



# Bharath

**INSTITUTE OF HIGHER EDUCATION AND RESEARCH**

(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)



**BHARATH INSTITUTE OF SCIENCE AND TECHNOLOGY**

No.173, Agharam Road, Selaiyur, Chennai , T.N - 600 073.

Ref: BIHER/BIST/Civil//Spl/2020

Date:22/06/2020

### CIRCULAR

Many a times, the defined skill sets that are being imparted to students today with Programme Specific Objectives in Educational Institutions become redundant sooner than later due to rapid technological advancements. It is important for higher education institutions to supplement the curriculum to make students better prepared to meet industry demands as well as develop their own interests and aptitudes.

Hence a Value Added Course is offered by Department of Civil Engineering, Bharath Institute of Higher Education & Research. The course offered is **Nature Conservation & Livelihood: Ecotourism** with the duration of 30hours (two hours per day) and commences from **02/07/2020**.

**Eligibility:** Course is open for UG Students of Department of Civil Engineering.

#### **Registration:**

The registration form which is available in the university website should be duly filled by the participants and to be submitted to the Coordinator at least 10 days before the commencement of course.

#### **Contact:**

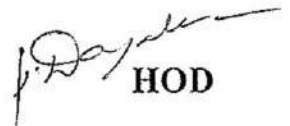
Mrs.L.Maria Subashini

Associate Professor / Department of Civil Engineering,

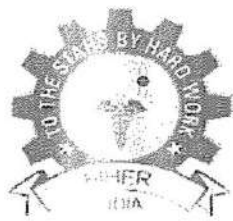
Course Coordinator

Bharath Institute of Higher Education & Research.

Email id: mariasubashini.civil@bharathuniv.ac.in

  
HOD

Head of the Dept.  
Civil Engineering  
Bharath Institute of Higher  
Education & Research,  
Selaiyur, Chennai - 600 073.



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Topic: Nature Conservation & Livelihood: Ecotourism

Type of Course: Value added course / UG (online)

Department of school of Civil and infrastructure Engineering

Pre-Requisites: Environmental Science

Course Duration: 30 hours (2 july' 20)

Intended Audience: Civil Engineering Students

Industries Applicable To: All companies that deal with the Civil infrastructure development

Coordinators: Mrs L.Maria Subashini & Mrs B. Saritha

**Objective:**

- a) To create basic understanding of tourism industry and knowledge of current trends in Ecotourism.
- b) To conserve the natural resources and maintain the integrity of indigenous culture.
- c) To evaluate and study the Ecotourism resources in India and its environmental and economic aspects.
- d) To acquire ability to understand the importance of local ecology, culture, history and economic development of Ecotourism.

## **COURSE OUTLINE:**

The course emphasizes on nature based tourism and analyses the history, concepts, principles, marketing, planning and management of Ecotourism activities in eco-tourism centers. It also highlights the development of ecological and cultural sustainability, education interpretation and economic benefits at the local level. This module will provide the student with an understanding of the theory and in managing the eco-tourism resources effectively. It focuses on the developments, practices as well as issues to deal with the conservation and management of eco-tourism resources. This course places a strong emphasis on the professional development of the students in ecotourism sector in particular. Such a qualification will enable and facilitate career progression for the students in ecotourism sectors. It identifies the main livelihood activities of the local people, various household and community owned livelihood assets, various policies, mechanisms and approaches for the sharing of the tourism related economic benefits with the local communities developed by key tourism stakeholders .Furthermore, the course reveals the opinion and perception of the local people on various tourism related livelihood outcomes and the way they benefit from tourism development in the area. Tourism has positively contributed to the livelihood of the local people. It increases environmental conservation awareness and sharing of the economic benefits delivered from tourism has in turn increased the local support for the conservation. However, there is a need for more strategies to increase the economic benefits of tourism to the poor local people by developing new tourism products, improving visitor spending and retaining the economic benefit locally, strengthening linkages with other sectors especially agriculture. There is a need to also to improve the working condition of the locals working in the tourism industry and ensure that the local people are involved in the decision making and planning in relation to any tourism development.

