



Syllabus

Proposed Six Month Program – 2026-2027

CERTIFICATE PROGRAMME

Offered by

Samrat Ashok Subharti School of Buddhist Studies

Certification Course in Buddhist Tourism

Course Objectives

An all-inclusive one year certificate course in tourism to serve the working professional, students, and other people interested in improving their career opportunities in the tourism industry requires a balanced combination of theoretical knowledge, practical skills, industry understanding, and career development interventions. The main objective is to provide the learners with the knowledge and skills necessary to develop the various, fast changing careers in the tourism sector. One of the critical goals of the programme is to help the learners to appreciate the great role played by tourism in the global economy. The students will learn about the economic effects of tourism such as the effects on Gross Domestic Product, creation of employment and foreign exchange earnings as well as development of supporting infrastructure. Also, the module will explore the social, cultural impacts of tourism on the local communities highlighting both the positive and negative effects of tourism including cultural exchange and cultural erosion.

Course Outcome

- Students will gain the ability of critically analysing and evaluating the existing tourism trends, issues, and new opportunities in the context of globalized environment.
- The students will develop critical professional skills that are necessary in taking jobs in tourism-related areas such as the management of tourist experiences, development of sustainable tourism policies, and the planning of travel destinations.
- The course aims at achieving a deeper understanding of reciprocal nature of the impact that tourism and varying cultural milieus have on each other, which will create intercultural appreciation and increased global citizenship.
- Learners will be enabled to come up with innovative ways of solving problems that are unique to the industry, including sustainability issues, logistic hiccups, and balancing economic demands against environmental conservation.

Eligibility Criteria

A minimum qualification for enrolling into these courses is as follows:

Qualification	Marks	Category
10+2	50%	GENERAL/OBC
10+2	45%	SC/ST

Semester I

Module 1: Fundamentals of Tourism and Buddhist Tourism

40 hours
4hrs/week

Paper	Paper Code	Unit	Title of the Papers	Hours	Marks
1	CCT101	I	Evolution and Concept of Tourism	8	20
2	CCT102	II	Tourism Industry and its Organization	8	20
3	CCT103	III	Buddhist Tourism: Concept and Development	8	20
4	CCT104	IV	Geography of Buddhist Pilgrimage Sites	8	20
5	CCT105	V	Transport and Infrastructure for Tourism	8	20

Suggested Readings

- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies*. John Wiley & Sons.
- Jenkins, I. (2017). *Tourism: A very short introduction*. Oxford:Oxford University Press.
- Hall, C.M. & Page, S. J. (2014). *The Geography of Tourism and Recreation: Environment, Place, and Space*. Routledge.
- Course Material: *Senior Secondary Course (337) 1&2*. National Institute of Open Schooling, Noida: Secretary, National Institute of Open Schooling.

Semester II

Module 2: Cultural and Heritage Aspects of Buddhist Tourism

40 hours
4hrs/week

Paper	Paper Code	Unit	Topics	Hours	Marks
1	CCT201	I	Understanding Indian Culture and Heritage	8	20
2	CCT202	II	Buddhist Cultural Heritage in India	8	20
3	CCT203	III	Buddhist Art, Architecture and Monuments	8	20
4	CCT204	IV	Buddhist Pilgrimage Circuits and Tourism Development	8	20
5	CCT205	V	Buddhist Tourism Management and Sustainable Development	8	20

Suggested Readings

- Singh, L.K. (2008). *Indian Cultural Heritage Perspective For Tourism*. Delhi: Isha Books.
- Singh, Arvind K. & Sharma, R.A. (2016). *Promoting Heritage Tourism: Issues and Challenges*. Delhi: Aayu Publishers.
- Gupta, S.P. (2003). *Cultural Tourism in India: Museums Monuments and Arts*. (Delhi: D.K. Printworld.
- Rawal, Yashwant, Singh. Sinha, Rupa. Mukherjee, Sankar, Kumar. Batabyal, Debasish. (2023) *Exploring Culture and Heritage Through Experience Tourism*. Hershey: IGI Global.
- Course Material: *Senior Secondary Course (337) 1&2*. National Institute of Open Schooling, Noida: Secretary, National Institute of Open Schooling.