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B.Com Honours

Semester V

Calicut University

TOURISM RESOURCES AND PRODUCTS IN INDIA

Course Code: COM5EJ310 • Module 1 Notes

Module I: Tourism Resources & Conversion into Tourism Products

Covers concepts of tourism resources, natural and cultural resource taxonomy, core components of tourism products (5 As), product characteristics, and the resource-to-product conversion pipeline.

Unit 1: Concept & Definition of Tourism Resources

Tourism Resource: Any natural, cultural, historical, or manmade asset in a destination that attracts tourists and provides satisfaction or utility. Features: Location-specificity, vulnerability to damage, and non-movable nature.

Unit 2: Types of Tourism Resources in India (Natural & Cultural)

- 1. Natural Tourism Resources:** Physical geography, Himalayan peaks, beaches (Goa/Kovalam), rivers (Ganges/Brahmaputra), flora, fauna, national parks, & climate variations.
- 2. Cultural Tourism Resources:** Archaeological monuments (Taj Mahal, Qutub Minar), temples, fairs & festivals (Kumbh Mela, Pushkar Fair), classical dance forms, music, & Indian cuisine.

Unit 3: Tourism Product Definition, Components (5 As), & Features

Tourism Product: Total package of services and experiences consumed by a tourist from origin to return.

5 As Framework: *Attraction* (sightseeing), *Accessibility* (transport), *Accommodation* (hotels), *Amenities* (facilities), & *Activities* (recreation). Characteristics: Intangibility, Perishability, Inseparability, & Heterogeneity.

Unit 4: Conversion Process of Tourism Resources to Tourism Products

Resource-to-Product Pipeline: Raw Natural/Cultural Asset → Infrastructure Development → Service Packaging & Integration → Pricing & Distribution Channel Placement → Marketable Commercial Tourism Product.

Practical Case Framework 1 (Natural vs Cultural Tourism Resources Matrix): Compare resource categories, physical characteristics, seasonal availability, and key Indian destination assets.

Natural vs Cultural Tourism Resources Reference Table:

Resource Category	Primary Sub-Asset Types	Key Indian Landmark Destination Example
Natural Physical Geography	Mountains, Glaciers, Valleys, Beaches	Himalayas, Gulmarg, Goa, Andaman Islands
Natural Ecological & Wildlife	Biosphere Reserves, National Parks	Kaziranga National Park, Jim Corbett, Sundarbans
Cultural Monumental & Built	Forts, Palaces, Temples, Caves	Taj Mahal Agra, Khajuraho, Ajanta-Ellora Caves
Cultural Living Traditions	Fairs, Festivals, Performing Arts, Cuisine	Kumbh Mela Prayagraj, Kathakali Kerala, Hornbill Festival

Practical Case Framework 2 (5 As Component Matrix of Tourism Products): Detail core components of tourism products, operational assets, and business fulfillment roles.

5 As Tourism Product Component Framework Table:		
5 As Component	Operational Service Asset	Business Fulfillment Role
Attraction (Primary)	Natural scenery, monuments, theme parks	Pulls tourists to destination
Accessibility	Airlines, railways, luxury tourist coaches	Enables transit from origin to destination
Accommodation	Heritage hotels, resorts, homestays	Provides overnight lodging & hospitality
Amenities	Wi-Fi, currency exchange, tourist info centers	Supports comfort & convenience on tour
Activities	Trekking, scuba diving, cultural shows	Engages tourist in memorable experiences

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