



Add-on Course On
“Travel and Tourism”

Organized by

Dept. of History

In Collaboration With

IQAC

Sree Chaitanya Mahavidyalaya

Habra-Prafullanagar, North 24 Paraganas

Duration- 24/05/2024- 22/06/2024

For More Details Contact
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(Department of History)
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(Department of History)

FREE OF COST

ABOUTTHECOURSE:

Travel and Tourism course are an evergreen prospering industry in India. This course covers a wide range of topics related to travel and tourism, including the history and growth of the industry, the principles of hospitality management, marketing strategies and destination management.

OBJECTIVES

- **To study the fundamental concept of Travel & Tourism.**
- **To measure the impact of tourism on socio, economic and culture.**
- **To develop communication skill, project management, cross cultural awareness.**

COURSE CURRICULUM

30 Hours, 30 Classes

- **Module: 1-** Introduction to Travel & Tourism- i. Concept of Travel & Tourism, ii. Historical Development of Tourism, iii. Tourism during the Industrial Revolution,
- **Module: 2-** Travel through the Ages: An Ancient Time
- **Module: 3-** i. Mohenjodaro and Harappan Period, ii. Medieval Architecture, iii. Modern Architecture
- **Module: 4 -** Some Important sites in Bengal
- **Module: 5-** ICT in Tourism
- **Module: 6-** Religious Tourism-i. Religion as a Motivator
- **Module: 7-** Performing art of India-i. Classical dances, folk dances and folk culture, ii. Handicrafts and Textiles of India, iii. Fairs and Festivals of India
- **Module: 8-** Role of HRM in Tourism Management
- **Module: 9-** History of Travel and Tourism: India
- **Module: 10-** Communication Skill