**CURRICULUM PLAN 2023-24**

**B.A. (P) and B.A.(H)**

**Semester – II (NEP)**

**Name of the Teacher: Dr. Ganesh Yadav (shared with Dr. Usha Kumari Pathak and Dr. Nidhi Gandhi Behl)**

**Paper Name & Paper Code: SEC: Sustainable Ecotourism and Entrepreneurship**

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| **Unit No.** | **Name of Topic**  | **Tutorial/Assignment/ Presentation etc.** | **Allocation of Lectures** | **Assessment Tasks** | **Teaching and Learning****Activity** |
| 6 | Examine the current state of natural resources and develop suitable messages and appropriate media for educating different target groups  | Assignment, Project and Presentation  | 3 (27th Jan, 2024– 12th Feb, 2024) | Homework and Class work, etc. | Lecture, Dictation |
| 7 | Survey and identify the target group for ecotourism based on their age, education, economic and other criteria and evaluate their psychological barriers to ecotourism.  | Assignment, Project and Presentation | 3 (19th Feb, 2024– 4th March, 2024) | Homework and Class work, etc. | Lecture, Dictation |
| 8 | Conduct inventory of facility and analyze a preliminary competitive advantage over ecological attractions in the nearby area.  |  Presentation, project and assignment  | 2 (11th March,2024–24th March , 2024) | Homework and Class work, etc. | Lecture, Dictation, practical |
| 9 | Analyze tourism spending pattern and track preferences for ecotourism attractions in nearby areas and add value to ecological, wildlife and cultural attractions.  | Presentation, project and assignment | 3 (1st April,2024–15th April, 2024) | Homework and Class work, etc | Lecture, Dictation |
| 10 | Survey attitude and perception of residents regarding ecotourism plan and analyse costs and benefits of the sustainable ecotourism development program using a demand-driven marketing approach.  | Presentation, project and assignment | 4 (22nd April,2024–11th May , 2024) | Homework and Class work, etc | Lecture, Dictation |