

# SRISARADACOLLEGEFORWOMEN(AUTONOMOUS)

ReaccreditedwithB++GradebyNAAC

(Affiliated to Periyar University)

Salem – 636016.

## PG & RESEARCH DEPARTMENT OF HISTORY



### ADVANCED DIPLOMA COURSE IN TOURISM MANAGEMENT

#### Syllabi

<b>I Year</b>	<b>Certificate Course</b>	<b>Fundamentals of Tourism</b>
<b>II Year</b>	<b>Diploma Course</b>	<b>Tourism and Travel Management</b>
<b>III Year</b>	<b>Advanced Diploma Course</b>	<b>International Tourism</b>

# ADVANCED DIPLOMA COURSE IN TOURISM MANAGEMENT

## CERTIFICATE COURSE: FUNDAMENTALS OF TOURISM

**Total Hours: 100**

### **Syllabus**

#### **Objectives:**

#### **Students will be able**

1. To know about the Concept, Nature, and History of Tourism.
2. To understand about the various types of Tourism.
3. To analyse the growth and Economic importance of Tourism.

#### **UNIT- I: Hours:20**

**Definition:** Definition of Tourism- Concept of Tourism- Nature of Tourism- Significance of Tourism- History of Tourism- Tourism through the Ages - Information technology and Tourism.

#### **UNIT- II: Hours:20**

**Types of Tourism:** Internal or Domestic Tourism- It's importance- Constraints on developing Domestic Tourism- Regional Tourism- The Objectives of Regional Tourism- International Tourism - Factors influencing the growth of International Tourism.

#### **UNIT- III: Hours:20**

**Forms of Tourism:** Rest and Relaxation Tourism - Cultural Tourism- Sports Tourism- Social and Sociological Tourism- Convention Business Tourism - Political Tourism- Educational Tourism- Health Tourism- Religious tourism - Holiday Tourism.

#### **UNIT- IV: Hours:20**

**Causes for the growth of Tourism:** Increased income- Increased leisure- Rising standard of living- publicity and promotion- Mobility- Political Stability- Paid Holidays- Education and culture- Economic importance- New Schemes- Industrial Revolution and Urbanization- Revolution in transport- Democratization Barriers to Travel.

#### **UNIT- V: Hours:20**

**Economic Importance of Tourism:** Tourism and National income- Tourism and foreign exchange gains- Tourism and Tax Earnings- Tourism and Balance of payment- Tourism and Employment- Nature of Employment- Tourism and Man power Development- Tourism and support industries- Tourism and Development of Local economy - e-Tourism.

**Books for study and reference:**

1. R. Shantha Kumari- Facts on Tourism, Shantha Publication, Royapettah, Chennai- 600014.
2. J.K. Sharma- Tourism Planning and Development, Kanishka Publishers, Distributors, New Delhi- 1 1002.
3. Biswanath Ghosh- Tourism and Travel Management, Vikas Publishing House Pvt Ltd, Delhi- 110007.
4. Biswanath Ghosh- Tourism and Travel Management (Second Revised Edition), Vikas Publishing House Pvt Ltd, Delhi- I 10007.
5. Rajiv Sabharwal- Tourism and Hospitality Management in Liberalised Era, Pacific Publication, Delhi- I 10053.
6. Ashu Pasricha- International Tourism, Regal Publication, New Delhi- 110027.

## DIPLOMACOURSE: TOURISM AND TRAVEL MANAGEMENT

**Total Hours: 100**

### **Syllabus**

#### **Objectives:**

#### **Students will be able**

1. To make the students to know about the Travel Management
2. To understand the various Transport systems and Ticketing
3. To analyse the functions of Travel Agencies.

#### **UNIT-1: Hours 20**

**Travel Agencies:** Travel Agencies- Travel Agent- Prominence of Travel Agents- Travel Agencies Through ages- Travel agency in India- Requirements for Travel agency setup- Functions of a Travel Agent- Travel Information- Itineraries- Ticketing- Insurance Information on destination- Tours for excursions - Travel Organisations- Travel Agencies Association- Problems and suggestions- Rules for recognition of Travel agents.

