



POSTGRADUATE DEPARTMENT OF HISTORY

**PAVANATMA COLLEGE, MURICKASSERY
IDUKKI, KERALA**

Email: history@pavanatmacollege.org

**Certificate Course: An Introduction to Travel
& Tourism Studies**

2023-2024

Certificate Course: An Introduction to Travel & Tourism Studies

(certificate course offered by Post Graduate Department of History,
Pavanatma College, Murickassery)

Name of the Course	An Introduction to Travel & Tourism Studies
Offered by	Post Graduate Department of History,
Total Number of Hours	30
Course Objectives	<ul style="list-style-type: none"> ❖ To understand the basic concepts of travel and tourism, such as the different types of tourism, the economic impact of tourism, and the role of tourism in society. ❖ To learn about the different sectors of the travel and tourism industry, such as transportation, accommodation, attractions, and travel agencies. ❖ To gain knowledge of the major tourism destinations in the world. ❖ To develop research and analytical skills, so that students can gather and interpret information about the travel and tourism industry. ❖ To understand the environmental, social, and cultural impacts of tourism
Brief Description	<p>Tourism is one of the world's largest and fastest-growing sectors. This Certificate course provides students with an opportunity to learn about the various aspects of travel and tourism, including the scale, scope and organization of the industry. The course will address travel and tourism at levels from local to international, with a particular emphasis on the impacts of tourism from a societal perspective (economic, environmental, socio-cultural).</p>
Course Outcome	<ul style="list-style-type: none"> ❖ Comprehend the concepts and history of travel & tourism: Understand the evolution of the industry, different types of tourism, its economic and social impact, and its role in global development. ❖ Master the diverse sectors of the industry: Gain in-depth knowledge of various segments like

	<p>transportation, accommodation, attractions, travel agencies, tour operators, and event management.</p> <ul style="list-style-type: none"> ❖ Analyze major tourism destinations globally: Become familiar with popular tourist spots, their unique offerings, and how they manage tourism flows. ❖ Develop research and analytical skills: Conduct effective research on tourism trends, destinations, and consumer behavior to inform decision-making. ❖ Destination management and planning: Learn about destination development, management plans, sustainable tourism practices, and stakeholder engagement.
Syllabus	<p>MODULE I UNIT I: INTRODUCTION TO TRAVEL & TOURISM – Meaning & definitions of tourism, traveler, excursionist, tourists - Objectives, nature & Classification of tourism & tourists.</p> <p>MODULE II: COMPONENTS, TYPES AND FORMS OF TOURISM – Components of tourism - Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism</p> <p>MODULE – III : TOUR PACKAGING MANAGEMENT Concept, Origin and development of Tour Packaging, Types of Tour, Component of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process, Significance of Package Tour, Tour Brochure.</p> <p>MODULE IV THE TOUR GUIDE- Meaning and classification, qualities of an ideal tour guide, various role of tour guide, the business of guiding, organizing a guiding business</p> <p>MODULE V TOURISM IN KERALA Kerala tourism: an overview geographical features of Kerala in brief - climate - flora and fauna - favourable condition for tourism growth in Kerala Developments in Kerala tourism: Department of Tourism - Role of KTDC, DTPC, TRKL, BRDC, KITTS - Ecotourism Directorate - Kerala Tourism Policy</p>
Evaluation Pattern	<p>External Examination: 50 Mark Internal Examination: 20 Assignment (1): 15 Attendance:15 Ttotal :100</p>
Mode of Class	Offline

