

Certificate Course in Tourism and Travel Management

Paper-I: Tourism Business

- An introduction to tourism- History, Nature, Definition, Traveler Travel Terminology, Abbreviations and Codes, Visitor, Tourist, Excursionist
- A conceptual framework of tourism- Static, Dynamic and Consequential Elements.
- Components of tourism- Area, Accessibility, Accommodation and Amenities.
- Forms of tourism- Types and Typology of Tourism, Domestic- International Tourism, Long Haul, Short Haul Tourism. Leisure, Religion, Pilgrimage, Health, Culture, Adventure, Conventions, Incentive, Business Tourism, etc.
- Organizations in promotion of tourism- WTO/ IATA/ UFTAA/ ICAO/ IATO/ Warsaw Convention/ TAAI/ ITDC/ MTDC, etc.
- Role of transport in tourism growth and development- Roadways, Railways, Airways and Waterways.
- Impact of tourism- (Positive/Negative) Socio-Cultural, Economic, Physical and Environmental.
- Growth and development of tourism in India, potential of domestic tourism in India.

Practicals And Project Work:

- Visit to: Department of Tourism and other state tourism development corporation (i.e., MTDC, RTDC, Incredible India, etc.)
- Visit to Bus station, Railway station, Airport and Seaport to understand the procedure of reservation, cancellation and learn about amenities at various places.

Paper-II: Tourism Product

This paper deals with tourism product mainly covering tourism resources within India.

- Tourism resources- definition and differentiation
 - Natural resources: relief features, climate, flora, fauna, etc.
 - Cultural resources: arts, crafts, heritage, dance, festivals, etc.
 - Man-made resources: museum, aquarium, water parks, film cities.
- Resources and resource use- patterns in the past, present and a future perspective.
- Tourism resources of India
- Natural tourism resources- rich diversity in landform and landscape, outstanding geographic features, climate, water bodies, flora and fauna
 - Tourism resources potential in mountains with special reference to Himalayas
 - India's main desert area, their geological structure, development of desert tourism, desert safaris, desert festivals, facilities and trends
 - Coastal areas, beaches and islands- coastal and beach tourism in India, island tourism with reference to Andaman and Nicobar Islands.
- Tourism Development Strategies with reference to Natural Resource tourism in India.
- Socio-cultural resources- art and architectural heritage of India, glimpses of India's architectural styles adopted over ages, historical monuments, ancient medieval and

modern- their spatial and regional dimension, religious and spiritual centres, fairs and festivals, craftsmanship, folk customs, costumes, monuments, museums, art galleries and libraries- their location and assets.

- Performing arts of India, dance styles, center of learning and performances, india folk dances
- Music and musical instruments, different schools of Indian music
- Handicrafts of india- regional variation-a potential resource.
- Indian folk culture, customs and costumes
- Manmade resources in India-
 - Created tourist attractions for environment, academic, scientific and industrial purposes.

Practicals and Project Work:

- Usage of various maps
 - Map reading and interpretation(World/India/States/District/City)
 - Filling blank maps: India and states
- Reading and analyzing time-tables: airways, railways, roadways, waterways