

SREENARAYANA COLLEGE, KOLLAM

DEPARTMENT OF HISTORY

CERTIFICATE COURSE IN TOURISM AND HERITAGE STUDIES

Syllabus for Certificate Course Tourism and Heritage Studies

COURSE CONTENT

TH01: Basics of Tourism

Objective: This course introduces the concept of tourism, its, growth and development, motivations for travel, role of tourism as an economic intervention, global nature of tourism, tourism products and emerging trends in tourism industry

Module I

Concepts, definitions, origin and development- Types of Tourism, Forms of tourism: domestic, international, regional, inbound, outbound, Tourism network- and components of tourism,

Module II

Interdisciplinary approaches to tourism. Tourism Industry and its structure: attractions, accommodation, transportation, shopping, entertainment, infrastructure hospitality, Presents trends in domestic and global tourism

Module III

Tourism organizations: World Tourism Organization (WTO), Pacific Area Travel Association (PATA), World Tourism & Travel Council, (WTCC) Role and functions of Ministry of Tourism, Govt. of India, ITDC, Department of Kerala Tourism, KTDC, DTPC, FHRAI, IATA.

Module IV

Cultural Tourism – Problems and prospects – Fairs and Festivals – Dance Festivals – Performing arts – Dance and Music – Myths and Legends – Cuisines and specialty dishes – Artifacts

And Handicrafts Architecture – Mural Paintings and Sculpture.

REFERENCE

- 1.P.N Seth: Successful tourism Management (Vol. 1 & 2) , Sterling Publishers,New Delhi
2. A.K Bhatia: International Tourism Management, Sterling Publishers
3. A.K Bhatia: Tourism Development: Principles and Practices, Sterling Publishers,
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. A.K Bhatia:The Business of Tourism concept and strategies , Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

TH02 : Culture and Heritage Tourism.

Module I

Introduction to Indian Culture and Heritage Cultural Tourism- Concept and Significance, History of Cultural & Heritage Tourism in India, Glimpses of Indian cultural history – Pre and Post Vedic periods ,Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern period. Features of Indian Cultural Heritage- Preservation and Conservation of Monuments and Culture. Cultural transition, Indian cultural heritage- Architectural Heritage

Module II

Rock cut Architecture, Buddhist Architecture, Gandhara & Mathura Schools of Art , Hindu Temple Architecture, Indo-Islamic Architecture & Modern Architecture, Famous Forts & Palaces – Their Architecture, location and important features, Indian Paintings & Dance Forms (classical and folk traditions), The Management and Marketing of Religious Tourism, Festivals & Religious Events

Module III

Archaeological sites – Monuments – Ancient Temples of Kerala– Forts – Palaces and Museums Art & Architecture, Hill stations, pilgrimage centers,

Module IV

Promotional measures initiated by Ministry of Tourism, Govt. of Kerala, State Governments and Private Tourism Agencies – recent trends. Study tour to familiarize various tourism products.

REFERANCE

1. Gupta, SP, Lal, K, *Bhattacharya, M. Cultural Tourism in India (DK Print 2002)*

2. Michell, George, *Monuments of India, Vol. 1*. London.
3. Davies, Philip, *Monuments of India, Vol. II*, London.
4. Brown Percy, *Indian Architecture (Buddhist and Hindu)*, Bombay.
5. Brown Percy, *Indian Architecture (Islamic period)*, Bombay.
6. Vatsayana, Kapila, *Indian Classical Dance*, New Delhi.
7. Swami, Prayaganand, *History of Indian Music*.
8. Jain, Jyotindra & Arti, *Aggrawala : National Handicrafts and Handlooms Museum*.
9. Mehta. R. J. *Handicrafts & Industrial Arts of India*, New York.
10. Hussain, S. A.: *The national cultural of India*, National Book Trust, New Delhi, 1987
11. Heinrich Zimmer, *Philosophies of India*, Routledge

TH 03: TOUR GUIDING AND ESCORTING

Course Objectives: To acquire an in-depth knowledge about the profession of tour Guiding and escorting

Module 1

The Tour Guide- Meaning and classification, qualities of an ideal tour guide, various role of Tour guide, the business of guiding, Organizing a guiding business. The guiding techniques- leadership and social skills, presentation and speaking skills

Module II

The guide's personality, Moments of truth, the seven sins of guide, The service cycle, Working With different age groups, Working under difficult circumstances

Module III

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with Special needs, guidelines for working with disabled people, relationship with fellow guides, Motor / car operators and companies Dealing with emergencies- Accidents, Law and order, Theft, Loss of documents; First Aid importance, General procedures, evaluation of situation; Complaint handling.

REFERENCE BOOK

1. ▼Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management

4. ▼Pat Yale – Business of Tour Operations

TH04 Communication and Soft skills

Objective: listen to lectures, public announcements and news on TV and radio.
Engage in telephonic conversation; communicate effectively and accurately in English.
Use spoken language for various purposes.

Module I

Listening Skills

Difference between listening and hearing – active listening – barriers to listening - academic listening - listening for details - listening to announcements - listening to news programmes.

Module II

Speaking Skills

Interactive nature of communication -importance of context - formal and informal - set expressions in different situations – greeting – introducing - making requests - asking for / giving permission - giving instructions and directions – agreeing / disagreeing - seeking and giving advice - inviting and apologizing telephonic skills - conversational manners

Module III

Personal Skills- Knowing oneself- Confidence building- Defining strengths- Thinking Creatively- Personal values Time and stress Management. Personality Development- Personal grooming and business etiquettes, corporate etiquette. Social etiquette and telephone etiquette, role play and body language.

REFERANCE

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Meycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.