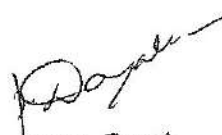
Value added course

Nature Conservation & Livelihood: Ecotourism

Students Name List:

Sl.NO	Reg No	Name of the students
1	U14CE193	SETHURAMAN.J
2	U14CE194	SHABIR AHMAD BHAT
3	U14CE195	SHAHRUKH AHMAD
4	U14CE196	SHAIK SHADIK
5	U14CE197	SHARMA RAHUL RAJNATH
6	U14CE198	SHINDE DAULATRAO KRISHNARAO
7	U14CE199	SHIRISH KUMAR SHRIVASTAV
8	U14CE200	SHIVABALAN.P
9	U14CE201	SHIVAM KUMAR
10	U14CE202	SHYAMANANDA LONGJAM
11	U14CE203	SIBI.R
12	U14CE204	SIVA SANKARAN.P
13	U14CE205	SIVA.M
14	U14CE206	SIVAKUMAR.V
15	U14CE207	SOLAR ECLIPSE MUKHIM
16	U14CE208	SOMA SANDEEP
17	U14CE209	SOROKHAIBAM CHINGLEMBA
18	U14CE210	SOUNDHARYA.R.S.
19	U14CE211	SRIRAM .S
20	U14CE212	SRIKANTH REDDY M.P.
21	U14CE213	STEPHANRAJ.R
22	U14CE214	SUBODH KUMAR DEO
23	U14CE215	SUDARSANAN .C.P
24	U14CE216	SUDHARSAN.M
25	U14CE217	SUHAIL MUSHTAQ
26	U14CE218	SUJITHA.M
27	U14CE219	SUNIL KUMAR. R
28	U14CE220	SURAJ KUMAR PAL
29	U14CE221	SURENDRAN.T
30	U14CE222	SURESH KUMAR .K
31	U14CE223	SURESH KUMAR.R
32	U14CE224	SURYA TEJA.D.
33	U14CE226	SYED HUZAIR ALI HUSSAINI

34	U14CE227	TEJASH.G.J
35	U14CE228	UDHAYA KUMAR.M
36	U14CE229	VALLURU LOKESH
37	U14CE231	VIBUVADHAN.M
38	U14CE232	VICTOR DKHAR
39	U14CE233	VIGNESH.K
40	U14CE234	VIGNESHWARAN.S
41	U14CE235	VIJAY KUMAR
42	U14CE236	VIJAY KUMAR REDDY.R
43	U14CE237	VIKASH KUMAR DAS
44	U14CE239	VIKRAM.J

  
Head of the Dept.  
(Civil Engineering)  
Bharath Institute of Higher  
Education & Research.  
Vijaya Chandra 000 073.

**Value added course**

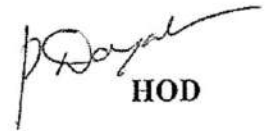
**Nature Conservation & Livelihood: Ecotourism**

**Content of Syllabus**

S.No.	Syllabus Details	No. of Lecture hrs	Time	Date	Lecture name
1	Environment – Introduction Community interaction and nature	1 hrs	10.00 am to 11.00 pm	2.7.2020	Mrs.Maria Subashini
2	Conservation of natural resources	1 hrs	11.00 am to 12.00 pm		Mrs L.Maria Subashini
3	Ecotourism and natural resource management	1 hrs	10.00 am to 11.00 pm	3.7.2020	Mrs L.Maria Subashini
4	Sustainable tourism and society	1 hrs	11.00 am to 12.00 pm		Mrs L.Maria Subashini
5	Ecotourism as a tool for conservation	1 hrs	10.00 am to 11.00 pm	6.7.2020	Mrs L.Maria Subashini
6	Environmental degradation and Ecotourism	1 hrs	11.00 am to 12.00 pm		Mrs L.Maria Subashini
7	Community based Ecotourism	1 hrs	10.00 am to 11.00 pm	7.7.2020	Mrs L.Maria Subashini
8	Peoples' initiatives on Ecotourism	1 hrs	11.00 am to 12.00 pm		Mrs L.Maria Subashini
9	Trends and scope of Ecotourism	1 hrs	10.00 am to 11.00 pm	8.7.2020	Mrs L.Maria Subashini
10	Role of technology in tourism marketing	1 hrs	11.00 am to 12.00 pm		Mrs L.Maria Subashini
11	Tourism marketing and development Role of public organization, local bodies and NGOs	1 hrs	10.00 am to 11.00 pm	9.7.2020	Mrs L.Maria Subashini
12	Marketing of regions, cities and leisure spots	1 hrs	11.00 am to 12.00		Mrs L.Maria Subashini

