

POST GRADUATE DEPARTMENT OF COMMERCE & MANAGEMENT

VALUE ADDED COURSES 2024 - 2025
CERTIFICATE IN FUNDAMENTALS OF TOURISM
PROGRAMME CODE:

Number of Teaching Hours: 30

Course Objectives:

- ✓ Enhance the awareness of Fundamentals of Tourism System
- ✓ Understand the dimensions of Tourism Management
- ✓ Understand Factors Affecting Tourist System
- ✓ Provide an outline of the Tourism as an Industry

Module 1: Introduction of Fundamentals of Tourism. (10 Hours)

- Introduction about basics of Tourism Management
- 3 Components of Tourism Management
- Tourism System
- Major Components of Tourism

Module 2: Transportation Management. (12Hours)

- Transport Technology
- Transport Infrastructure
- Factors affecting the selection of Transportation
- Types of Transportation

Module 3: Accommodation Management (8 Hours)

- Primary Accommodation
- Secondary Accommodation
- Trends in Accommodation
- Meals Plan
- Strategies of Accommodation Marketing

Course Outcomes

- ✓ Understanding the basic functional managements in Tourism
- ✓ Understand the features of Tourism System & Its Functions

Reference Books:

1. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)
2. Premadasa, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers Distributor.