#### **UNIT-II: Hours:20**

**Travel Documents:** History of Travel Documents- Passports- Visas- Health Formalities- Customs Formalities- Currency Control- Foreign Exchange Control- First Conducted Tour-Types of Package Tour- Advantages of a Package Tour- Categories of Tours- Structuring of a Tour- Special Fares for inclusive Tours.

#### **UNIT- III: Hours:20**

**Transport and Tourism:** Road Transport: Automobile- Rail Transport- Travel by Sea- Air Travel - Accommodation: Emergence of Hotels- Types of Hotels- Hotels in India, Motel, Resorts.

#### **UNIT- IV: Hours:20**

**Tourist Guides:** Tour Operations - Characteristics of a good Guide- Recognition of Tourist Guides- Special Training- Licensing- Languages- The Role of guides- Employment.

#### **UNIT- V: Hours:20**

**National Organization:** Need for Organisation - Functions of the Organisation — Tourist Organisation in India- Tourist offices in India TTDC — Tourist offices overseas - setting up of Department of Tourism - Present position.

**Books for study and reference :**

1. Biswanath Ghosh- Tourism and Travel Management, Vikas Publishing House Pvt Ltd, Delhi- 110007.
2. Biswanath Ghosh- Tourism and Travel Management (Second Revised Edition), Vikas Publishing House Pvt Ltd, Delhi- 110007.
3. Rajiv Sabharwal- Tourism and Hospitality Management in Liberalised Era, Pacific Publication, Delhi- 110053.
4. Ashu Pasricha- International Tourism, Regal Publication, New Delhi- 110027.
5. R. Shantha Kumari- Facts on Tourism, Shantha Publication, Royapettah, Chennai- 600014.
6. J.K. Sharma- Tourism Planning and Development, Kanishka Publishers, Distributors, New Delhi- 11002.

## ADVANCED DIPLOMA COURSE: INTERNATIONAL TOURISM

**Total Hours: 100**

### Syllabus

#### Objectives:

#### Students will be able

1. To understand the types of International Tourism.
2. To analyse the various types of Travel Documents.
3. To know about the effects of Globalization on Tourism Promotion

#### UNIT - I: Hours:20

**International Tourism:** Defining International Tourism- Classification and prerequisites of International Tourism- Different Types of International Tourism- Winter Tourism- Mass Travel- International Mass Tourism- Recent Developments - International Organization objectives of IUOTO- WTO-PATA-PATA Membership and India- International Conference and Convention Association.

#### UNIT-II: Hours:20

**Special Forms of Tourism:** Adventure Tourism- Mountaineering- Backpacking- Agritourism- Cultural Tourism- Destination Planning Resources- Local Community, Tourists, the Destination and Sustainable Tourism- Heritage Tourism- Ecotourism-Ecological Mass Tourism- Medical Tourism- Pilgrimage Tourism.

#### UNIT- III: Hours:20

**Travel Documents for Tourists:** International Travel without Passports- Types of Travel Documents- International Travel Documents- Background- Ten Essentials of a Tourist.

#### UNIT-IV: Hours:20

**Favorable factors:** Cultural factors — Political Factors — Travel Guide to India - World Tourism Organization- A Historical prospective of World Tourism.

#### UNIT-V: Hours:20

**The Effects of Globalization on Tourism Promotion:** The Global Importance of the Market- The perils of Global Awareness — Globalization and Promotional Planning- The competitive Impact of Globalization- The Socio- cultural Impact of Tourism Promotion - (*Group Projects*).

**Books for study and reference :**

1. Rajiv Sabharwal- Tourism and Hospitality Management in Liberalised Era, Pacific Publication, Delhi- 110053.
  2. Ashu Pasricha- International Tourism, Regal Publication, New Delhi- 110027.
  3. R. Shantha Kumari- Facts on Tourism, Shantha Publication, Royapettah, Chennai- 600014.
  4. J.K. Sharma- Tourism Planning and Development, Kanishka Publishers, Distributors, New Delhi- 11002.
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