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B.Com Honours

Semester V

Calicut University

TOURISM RESOURCES AND PRODUCTS IN INDIA

Course Code: COM5EJ310 • Module 2 Notes

Module II: Classification of Tourism Products & UNESCO Heritage Sites

Covers natural, manmade, symbiotic, site-based, and event-based tourism products, TOP vs ROP product distinctions, tour operator products, product protection laws, and UNESCO World Heritage Sites in India.

Unit 5: Classification of Tourism Products

- 1. Natural Products:** Beaches, wildlife, flora.
- 2. Manmade Products:** Architectural monuments, museums.
- 3. Symbiotic Products:** Blend of natural & manmade assets (e.g. Wildlife Sanctuaries with historic forts like Ranthambore).
- 4. Site-based vs Event-based:** Fixed geographical attractions vs periodic events (e.g. IPL, Pushkar Fair).

Unit 6: Travel & Tourism Products & Services

Combined offerings including transportation tickets, hotel bookings, local Transfers, sight-seeing excursions, & travel insurance.

Unit 7: Product Orientations (TOP, ROP, & Intangible Products)

Tourist Oriented Products (TOP): Created exclusively for visitors (e.g. Luxury trains like Palace on Wheels).

Resident Oriented Products (ROP): Created for local residents but used by tourists (e.g. Metro rail, public parks).

Intangible Products: Hospitality, local warmth, atmosphere, & cultural heritage.

Unit 8: Tour Operator's Products & Services

Package Tours (Escorted, Independent, FIT, GIT), Tailor-made itineraries, Excursion packages, & MICE (Meetings, Incentives, Conferences, Exhibitions).

Unit 9: Protection & Preservation of Tourism Products

Archaeological Survey of India (ASI) regulations, Ancient Monuments and Archaeological Sites and Remains (AMASR) Act, eco-sensitive zone protection, & carrying capacity limits.

Unit 10: UNESCO World Heritage Sites Concept & Criteria

Designation by UNESCO World Heritage Committee based on Outstanding Universal Value (OUV) under 10 selection criteria (6 Cultural & 4 Natural).

Unit 11: UNESCO World Heritage Sites in India

India has 42 UNESCO World Heritage Sites (34 Cultural, 7 Natural, & 1 Mixed: Khangchendzonga). Cultural Examples: Taj Mahal, Red Fort, Hampi, Mountain Railways, Chhatrapati Shivaji Terminus. Natural Examples: Kaziranga, Manas, Keoladeo, Western Ghats.

Practical Case Framework (UNESCO World Heritage Sites in India Taxonomy Matrix): Detail heritage classification categories, outstanding universal value, and key Indian UNESCO monuments.

UNESCO World Heritage Sites in India Reference Table:		
Heritage Classification	Selection Criteria Focus	Landmark UNESCO World Heritage Sites in India
Cultural Monuments	Masterpiece of human creative genius	Taj Mahal, Qutub Minar, Red Fort, Fatehpur Sikri
Cultural Archaeological Ruins	Exceptional testimony to cultural tradition	Group of Monuments at Hampi, Ajanta & Ellora Caves
Natural National Parks	Superlative natural phenomena & biological diversity	Kaziranga National Park, Sundarbans, Great Himalayan NP
Mixed Cultural & Natural	Dual cultural and natural significance	Khangchendzonga National Park (Sikkim)

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