



Autonomous (2016-17)

Malad Kandivli Education Society's

NAGINDAS KHANDWALA COLLEGE

OF COMMERCE, ARTS & MANAGEMENT STUDIES

AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3rd cycle) by NAAC with 'A' Grade)

ISO 9001 : 2015 Certified

Educational Excellence Award By Indus Foundation, U.S.A.

IMC Ramkrishna Bajaj National Quality Commendation Certificate

Syllabus Along With Course Objectives

And

Outcomes Of The Value Added Courses Offered.

DR. (MRS.) ANCY JOSE
PRINCIPAL





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- **Name of the STC – Certificate Course in Tourism and Travel Management**
- *Number of Credits – 2*
- *Students who complete the Course, it will be written as 'Successfully Completed.'*
There will be no grades awarded.

Certificate Course in Tourism and Travel Management

Course Objectives:

1. To introduce basic concepts of tourism and travel management
2. To explain the various tourism products
3. To apply the strategies for tourism development
4. To analyze the tourist maps and plan development
5. To develop understanding of various tourism resources
6. To assess the existing tourist sites

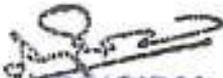
Course Outcome:

1. **CO 1:** Learners will be able to introduce basic concepts of tourism and travel management (**Level: Knowledge**)
2. **CO 2:** Learners will be able to explain the various tourism products (**Level: Comprehension**)
3. **CO 3:** Learners will be able to apply the strategies for tourism development (**Level: Application**)
4. **CO 4:** Learners will be able to analyze the tourist maps and plan development (**Level: Application**)
5. **CO 5:** Learners will be able to develop understanding of various tourism resources (**Level: Synthesis**)
6. **CO 6:** Learners will be able to assess the existing tourist sites (**Level: Evaluation**)

Paper-I: Tourism Business

- An introduction to tourism- History, Nature, Definition, Traveler Travel Terminology, Abbreviations and Codes, Visitor, Tourist, Excursionist
- A conceptual framework of tourism-Static, Dynamic and Consequential Elements.
- Components of tourism- Area, Accessibility, Accommodation and Amenities.
- Forms of tourism- Types and Typology of Tourism, Domestic- International Tourism, Long Haul, Short Haul Tourism. Leisure, Religion, Pilgrimage, Health, Culture, Adventure, Conventions, Incentive, Business Tourism, etc.




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- Organizations in promotion of tourism- WTO/ IATA/ UFTAA/ ICAO/ IATO/ Warsaw Convention/ TAAI/ITDC/ MTDC, etc.
- Role of transport in tourism growth and development- Roadways, Railways, Airways and Waterways.
- Impact of tourism- (Positive/Negative) Socio-Cultural, Economic, Physical and Environmental.
- Growth and development of tourism in India, potential of domestic tourism in India.

Practicals And Project Work:

- Visit to: Department of Tourism and other state tourism development corporation (i.e., MTDC, RTDC, Incredible India, etc.)
- Visit to Bus station, Railway station, Airport and Seaport to understand the procedure of reservation, cancellation and learn about amenities at various places.

Paper-II: Tourism Product

This paper deals with tourism product mainly covering tourism resources within India.

- Tourism resources- definition and differentiation
 - Natural resources: relief features, climate, flora, fauna, etc.
 - Cultural resources: arts, crafts, heritage, dance, festivals, etc.
 - Man-made resources: museum, aquarium, water parks, film cities.
- Resources and resource use-patterns in the past, present and a future perspective.
- Tourism resources of India
- Natural tourism resources- rich diversity in landform and landscape, outstanding geographic features, climate, water bodies, flora and fauna
 - Tourism resources potential in mountains with special reference to Himalayas.
 - India's main desert area, their geological structure, development of desert tourism, desert safaris, desert festivals, facilities and trends.
 - Coastal areas, beaches and islands- coastal and beach tourism in India, island tourism with reference to Andaman and Nicobar Islands.
- Tourism Development Strategies with reference to Natural Resource tourism in India.
- Socio-cultural resources- art and architectural heritage of India, glimpses of India's architectural styles adopted over ages, historical monuments, ancient medieval and modern- their spatial and regional dimension, religious and spiritual centers, fairs and festivals, craftsmanship, folk customs, costumes, monuments, museums, art galleries and libraries- their location and assets.
 - Performing arts of India, dance styles, center of learning and performances, Indian folk dances.
 - Music and musical instruments, different schools of Indian music.
 - Handicrafts of India- regional variation-a potential resource.
 - Indian folk culture, customs and costumes



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- Manmade resources in India-
 - Created tourist attractions for environment, academic, scientific and industrial purposes.

Practicals and Project Work:

- Usage of various maps
 - Map reading and interpretation (World/India/States/District/City)
 - Filling blank maps: India and states
- Reading and analyzing time-tables: airways, railways, roadways, waterways



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