgrimage places; Buddhism in Sikkim, In the Footsteps of Lotus born- Dubde Monastery, Rumtek Monastery, Enchey Monastery, Pemayangtse Monastery.

REFERENCES:

- Mc Kercher Bob, Cross Hilary (2002) Cultural tourism: the partnership between tourism and cultural heritage management ISBN-13: 978-0-7890-1105-3 ISBN-IO: 0-7890-1105-0 ISBN-13: 978-0-7890-1106- ISBN-IO: 0-7890-1106- Heritage tourism.
- N. Julian, Albrecht (2017) Visitors Tourists Destination Publisher: Cabi, ISBN 10:1780647379 ISBN 13:9781780647371 Series: Cabi series in tourism management.
- Boniface G. Brian and Cooper Chris (2005) Worldwide Destinations The geography of travel and tourism. First published as The Geography of Travel and Tourism 1987 Reprinted 1988, 1990, 1991, 1993 Second edition 1994 Reprinted 1994, 1995, 1996 (twice) Third edition 2001 Fourth edition 2005.