



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

DEPARTMENT OF COMMERCE CERTIFICATE COURSE IN TOURISM AND TRAVEL MANAGEMENT – SYLLABUS (Under CBCS based on OBE)

404

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CCEC11 /24CCCC11	PRINCIPLES OF TOURISM	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	-	-	100	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input checked="" type="checkbox"/>
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COURSE DESCRIPTION:

This course provides an in-depth understanding of tourism, covering its basic concepts, evolution, the current state of tourism in India, and the various organizations and promotional strategies involved.

COURSE OBJECTIVES:

- To familiarize students with the fundamental concepts of tourism, including definitions, the components of tourism, and the various types of tourism and motivations behind travel.
- To examine the evolution of tourism from the Roman period to the present, highlighting the development of tourist destinations and the influence of key historical events.
- To explore the role of India as a prominent tourism destination, covering both North and South India, and to understand the development and structure of tourism in India.
- To introduce students to the key tourism organizations globally and in India, including the UNWTO and ITDC, and to discuss the role of the private sector in tourism development.
- To provide students with knowledge on how tourism products are promoted, including the creation of marketing materials, advertisements, public relations, and event management.

COURSE OUTCOMES(COs):

At the end of this course, students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO1	understanding of the key elements and different motivations that drive the tourism industry.	Upto K3
CO2	understand how tourism has evolved over the centuries and how historical events like the Industrial Revolution and World Wars shaped modern tourism.	Upto K3
CO3	an understanding of India's tourism potential, both regionally and nationally, and the role of the government in promoting tourism.	Upto K3
CO4	gain insights into how tourism organizations operate and their role in the development of the tourism industry.	Upto K3
CO5	understand how tourism destinations and services are marketed and promoted through various channels.	Upto K3

K1–KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLY



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PRINCIPLES OF TOURISM

UNIT – I: BASIC CONCEPTS

Definition of Tourism, Tourists – Components of Tourism – Nature and Importance of Tourism – Motivations for Travel Types of Tourism.

UNIT – II: EVOLUTION OF TOURISM

Roman Period – Development of Tourist Destinations – Age of Renaissance – Concept of Holiday – Industrial Revolution – Post World War – II Scenario – Structure of Present day Tourism.

UNIT – III: TOURISM IN INDIA

India as a Destination (North & South India) – Development of Tourism in India – Formation of Ministry of Tourism – Department of Tourism (Government of India)

UNIT – IV: TOURISM ORGANISATIONS

Concept of Organising Tourism – United Nations World Tourism Organisation (UNWTO) – Role of Private in Tourism – Tourism Organisations in India – National Organisation (India Tourism Development Corporation (ITDC)) – Regional Organisations – (Tamilnadu – TTDC, Kerala KTDC)

UNIT – V: TOURISM PROMOTIONS

Tourism Product – Tourism Market – Tourist Information materials (Pamphlets, Brochures) – Advertisements – Public Relations – Publicity – Event Management.

REFERENCE BOOKS:

1. Bhatia.A.K. *Tourism Development – Principles and Practices*, Sterling Publishers, New Delhi, 1982.
2. Chris Cooper (et.al), *Tourism – Principles and Practice*, Pitman Publishing, London, 1993.
3. Mathieson. A., and Wall.G., *Tourism : Economic, Physical and Social Impacts*, Longman, Harlow, 1982.
4. Menon.K.M. *Tourism Management in India*, Print well publishers, Jaiur, 1999.
5. MukeshRanga, Devesh Nigam (Ed), *New Approaches in Tourism Management*, Abhiject Publications, Delhi, 2003.

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	2	3	2	3
CO2	2	2	3	2	3	2
CO3	2	3	2	3	2	2
CO4	2	2	1	3	2	2
CO5	2	1	2	3	3	3

3. Advanced Application 2. Intermediate Development 1. Introductory Level



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CCEC12/ 24CCCC12	TOURISM BUSINESS	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	-	-	100	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input checked="" type="checkbox"/>
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COURSE DESCRIPTION:

This course provides an in-depth exploration of tourism from its evolution through the ages to its impact in modern society. By the end of the course, students will have a thorough understanding of tourism's evolution, its role in India and Tamil Nadu's economy, and its broader impacts.

COURSE OBJECTIVES:

- To trace the historical development of tourism, from ancient travel to the effects of the industrial revolution, and explore the contributions of famous travelers and the significance of World War II.
- To define tourism and its key components, explore the structure of the tourism industry, and identify different sectors and types of tourism and their role in the business of tourism.
- To study the development of tourism in India and recognize the key tourist destinations across the country, including the role of the India Tourism Development Corporation (ITDC).
- To explore the various impacts of tourism, including its economic, social, cultural, and physical effects on destinations and local communities.

COURSE OUTCOMES (COs):

At the end of this course, students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO1	gain insight into how tourism evolved over time, influenced by various historical events and cultural shifts.	Upto K3
CO2	understand the structure of the tourism industry and the various sectors that make up the tourism business.	Upto K3
CO3	identify the key tourist destinations in India and understand how the development of tourism is managed by national organizations.	Upto K3
CO4	develop an understanding of Tamil Nadu's tourism infrastructure, key destinations, and how local tourism is managed.	Upto K3
CO5	analyze the positive and negative impacts of tourism on different regions and the global tourism industry.	Upto K3

K1–KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLY

Passed in the BoS Meeting held on 27/02/2025

Signature of the Chairman



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TOURISM BUSINESS

UNIT – I: EVOLUTION OF TOURISM

Travel in the ancient times – Accounts of famous travelers – The grand tour – Industrial revolution – paid holiday – Impact of World War II

UNIT – II: TOURISM BUSINESS

Definitions of Tourism, Tourist – Structure of Tourism – Sectors of Tourism – Types of Tourism – Business of Tourism.

UNIT – III: TOURISM IN INDIA

Development of Tourism in India – India Tourism Development Corporation (ITD) – Tourist Destinations of India (Delhi, Agra, Jaipur, Kullu, Manali, Goa, Mumbai, Bangalore, Cochin, Hyderabad, Calcutta, Darjeeling)

UNIT – IV: TOURISM IN TAMILNADU

Formation of Ministry of Tourism – Tamilnadu Tourism Development Corporation (TTDC) – Tourist Destination of Tamilnadu (Chennai, Trichy, Thanjavur, Madurai, Rameshwaram, Kanniyakumari, Kodikanal, Ooty)

UNIT – V: IMPACT OF TOURISM

Introduction of Impact on Tourism – Economic – Social – Cultural – Physical Impact

REFERENCE BOOKS:

1. Bhatia, A.V., *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd., 1986, New Delhi.
2. Sarina Singh et.al, *Indian*, Lonely Planet Publications Pvt. Ltd., Victoria, Australia, 2003.
3. Beizbaruab, M.P. *Indian Tourism – Beyond the Millenium* Gyan Publishing House, New Delhi. 1999.

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	2	1	2	3
CO2	1	2	3	2	3	2
CO3	2	2	3	3	3	3
CO4	2	2	3	3	3	3
CO5	2	2	3	3	3	3

3. Advanced Application 2. Intermediate Development 1. Introductory Level