



SOURASHTRA COLLEGE, MADURAI – 625004
 (An Autonomous Institution Re-accredited with ‘B+’ grade by NAAC)
PG AND RESEARCH DEPARTMENT OF COMMERCE
CERTIFICATE COURSE IN TOURISM
AND TRAVEL MANAGEMENT – SYLLABUS

(Under CBCS based on OBE) (For those admitted during 2024 – 2025 and after)

1

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CCEC11	ADOPTING TO CHANGE-MODERN 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:

The course is designed to make the students to have in depth knowledge about Adopting to change in modern tourism

COURSE OBJECTIVES: To make the students

- understand the evolution of travel from prehistoric times to the modern era, emphasizing key historical dimensions and the advent of high-speed trains.
- explore the psychological dimensions of tourism, analysing behaviour, early influences, and travel motivators.
- examine the brief history of tourist accommodations, including the emergence of hotels, supplementary options like timeshare, and resorts.
- investigate the pivotal role of travel agencies, highlighting historical figures like thomas cook and the transformation of modern agencies.
- gain insights into tourism planning and development, emphasizing coordination, the planning process, and the importance of environmental considerations for sustainable tourism.

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level(According to Bloom’s Taxonomy)
CO 1	critically analyse the historical progression of travel, from prehistoric times to the contemporary era,	Upto K3
CO 2	evaluate the psychological dimensions of tourism, understanding behaviour, early influences, and motivational factors	Upto K3
CO 3	examine the evolution of tourist accommodations, including hotels, supplementary options, and resorts.	Upto K3
CO 4	assess the transformative role of travel agencies, delving into historical figures like Thomas Cook and the modern functions of travel agencies.	Upto K3
CO 5	apply knowledge of tourism planning and development, emphasizing coordination and the planning process, with an awareness of environmental considerations for sustainable tourism practices.	Upto K3

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

Passed in the BoS Meeting held on 09/03/2024

Signature of the Chairman



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2

ADOPTING TO CHANGE- MODERN TOURISM

UNIT – I: HISTORICAL DIMENSIONS

Travel in prehistoric times- travel in Middle Ages- early pleasure travel- Development of early transportation System-Development of Modern transport system-advent of high speed trains

UNIT – II: PSYCHOLOGICAL DIMENSIONS OF TRAVEL

Tourism as behaviour- early influences -motivation -travel motivators.

UNIT – III: TOURIST ACCOMMODATION

Brief history - emergence of hotel- types of hotels -supplementary accommodation- timeshare and resorts.

UNIT – IV: THE ROLE OF THE TRAVEL AGENCY

Thomas Cook as a travel agent- the grand circular tour -the American Express company - profile of modern travel agency.

UNIT – V: TOURISM PLANNING AND DEVELOPMENT

Planning for tourism -coordination in planning -the planning process -importance of tourism planning -environmental planning.

Course objectives

REFERENCE BOOK:

Tourism development - Principles & Practices - A.K.BHATIA, Sterling Publishers, Private limited.

DIGITAL TOOLS:

- <https://www.solimarinternational.com/what-we-do/tourism-development/>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9389488/>
- <https://www.globalteer.org/adopting-responsible-tourism/>
- <https://mysmartjourney.com/en-ca/post/innovations-in-travel-and-tourism-industry>

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	1	2	2	2	2
CO4	2	2	3	3	2	2
CO5	2	1	2	3	3	3

3. Advanced Application 2. Intermediate Development 1. Introductory Level
COURSE DESIGNER: Dr. S. S. SUGANTHY

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3

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CCEC12	MANAGERIAL ASPECTS 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:

The course is designed to make the students to have in depth knowledge about Managerial aspects of tourism

COURSE OBJECTIVES: To make the students

1. comprehend the nature and components of the tourism industry.
2. define marketing concepts and strategies in tourism, covering the marketing concept, tourist products, marketing functions, market research.
3. analyse the integration of information technology in tourism, encompassing modern media techniques and networking.
4. evaluate the role of transport in tourism, examining various modes like road, air, rail, and sea transport and their significance in facilitating travel.
5. understand the economic dimensions of tourism, recognizing its role as a significant economic force.

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level(According to Bloom's Taxonomy)
CO 1	demonstrate a comprehensive understanding of the fundamental components and patterns within the tourism industry	Upto K3
CO 2	apply marketing concepts and strategies specific to tourism, utilizing knowledge of the marketing concept, tourist products, market research.	Upto K3
CO 3	integrate information technology into tourism practices, utilizing modern media and networking	Upto K3
CO 4	evaluate the role of transport in tourism, demonstrating knowledge of various modes and their significance in facilitating travel.	Upto K3
CO 5	recognize the economic dimensions of tourism, showcasing an understanding of its economic force, the tourism multiplier effect.	Upto K3

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



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4

MANAGERIAL ASPECTS OF TOURISM

UNIT – I: - TOURISM INDUSTRY

Introduction – Evolution of tourism industry – nature – components of tourism industry.

UNIT – II: - MARKETING CONCEPTS IN TOURISM

Definition of marketing concept -marketing for tourism - tourist product -marketing functions market research

UNIT – III: - INFORMATION TECHNOLOGY IN TOURISM

Modern media techniques- networking- internet – Application of computer technology in tourism

UNIT – IV: - TOURIST TRANSPORT

Role of transport in tourism- Modes of Transport- Road Transport -Air Transport - Rail Transport - Sea Transport.

UNIT – V: - ECONOMIC DIMENSIONS OF TOURISM

Tourism as a Great Economic Force- Economic Significance- Tourism Multiplier -Tourism Income Multiplier

REFERENCE BOOK:

International Tourism Management - A.K.BHATIA, Sterling Publishers, Private limited.

DIGITAL TOOLS:

<https://www.revfine.com/tourism-management/>

https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm

https://books.google.co.in/books/about/The_Management_of_Tourism.html?id=R9r90RAJM5cC&redir_esc=y

<https://leverageedu.com/blog/travel-and-tourism-management/>

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
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CO3	2	1	2	2	2	2
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3. Advanced Application 2. Intermediate Development 1. Introductory Level

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