



SURYA SEN MAHAVIDYALAYA

CERTIFICATE COURSE ON

TRAVEL AND TOURISM MANAGEMENT

DURATION: 1 YEAR

VENUE: N BLOCK, SURYA SEN MAHAVIDYALAYA

COURSE FEE: 7500/-

ELIGIBILITY CRITERIA:

The applicant must be enrolled in regular basis in any course and in any college. However, students of this college will be given priority. Students of other colleges will be enrolled if seats remain vacant after allotting seats to the opting students of this college. For further information please contact college office.

OBJECTIVE OF THE COURSE

The primary objective of the Travel and Tourism Management course is to provide students with a comprehensive understanding of the dynamic and multifaceted travel industry. Through this course, participants will develop a solid foundation in the principles and practices of travel and tourism management, covering key areas such as destination marketing, customer service, itinerary planning, and sustainable tourism. The course aims to equip students with the skills necessary to navigate the complexities of the travel industry, including effective communication, cultural awareness, and problem-solving. By the end of the course, students will be prepared to contribute meaningfully to the global travel and tourism sector, demonstrating a proficiency in strategic planning, industry trends, and ethical considerations. This course endeavors to foster a holistic approach to travel and tourism management, emphasizing both theoretical knowledge and practical applications for a successful career in this dynamic field. Prospects of Travel & Tourism Management includes tremendous job opportunities in government and private sectors and also entrepreneurship in the following spheres – Travel Agencies, Airlines, Cruise Ships, Event Management organizations, Cargo Management organizations, Medical tourism organizations, Eco-tourism development, Accommodation sectors (Hotels, Motels and Resorts etc.), Service Marketing Sectors, Higher Education e.g. MBA (Tourism), Master of Tourism Administration, Freelance tour operators, Escorts or Guides, etc.

Certificate in Tourism Management (1st Year)

I. Tourism Business

1. Definition, Nature, Importance, Components and typology of Tourism.
2. Concepts of Domestic and International Tourism recent trends.
3. Tourism as an industry, visitor, tourist, excursionist.
4. Growth and development of Tourism in India
5. Impacts of Tourism-Economics, Social, Physical and Environmental

II. Tourism Products

Group A

1. Socio-Cultural Resources-Important historical/ archaeological / biological sites.
2. Popular Religious Shrines/Centres- Hindu/Buddhist, Jain, Sikh, Muslim, Christian and others. Yoga, Meditation and other centre.
3. Classical Dances and Dance Styles- Centre of learning and performances. Indian folk dances.
4. Music and musical instruments- Different schools of Indian music, status of vocal and instrumental music: new experiments
5. Handicrafts of India as potential tourist resources.
6. Fair and Festival-Social, religious and commercial fairs, festivals, promotional (Tourism) fairs, viz., kite festival, white water festival, snake best race etc.
7. Created tourist destinations: Academic, Scientific and Industrial Institutions.

Group B

1. Tourist resource potential in mountain with special reference to Himalayas: Resources and resource use-patterns in the past, present and future perceptive.
2. India main desert areas, their geological structure: development as desert tourism existing trends and facilities available; desert safari and desert festival.
3. Coastal areas, beaches and Islands: Resources and resource use pattern.
4. Resources in Islands with special reference to Andaman and Nicobar Islands. Overview on Tourism Development Strategies.