			pm		
13	Events, individuals, shopping, local foods, education and culture	1 hrs	10.00 am to 11.00 pm	10.7.2020	Mrs L.Maria Subashini
14	Transport and travel service marketing	1 hrs	11.00 am to 12.00 pm		Mrs L.Maria Subashini
15	Tourism legislations and Ecotourism guidelines	1 hrs	10.00 am to 11.00 pm	13.7.2020	Mrs L.Maria Subashini
16	Tourism – Historical perspectives and development	1 hrs	11.00 am to 12.00 pm		Mrs B.Saritha
17	Tourism organizations – international, national , state level and private sector	1 hrs	10.00 am to 11.00 pm	14.7.2020	Mrs B.Saritha
18	Tourism bill of rights and code for environment responsible tourism	1 hrs	11.00 am to 12.00 pm		Mrs B.Saritha
19	Sustainable Ecotourism – prospects and problems Threats and obstacles to tourism	1 hrs	10.00 am to 11.00 pm	15.7.2020	Mrs B.Saritha
20	Tourism policy and planning	1 hrs	11.00 am to 12.00 pm		Mrs B.Saritha
21	Role of local bodies and officials in tourism	1 hrs	10.00 am to 11.00 pm	16.7.2020	Mrs B.Saritha
22	Understanding tourists and hosts	1 hrs	11.00 am to 12.00 pm		Mrs B.Saritha
23	Sociology, anthropology and tourism	1 hrs	10.00 am to 11.00 pm	17.7.2020	Mrs B.Saritha
24	Tourism products and operation	1 hrs	11.00 am to 12.00 pm		Mrs B.Saritha
25	Tourist sites and attractions	1 hrs	10.00 am to 11.00 pm	20.7.2020	Mrs B.Saritha
26	Seasonality and destination in tourism	1 hrs	11.00 am to 12.00 pm		Mrs B.Saritha
27	Relevance of history in tourism	1 hrs	10.00 am to 11.00 pm	21.7.2020	Mrs B.Saritha

28	Management functions and practices in tourism Training, development and motivational aspects in tourism	1 hrs	11.00 am to 12.00 pm		Mrs B.Saritha
29	Tourism services and management	1 hrs	10.00 am to 11.00 pm	22.7.2020	Mrs B.Saritha
30	Tourism Marketing and Communication	1 hrs	11.00 am to 12.00 pm		Mrs B.Saritha

  
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DEEMED-TO-BE UNIVERSITY

**A NAAC**

NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL



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Bharath Institute of Higher Education and Research

**CERTIFICATE OF participation**

This is to Certify that SOUNDHARVA . R S, from Bharath Institute of Higher Education and Research, has participated in value added course on '**Nature Conservation & Livelihood: Ecotourism**' presented by Mrs.L.Maria Subashini., Assistant Professor, Organized by School of Civil & Infrastructure Engineering, BIHER from **02/07/2020 to 22/7/2020.**

*David*  
Coordinator

*A. D. Jayaraj*  
Head of the Dept.  
(Civil Engineering) HOD  
Bharath Institute of Higher  
Education & Research,  
Sattalpur, Chennai - 600 079.

VALUE ADDED COURSE

Feedback Form

Event Name: Nature Conservation & Livelihood & Ecotourism

Event Venue: Date: 2/7/2020, BIHER.

Name of participant: Soundharya.R.S.

1. Rate the success of the event (1: not successful, 5 very successful)

1            2            3            4            5 ✓

2. Describe what topic is good.

Sustainable Tourism & Society

3. What aspects of the course we improve.

more practical training.

4. What else would you like to see added.

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