Ramakrishna Mission Vidyamandira

Belur Math Howrah 711202

Department of Tourism and Travel
Four-month Online Certificate Course in
Tourism & Travel (2024)

(Both for men & women)

[English Medium]

Total teaching time: 30 hours

Inaugural Class: September 21, 2024 at 3:45 pm

Objectives:

- ➢ To provide the basic and essential knowledge regarding various activities undertaken by tourism industry and necessary knowledge and skill to work in the industry.
- ➢ To impart certain basic skills and aptitude that will be useful in taking up any activity in Tourism Industry.
- ➢ To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.
- ➢ To provide a global view of several multinational tourism business houses and their functions.
- ➢ To provide knowledge, skill and attitude to set up tourism related establishment.

Duration of the Programme:

The programme is of four-month duration. There will be 30 hours of class-study approximately (to be held in full online mode). After completion of the certificate course an examination will be held.

Admission:

Total seat: 40

Students will be admitted on 'first come first served' basis.

Last date: September 17, 2024

Course Fee & Payment Method:

Students have to pay total course fee of Rs 4000/- (Rupees four thousand only) during the time of online registration.

Payment Link:

https://vidyamandira.org/iemEn/rkmv_online_formseminar.jsp

[Students have to go to 'COLLEGE FEES Link for Students for online payment' and go to 'Level or Course or Programme' menu and then choose 'Certificate in Travel and Tourism'. In 'Subject' menu chose 'miscellaneous'. Put your Name, email and mobile number properly. Then pay Rs 4000/-.]

Note:

1. The course fee is totally non-refundable and non-transferable
2. Candidates may get admitted only after paying the course fee in full.
3. Course fee includes:
   ➢ Admission charges
   ➢ Tuition fee
   ➢ Online study material
   ➢ Examination fee

Class Schedule:

Theoretical class schedule will be as follows:
Every Saturday from 4.00 pm to 6.00 pm. Joining time: 3:55 PM to 4:10 PM. After 4:10 PM entry will be denied.

Note:
➢ Classes will be conducted in Google Meet.
➢ No recorded class will be available
➢ There will be some pre-announced holidays also.
➢ Pre-scheduled class may be cancelled due to any unavoidable circumstances.
➢ Additional activities (like special enrichment classes, documentary show, etc) may take place in weekdays other than Saturday.
➢ Class lectures will be delivered partly in English, partly in Bengali.
➢ During the time of online classes lending facility from the departmental library will not be provided

Eligibility:

Both male & female candidates who have passed higher secondary or equivalent examination can join.

Documents needed: (a) Photocopy of marks sheet of HS or equivalent examination

(b) One recent photograph during the time of filling up of admission form
[All will be verified later]

Course Coordinator:

Prof. Gautam Mukhopadhyay
[Mobile: (+91) 9830188805, Email: tourismtravelrkmv@gmail.com]

Programme Structure:

There will be total 6 Courses, and each Course will be divided into some modules. Each course will carry 50 marks. Students have to appear for examinations of two courses together per day, and they will get total four hours for two courses. Student will write the answer preferably in English. Questions will be set in English only.

Course Structure:

- ➢ Course I: Tourism Concepts and Principles
- ➢ Course II: Travel Agency Management
- ➢ Course III: History, Heritage & Tourist Resources of India
- ➢ Course IV: Tourism Geography (World perspective)
- ➢ Course V: Guiding Skill & Personality Development
- ➢ Course VI: Project Report & Viva

Detail Course Contents

Course–I (Course Code-CTTC-1) 6 hrs

TOURISM CONCEPTS & PRINCIPLES

Course Outcome: This will be an introductory Course giving the basis of tourism studies. This will give an overview of tourism industry and various forms and types of tourism along with tourist transportation system.

Course Contents:

Module – I   Introduction:

Tourism—definitions and concepts; tourist destination, services and industry; definition and historical development; General Tourism Trends; Types of Tourists, Visitor, Traveller, and Excursionist—definition and differentiation; Tourism—recreation and leisure, their inter-relationships.

Module – II Tourism Products & Attraction:

Nature, characteristics and components of Tourism Industry; Elements and characteristics of tourism products

Module –III   Types and Forms of Tourism:

Types of tourism: with special reference to inter-regional and intra-regional tourism; inbound and outbound tourism; domestic, international tourism.

Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism (etc.). Special interest tourism like culture or nature oriented, ethnic or 'roots' tourism and VFR.

Course-II (Course Code: CTTC-2) 4 hrs

TRAVEL AGENCY MANAGEMENT

Course Outcome: The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand functioning, formalities and documentation needed to set up these units.

Course Contents:

Module– I Travel formalities:

Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, and travel insurance; baggage and airport information.

