



“Dissemination of Education through Knowledge, Science and Culture”.
--Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha, Kolhapur's
Raje Ramrao Mahavidyalaya,
Jath

Dist. Sangli-416 404 (MS)
(Affiliated to Shivaji University, Kolhapur)

Department of History

Report

2021-22

A Certificate Course in
Travel and Tourism





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Certificate Course

Syllabus

TITLE- 'TRAVEL AND TOURISM'

Aims & Objectives:

The main objective of this Programme is

- To provide training, skill development and education needed to prepare individuals for effective job performance in the hospitality, tourism industries.
- To help the students grasping knowledge about various functions in Travel and Tourism.
- To develop problem solving skills in students.
- To develop ability and to acquire the skill and knowledge of terms, facts, concepts, processes, techniques and principles of Travel and tourism.
- To expose and to develop interest in the fields of TT.

Learning Outcomes:

On completion of this program, students will be able to understand:

- To analyze the investment trends and hospitality development patterns of international hospitality firms.
- To identify emerging overseas markets for tourism and hospitality development.
- To understand the socio-economic impact of developing tourism industry in developing countries.
- To understand the management functions of tourism and hospitality industry including human resource management, financial management, marketing and technology applications.

1. Duration of course: 45 Days

2. Eligibility to course: Students studying in B. A.

3. Admission: On the basis of merit

Evaluation System: All the students will be continuously evaluated by,

a. One final examination (One paper) 50 M

Nature of Theory question paper:

1. Exam is of Objective type. Total 15 objective type questions and 10 one line type

questions. Each question carrying 2 marks. (50 marks)

Grades: A grade= above 75, **B grade** = above 60, **C grade** = above 50

Certification: A certificate will be issued on successful completion of the course.

Syllabus

Title of Paper: TRAVEL AND TOURISM

Unit 1: Objective of Curriculum (10 lectures)

- a) Detail about national and international tourism
- b) To inform different aspects of tourism business
- c) To inform the students about skill in tourism business for self-employment
- d) To introduce practically about different units in tourism

Unit 2: Concept of Tourism and Scope (10 lectures)

- a) World tourism History, tourism History
- b) Map transportation, temperature and climate
- c) Latitude, altitude
- d) Tradition and culture, State wise festivals in India

Unit 3: Utility and Methods of Tourism Travel (10 lectures)

- a) What is tourism
- b) Reason intention how where went to travel and methods of travelling

Unit 4: Communication: Art and Practical (10 lectures)

Planning design project office management communication skill use of computer planning of tour communication in English.

Unit 5: Field Visit (05 lectures)

References:

- 1) Bhatia A. K.: International Tourism Fundamental & Practices, Sterling Publishers, New Delhi, 1995.
- 2) Bhatia A. K.: Tourism Development: Principles, Practices & Philosophy Sterling Publishers, New Delhi, 1995.
- 3) Douglas Pearce: Tourism Today: A Geographical Analysis, Longman Scientific Technical, New York, 1987.
- 4) Douglas Pearce: Topics in Applied History, Tourism Development, Longman Scientific Technical, New York, 1995.
- 5) Negi J. M. S.: Tourism & Travel Concepts and Principles, Gitanjali Publishing House, New Delhi.
- 6) Robinson H.: A History of Tourism, Mac Donald & Evans London, 1978.
- 7) Selvam M.: Tourism Industry in India, Himalayan Publishing House, Bombay, 1989.