

SNJB'S
K. K. H. Abad Arts,
S. M. G. Lodha Commerce and
S. P. H. Jain Science College

Department of Geography

Certificate Course in Travel and Tourism Management

Syllabus

1. Introduction to Tourism:

- Meaning and definition.
- Tourism business.
- Elements of tourism.
- Components of tourism.

2. Historical importance of tourism:

- Growth through ages.
- Account for famous travelers.
- The concept of annual holiday and Industrial revolution.
- Paid holiday and mass tourism.
- Effect of great wars on tourism.

3. Tourism Industry:

- Concept of tourist, visitor, excursionist.
- Introduction to tourism as an industry.
- Multinational regulations affecting tourism industry.

4. Growth and development of tourism in India:

- Formation of Ministry of Tourism.
- Department of tourism.
- Growth of tourism post Independence.
- Culture tourism in Indian.

5. Impacts of Tourism:

A: Social importance:

- Tourism and international understanding.
- Cultural benefits of Tourism.
- Tourism and National Integration.

B. Economic Importance:

- Tourism as employment generator.
- Foreign Currency & balance of payment.
- Cost benefit of international Tourism.
- Capital-output ratio.

6. Emerging Concepts in Tourism

- Agro-Tourism
- Adventure Tourism
- Medical Tourism
- Eco Tourism
- Rural Tourism

7. Role of Government agencies and financial institutions in promotion of Tourism

- DIC
- MIDC
- MSFC
- MSSIDC
- SICOM
- TFCI- Tourism Finance Corporation of India.
- India Tourism
- Maharashtra Tourism Development Corporation.

8. Travel and Tourism Management

- Recent Trends in Domestic and International Tourism in India
- Knowledge about Visa and Passport
- Sustainable Tourism management
- Visit to any Tourism agency & prepare a report.
