

**PRE-REQUISITE:**

THM-105: Cultural History of Pakistan

**LEARNING OUTCOMES:**

After Completion of this course the students will be able to:

1. Explain how deviance and conformity are socially constructed and distinguish what is, or is not, deviance depending on specific time frames, cultures, locations, historical periods, and reference groups.
2. Understand the basic historical data, sociological processes and concepts, and contemporary issues concerning the social construction of race, ethnicity, gender, social status, economic class, and learn how these change over time.
3. Connect specific historical and contemporary demographic data to specific social institutions, explain the major sociological concepts and theories associated with the various institutions, determine the sociological impact on individuals and groups within the various institutions, and relate those institutions to specific types of societies.
4. Demonstrate an understanding of cross-cultural differences and an understanding of the importance of cultural context. Students will be familiar with the concepts of culture and its components (e.g., norms, values) and to identify and understand differences and commonalities within diverse cultures.

**COURSE INTRODUCTION & OBJECTIVES:**

This course introduces students to the basic concepts and methods of sociology. Students will see the connection between the individual and society plus connections among key sociological concepts.

**Module-1: Introduction**

- Understanding Sociology, Sociology: Definition, nature and scope, Sociology as a Science
- Society and community, kind of community, Characteristics of community
- Difference between society and community
- Major Theoretical Perspectives

**Module – 2: Sociological Approach to Tourism**

- Sociological factor in Tourist motivation
- Attitude and Perception
- Social dimension of host – tourist relationship
- Socio-economic and socio-cultural impacts of tourism

**Module –3: Tourism System and the Individual**

- Socialization through interaction and exchange of values, norms, social laws and usages
- Factors influencing individual's role, behavior, attitudes and experiences at the destination

**Module-4: Culture and Society**

- Definition and Significance of Culture, characteristics of culture, Social role and social status, types Culture role and status, cultural lag, ethnocentrism
- Group and Social Role and Socialization
- Relationship between culture and social structure

### **Module- 5: Social Group and Social Stratification**

- Definition of social group, types of social group
- Definition and types of social class, Social mobility, its agents and types

### **Module – 6: Tourism and Social Institutions:**

- Social institutions and their roles, factors influencing the roles and status of social institutions, influence of tourism on social institutions

### **Module – 7: Tourism and Social Change**

- Social Change: Definition and theories of social change. Factors affecting social change  
Tourism as an instrument of social change

### **ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### **ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements		Details
1.	Mid Term Assessment		It takes place at the mid-point of the semester
2.	Formative Assessment		It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment		It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### **RECOMMENDED TEXT BOOKS & SUGGESTED READINGS**

1. Apostolopoulos, Y., Leivadi, S., & Yiannakis, A. (Eds.). (2013). *The sociology of tourism: Theoretical and empirical investigations*.
2. Das, V. (Ed.). (2004). *Handbook of Indian sociology*. New Delhi: Oxford University Press.
3. Srinivas, M. N. (1995). *Social change in modern India*. Orient Blackswan.
4. Giddens, A., Duneier, M., Appelbaum, R. P., & Carr, D. S. (1991). *Introduction to sociology* (p. 672). New York: Norton