

Program Code: 5312

CERTIFICATE IN TRAVEL AND TOURISM MANAGEMENT
SCHEME OF EXAMINATIONS

Subject Code	Title of the Course	Credit	Hours	Passing Minimum
C21TL11/E21TL01	Fundamentals of Tourism	6	90	40/100
C21TL12/E21TL02	Global Tourism Destinations	6	90	40/100
C21TLP1/E21TLP1	Practical I - Gallie Ticketing System	4	120	40/100
C21TLP2/E21TLP2	Practical II - Tourist Management	4	120	40/100
C21TLPW/E21TLPW	Internship and Project	10	150	40/100

Eligibility for admission: Pass in 10thstd examination conducted by the Govt. of Tamil Nadu Board of Secondary Education, Government of Tamil Nadu or any other equivalent examination.

Examination: Passing Minimum for each Course is 40%. Classification will be done on the basis percentage marks of the total marks obtained in all the Courses and as given below:

40 % but less than 50 %	- Third class
50 % but less than 60 %	- Second class
60 % and above	- First class

SYLLABUS

Course I : Fundamentals of Tourism
Course II : Global Tourism Destinations
Course III : Practical I- Gallie Ticketing System
Course IV : Practical II- Tourist Management
Course V : Internship and Project

FUNDAMENTALS OF TOURISM

Unit 1

Tourism: concepts, definitions and historical development. Types of tourists: tourist, traveller, excursionists; Forms of tourism: inbound, outbound, domestic and international.

Unit 2

Nature and forms of Travel/Tourism. Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism.

Unit 3

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 4

Organizations in tourism- need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & tourism.

Unit 5

Impacts of tourism at the destination. Its impact: socio-cultural, environmental and economic. Factors affecting the future of tourism business. Sociology of tourism.

References

1. Introduction to Tourism :A.K.Bhatia
2. Tourism System : Mill R.C & Morrison
3. Tourism Development :R.Garther
4. Successful Tourism Management : Pran Nath Seth

GLOBAL TOURISM DESTINATIONS

Unit 1

Definition of Travel and Tourism, Definitions related to global tourism, Classification of Tourism Destinations, Inter relationship between tourism and other industries.

Unit 2

Future developments in global tourism, International Dimensions of Tourism, International tourism and tourist, travel flows and tourism peace, Environmental perception and tourism behaviour.

Unit 3

World tourism and its organization, Economic impact of global tourism, Types of global and analysis, and Communication national tourism, Growing impact of tourism, Global Tourism Destinations Importance of geography, map reading, climate

Unit 4

Travel and Tourism: Job profiles and Top recruiters – Holiday/ Travel Agent, Travel Executive, Tourism Manager, Travel Officer or Coordinator, Airlines or Ground Staff, Tourist Guide, Transport Officer, Travel Counsellor or Consultant, Tour Operator, Travel Writer.

Unit 5

Types of Tourism in India – Cruise Tourism, Adventure Tourism, Medical Tourism, Wellness Tourism, Golf Tourism, Polo Tourism, Eco-Tourism, Film Tourism.

References

1. "Tourism Destination Management: Principles and Practices" by Rob Harris, Peter Williams, and Tony Griffin
2. "Destination Marketing: An Integrated Marketing Communication Approach" by Steven Pike
3. "Tourism Geography: Critical Understandings of Place, Space and Experience" by Stephen Williams
4. "Tourism and Climate Change: Impacts, Adaptation and Mitigation" edited by Daniel Scott, C. Michael Hall, and Stefan Gössling
5. "Tourism and War: Contemporary Geographies of Leisure, Tourism and Mobility" edited by Brent Lovelock and Kirsten Lovelock

Practical I

Gallie Ticketing System

1. Introduction to ticketing systems: Basics of ticketing systems, including how they work, their purpose, and the different types of ticketing systems available.
2. Understanding the Gallie Ticketing System: An overview of the user interface, the various functions available to users, and how to navigate the system.
3. Ticket management: Instruction on how to create, edit, and close tickets, as well as how to search and filter tickets to find the information you need.
4. User management: Instruction on how to create new user accounts, set user permissions, and manage existing user accounts.
5. Reporting and analytics: Instruction on how to generate reports and analyze data in the Gallie Ticketing System, including how to use the system's reporting tools to identify trends, track progress, and optimize performance.

Practical II

Tourist Management

1. Destination Analysis: Conduct a destination analysis of a selected location, including its tourism infrastructure, attractions, and tourism demand and supply.
2. Tour Planning and Itinerary Design: Develop a detailed tour plan and itinerary for a selected destination, including transportation, accommodations, attractions, and activities.
3. Cost Analysis: Conduct a cost analysis of the tour plan, including pricing strategies and profit margins.
4. Tourism Marketing and Promotion: Develop a marketing and promotion plan for the tour, including advertising, public relations, and social media campaigns.
5. Marketing materials: Develop marketing materials, such as brochures, flyers, and posters, to promote the tour.

Project/Internship

A project/internship in tourism management should be structured, well-planned, and focused on addressing a relevant issue or challenge in the industry. It should also provide students with the opportunity to apply their theoretical knowledge to real-world situations, develop practical skills, and build professional networks in the tourism industry.