

Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

UGC Ordinance 181

College Name :- Dr. Annasaheb G. D. Bendale Mahila Mahavidyalaya, Jalgaon

Title of Course :- Certificate course in Travels & Tourism

Co-ordinator :- Prof. Nanda P. Bendale

Course Objectives: -

- 1) To develop an in-depth knowledge and understanding of the techniques, principles, concepts, values substantive rules and development of the core area of Tours and Tourism.
- 2) To develop the knowledge skill and attitude to creatively and systematically apply in the Travel and Tourism.
- 3) To prepare students for managerial roles in the Tourism service industry for leadership roles and for Travel Entrepreneurship by training in practical aspects in setting up of a Travel firm or becoming a Tourism entrepreneur.
- 4) To make students capable of the applicable National Occupational standards (NOS) in the travel and tourism industry in the national and global context.

Duration of the Course : 01 Year

Fees Structure : 200/- Rs.

Course Structure :

- 1) Paper I :- Basics of Tourism
- 2) Paper II :- Tourism products in India
- 3) Paper III :- Field study Tour

Eligibility Criteria :- N.A

Skeleton of Course :

Sr. No	Paper	Name of Subject	Theory/Practical	Teaching Hours	Maximum Marks			Passing			Credit
					60	40	100	24	16	40	
1	Paper I	Basics of Tourism	Theory	90	60	40	100	24	16	40	6
2	Paper II	Tourism products in India	Theory	90	60	40	100	24	16	40	6
3	Paper III	Tour	Practical	120	60	40	100	24	16	40	8

Internal marks are divided in parts eg. 05 marks for attendance, 10 mark for Home Assignment, Tutorial and 25 marks for Internal Test.

Minimum Staff : 02

Mode of Examination : Annual

Detail Syllabus

Course Outcomes :-

After completion of this course, the students will be able to,

- 1) Tourism management graduates are hired by both private and government sector companies.
- 2) Tourism management course helps students specialize in the industry – specific knowledge and make them business ready for fields such as hotels vacation resorts, retreat hotels campgrounds.

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Dr. A. G. D. Bendale Mahila Mahavidyalaya, Jalgaon
Department of Geography

Paper I – Theory Paper

Title of the Paper – Basics of Tourism

Total Marks : 100

Unit I –Tourism :-Concept, definitions and historical development. types of tourist, traveler, excursionists, forms of tourism inbound, outbound, domestic and international.

Unit II –Nature and forms of Travel/Tourism: Tourism system, nature, characteristics and components of tourism industry, push – pull factors in tourism.

Unit III –Motivation for travel:- Basic travel motivators, early travel motivators, tourism demand, motivation of tourism demand. measuring tourism demand. pattern and characteristic of tourism supply, factors influencing tourism demand and supply.

Unit IV – Organization in tourism: – Needs and factors ,national Tourist Organizations, role and functions of Important tourism Organizations: WTO, IATA, PATA, TAAI, WTTC, seasonality and tourism.

Unit V –Impact of tourism at the destination:- Its impact socio-cultural, environmental and economic factors affecting the future of tourism business sociology of tourism.

Suggested Books :

- 1) Introduction to Tourism : A. K. Bhatia
 - 2) Tourism system : Mill R. C. and Morrison
 - 3) Tourism Development : R. Garther
 - 4) Successful Tourism management :Pran Nath seth
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Paper II – Theory Paper

Title of the Paper :- Tourism products in India

Total Marks : 100

Unit I – Introduction

Tourism products: meaning, characteristics, classification.

Heritage: - meaning, heritage sites of India.

Historic monuments of tourist significance: - forts, palaces, museums, art galleries.

Unit II – Architecture and religion

Architectural heritage of India

Popular religious centers of India:- Hindu, Buddhist, Jain, Muslim and Christian

Unit III – Nature based products.

Islands and beaches.

Deserts and hill station.

Protected area: Wildlife sanctuaries, national parks.

Unit IV – Special interest tourism products.

Performing art of India:- classical dances, folk dances, and folk culture.

Handicrafts and textiles of eastern India.

Fairs and festivals of India

Suggested Readings:

- 1) The wonder that was India : A. L. Basham
- 2) A cultural history of India : A. L. Basham
- 3) India – Lonely planet
- 4) India – plan your own holiday – S. Jagannathan
- 5) Travellers Indian – H K Kaul.
- 6) Museums of India – S. Punja
- 7) The Art of Ancient India – S. Huntington
- 8) Indian Architecture – Percy Brown

Paper III – Practical Paper

Title of the Paper :-Field study Tours

At the end of the first semester all the students will have to undergo a field study tour (FST) during the winter vacation and submit their report as a paper carrying 100 marks (4 credits) in the second semester. The students will have to give presentation based on their reports before a duly constituted board of faculty members.

अभिषेक
Course-Co-ordinator
Sru. N. P. Bendale,



Head
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