Module– II Travel Agency and Tour Operation Business:

Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business; Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector

Module–III Approval of Travel Agents and Tour Operators:

Approval by Department of Tourism, Government of India; IATA; approval by Airlines and Railways

Study of various Fiscal and Non-Fiscal incentives available to travel agencies and tour operations business

Module–IV Functions of a Travel Agent:

Understanding the functions of a travel agency—travel information and counselling to the tourists; itinerary preparation, reservation, ticketing; preparation and marketing of tour packages

Handling business/corporate clients including conference and conventions

Sources of income: commission, service charges

Travel terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Module–V Functions of a Tour Operator:

Market research and tour package formulation, assembling, processing and disseminating information on destinations

Visioning with principles, preparation of Itineraries

Tour operation and post tour management

Sources of income for tour operation

Course –III (Course Code: CTTC-3) 12 hrs

HISTORY, HERITAGE & TOURIST RESOURCES OF INDIA

Course Outcome: This module is important to study because of India is rich in heritage properties and its maintenance is necessary. This will help to understand the history and nature of heritage properties and conservation along with the scope of heritage tourism in India. The last three modules (Part-B) give information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

Course Contents:

Part-A (History & Heritage of India)

Module- I History and Culture of India—general features:

Basic components and evolution—various architectural styles and art forms

Module-II Heritage and Heritage Tourism—Meaning and concept:

Criterions for selection as heritage sites; monuments and zone by UNESCO (WHC); types of heritage property; world famous heritage sites and monuments in India and abroad—few examples

Heritage hotels and its classification; few examples—India and abroad

Heritage walk

Part-B (Tourist Resources of India)

Module–III Natural Resources:

Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana etc)

Hill Stations: Study of Hill Station attractions and their environs with few case studies

Beaches and Islands:
Deserts of India
Popular tourist belts in India—examples

Module– IV   Fairs, Festivals & Pilgrimage Destinations of India—a short introduction:

Fairs and Festivals—a few examples

Pilgrimage destinations

Module–V Art, Handicrafts and Cuisine:

Cultural forms and tourism: a basic idea

Handicrafts of India with special emphasis on Bengal

Cuisine of India and food tourism

Course IV (Course Code: CTTC-4) 4 hrs

TOURISM GEOGRAPHY

Course Outcome: This course explores the basic components of geography in relation with tourism.

Course Content:

Module–I   Fundamentals of Geography:

Importance of Geography in tourism; Climatic variations and climatic regions of world; study of maps, longitude & latitude, international date line, time variations, time difference

Module–II   Indian Geography and Tourism:

Physical and political features of Indian subcontinents; climatic conditions prevailing in India and various climatic zones; tourism attractions in different states and connection with climatic zones

Module–III   Political and Physical Features of World Geography—brief overview:

Various destinations

Course V (Course Code: CTTC-5) 4 hrs

GUIDING SKILL & PERSONALITY DEVELOPMENT

Course Outcome: This module is prescribed to train students in various guiding skills and is useful for those who may like to join tour operation or interested to perform independent guiding work. Also it can help them to develop their personality and physical fitness.

Unit A—Guiding Skill:

Module– I   Guiding Concept:

Meaning, Concepts and Types of Guides:

Conceptual meaning of tourist guide; duties and responsibilities; how guides are appointed in tour

Module– II Responsibilities of Guides:

Preparation of a tour: review of itinerary; participant list, accuracy, timings and practicality, identifying the group or individual traveller's special needs; standard of dress and personal grooming; Greeting participants and introducing self;

Leading the participant: Skills in leading the group; general instruction to participants at monuments, sacred places and crowded areas, giving commentary, answering questions, concluding a tour

Unit B—Personality Development:

Module– III Introduction:

Meaning of personality; personality factors—external, internal; effective or winning personality; developing a selling personality; communication skills

Module-IV   Personality grooming:

Physical fitness, dressing sense, formal and informal clothing, behaviour with male and female clients, behaviour in office

Course VI (Course Code: CTTC-6)

PROJECT REPORT & VIVA

Course Outcome: This course is prescribed to give practical exposure to students at the places of tourist attractions. Each student is required to understand resource attractions of visited places and disseminate information to visitors. They will prepare a complete tour plan along with a package offered to their clients.

Course Contents:

Each student is required to participate/visit a place by their own or they may do this on the basis of a tour they took part in the past. The Tour will not be arranged by the Department of Tourism & Travel, Ramakrishna Mission Vidyamandira. The objectives behind the field tour are to provide practical

knowledge of tourist resources and to analyse the existing infrastructure and amenities of tourism development and to examine future prospects of tourism promotion. Each student is required to submit a Project Report in a prescribed format for evaluation (details will be notified later) and after that they will appear in a viva voce conducted by the experts. Marks division: Project Report 30 marks and Viva 20 marks.

Marks pattern of the theory papers:

Students have to appear for examinations of two courses together per day, and they will get total four hours for two courses. They will use separate answer scripts for each course. Question pattern of each course will be as follows:

10 MCQ* (or SAQ) × 1 mark each	= 10 marks
5 marks × 4 short notes (out of 8)	= 20 marks
10 marks × 2 small essays (out of 4)	= 20 marks
Total	= 50 marks

Online examination method will be declared later

Note: Curriculum development is a continuous process. Course structures/contents may be changed (even during the course) for the larger interest of industry, students and profession, or for any other reason.

Attendance:
Students are expected to put in as much attendance as possible as it is an integral part of learning. A minimal attendance of 75% in theoretical classes is mandatory. Students have to join the classes before 4:10 pm; otherwise entry will be denied.

Examination:
Examinations of theory papers will be held by the first week of January, 2025 (tentative). Final schedule will be declared later. Students have to appear for examinations of two courses together per day and the total time allotted will be four hours for two courses. Student will write the answer preferably in English, or, if not possible, in Bengali. Questions will be set in English only. Certificates will be distributed after one month of the completion of the examination. **There will be no supplementary arrangement of examinations.**

Eligibility to get Certificate:
Students have to appear in **all the examinations and score minimum 40%** of the aggregate

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