

Anekant Education Society's

Tuljaram Chaturchand College,

of Arts, Science and Commerce, Baramati

(Autonomous)

Department of History

"Travel and Tourism Certificate Course"

Syllabus

Course Objectives:

CO 1. To give students a comprehensive overview of the travel and tourism sector, including its structure, operations, and the key players involved, such as travel agencies, tour operators, and hospitality providers.

CO 2. To train students in delivering high-quality customer service, ensuring that they can meet the needs and expectations of travelers

CO 3. To educate students about various travel products and services, including transportation, accommodation, tour packages, and ancillary services.

CO 4. To equip students with the skills to market and promote travel and tourism services effectively, using different sales techniques and digital marketing tools.

CO 5. To foster an understanding of different cultures and customs, ensuring that students can cater to a diverse clientele.

CO 6. To promote awareness of sustainable tourism practices and teach students how to implement environmentally friendly and responsible tourism initiatives.

CO 7. To develop strong communication skills necessary for interacting with clients, colleagues, and stakeholders in the tourism industry.

Course Outcomes:

CO 1. Graduates will have a thorough understanding of the travel and tourism industry, including its key sectors, trends, and the various roles within the industry.

CO 2. Students will be able to provide exceptional customer service, understanding and meeting the diverse needs of travelers, ensuring customer satisfaction and loyalty.

CO 3. Graduates will be knowledgeable about different travel products and services, such as accommodation options, transportation modes, and tour packages, enabling them to effectively plan and sell travel experiences.

CO 4. Students will be able to develop and implement marketing strategies, using both traditional and digital platforms, to promote travel destinations and services. They will also be proficient in



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sales techniques to convert inquiries into bookings.

CO 5. Graduates will be culturally aware and sensitive, able to interact with clients and colleagues from diverse backgrounds and provide inclusive tourism experiences.

CO 6. Students will understand the principles of sustainable tourism and be capable of applying practices that minimize environmental impact and promote responsible tourism.

CO 7. Graduates will be familiar with the legal, ethical, and safety considerations in the travel and tourism industry, ensuring compliance with regulations and ethical standards.

Topics and Learning Points

Unit 01 :- Tourism : Nature and Scope (02)

1.1 Introduction

1.2 Concept of Tourism

1.3 Definition of Tourism

Unit 02 : Factors Influencing Tourism (04)

2.1 Nature Factors Influencing Tourism

2.2 Historical Factors affecting Tourism

Unit 03 : Indian Tourism (06)

3.1 Basic Factors of Indian Tourism

3.2 Evolution of Tourism in India

3.3 Development of Tourism during Plan Period

Select Readings

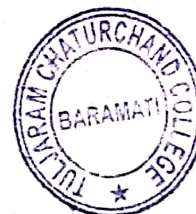
English

1. "Tourism: Principles, Practices, Philosophies" by Charles R. Goeldner and J.R. Brent Ritchie A c

2. "The Geography of Travel and Tourism" by Brian G. Boniface, Christopher P. Cooper, and Robyn Cooper

3. "Sustainable Tourism" by David Weaver.

4. "Marketing for Hospitality and Tourism" by Philip Kotler, John T. Bowen, and James C. Mak



for
Tuljaram