

### Certificate Course (2021-2022)

Name of the Certificate Course	Total Hours
<b>Certificate Course in Tourism Studies</b>	<b>30</b>

#### **Learning Objectives:**

1. To introduce some foundational concepts of tourism studies.
2. To understand the relation between tourism and geography.
3. To understand the relationship between cultural heritage and tourism development.
4. To provide understanding of sustainability concepts and, environmental impacts of tourism industry.

#### **Course Outcomes:**

Students should be able to:

1. Understand the basic concepts of tourism.
2. Develop an understanding of geographical features of a region and its influence on the tourism development of that region.
3. Analyse the positive and negative impacts of tourism on the environment.
4. Understand the need of sustainable tourism

#### **Module I: Understanding Tourism**

Defining Tourism- tourism as industry – Hospitality sector – basic components of tourism– accessibility- accommodation- attraction- travel agents- tour operators- lodging and caterers- transport- information and guiding.

#### **Module II: Tourism and Geography**

India's bio-diversity- geography of Kerala – major tourist centres of Kerala.

Map Work

#### **Module III: Tourism and cultural heritage**

Introduction to major heritage sites of Kerala - Monuments- museums- forts –palaces- assignment.

#### **Module IV: Tourism and Environment**

Ecotourism in Indian context –sustainable tourism- impact on environment.

#### **Essential Readings:**

1. Travel Industry: Chunky Gee et-al
2. Tourism Systems - Mill and Morrison
3. Successful Tourism Management - Prannath Seth
4. Tourism Development - R. Gartner
5. Studies in Tourism - Sagar Singh
6. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
7. Tourism: Principles and Practices - McIntosh, R.W.
8. Tourism: Past, Present and Future - Burkart & Medlik