



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

SYLLABUS OF CERTIFICATE IN TOURISM MANAGEMENT (CTM)

INSTRUCTIONAL DESIGN:

The University offers a lot of flexibility and openness in the courses and duration for the completion of programme. The University follows the credit system for its programmes. Certificate in Tourism Management (CTM) is a 16 credits programme. The programme consists of three theory Papers viz, CTM-01, CTM-02, CTM-03 and one Field Familiarization report (Project) viz. CTM-04(P).

PROGRAMME CURRICULUM STRUCTURE

Sl No.	Course Code	Course Title	Credits
SEMESTER-I			
1	CTM-01	Fundamental of Tourism	4
2	CTM-02	Travel Distribution Management	4
3	CTM-03	Branding Tourism Products in India	4
4	CTM-04(P)	Field Familiarization Report-I	4
Total Papers - 4			16 Credit

Course Code: CTM-01

FUNDAMENTALS OF TOURISM

Course Objectives:

The objectives of learning this course is to:

- Study the fundamental concept of tourism.
- Understand nature and types of tourism.
- Measure the impact of tourism on socio, economic and culture.

BLOCK-1: Tourism: Concepts	
UNIT-01:	Historical Development of Tourism , Definitions & Nature, Tourism: Components and Characteristics
UNIT-02:	Visitor-Excursionist, Typology of Tourist, Forms of Tourism- Domestic Tourism, National Tourism: Inbound Tourism, Outbound Tourism, Internal Tourism,
UNIT-03:	International Tourism: Inbound and Outbound Tourism.
UNIT-04:	Tourism Systems, Tourism Motivations

BLOCK-2: Domestic and International Tourism	
UNIT-05:	Regional Tourism: Features, Pattern of Growth and Profile
UNIT-06:	Domestic Tourism: Features, Pattern of Growth and Profile
UNIT-07:	Tourism Demand
UNIT-08:	Tourism Supply

BLOCK-3: Tourism Impacts	
UNIT-09:	Economic Impacts
UNIT-10:	Socio-Cultural Impacts
UNIT-11:	Ecological Impacts
UNIT-12:	Environmental Impacts

BLOCK-4: Tourism Organizations	
UNIT-13:	Objectives and Roles of MoT Govt. of India, ITDC, TFCI, IRCTC
UNIT-14:	An Overview of National and International Organizations and Associations: UNWTO, PATA, IATO, TAAI.
UNIT-15:	Objectives and Roles of MoT, Govt. of Odisha OTDC,
UNIT-16:	Ecotourism Society of Odisha, HARAO

Learning Outcomes- At the end of the course, students should be able to:

- Find the basic concept of Tourism Industry.
- Identify the various motivational concept of tourism industry.
- Distinguish the difference between domestic and internal tourism.
- Evaluate the socio economic, cultural, and environmental impact of tourism industry.
- Imagine the scope of the tourism industry.

Course Code: CTM-02

TRAVEL DISTRIBUTION MANAGEMENT

Course Objectives:

Focusing on the use of new technologies in travel distribution, this course addresses the history, development, operations and management of traditional and evolving channels including retail travel agents, wholesalers, tour operators, specialty channels such as meeting planners and incentive houses, tourism associations, and destination marketing organizations. Three main components of distribution channels will be addressed: suppliers, connectivity systems, and intermediaries.

	BLOCK-1: Introduction
UNIT-01:	Transport System-Air, Road, Rail and Water Transport
UNIT-02:	History and Growth of Travel Agency and Tour Operation Business, Distribution
UNIT-03:	Definition of Travel Agent and Tour Operator; Wholesale and Retail Travel Agency Business Differentiation & Interrelationship;
UNIT-04:	Destination Management Company (DNC)

	BLOCK-2: Air Transport System
UNIT-05:	Air Transport: Evolution and Present Scenario Functions of ICAO, IATA
UNIT-06:	Objectives and Roles of DGCA, AAI
UNIT-07:	Objectives and Roles of Ministry of Civil Aviation Govt. of India Freedoms of Air
UNIT-08:	Open Sky Policy. Udaan Scheme

	BLOCK-3: Surface Transportation System
UNIT-09:	Major Railway Systems of the World: Amtrak, British Rail, Euro Rail
UNIT-10:	Indian Railways, Luxury Tourist Trains- Palace on Wheels, Royal Orient Fairy Queen, Deccan Odyssey, Indrail Pass
UNIT-11:	Road Transport: Highway Tourism; National Highway, State Highway, Express Highway Coastal Highway
UNIT-12:	Dedicated Tourism Road, Recreational Vehicle

	BLOCK-4: Water Transport System
UNIT-13:	Water Transport: Historical Past
UNIT-14:	Types of Water Transport System in India
UNIT-15:	National Water Ways, Inland Water Authority of India (IWAI)
UNIT-16:	Major Sea Ports with Facility for Cruise lines

Learning Outcomes- At the end of the course, students should be able to:

- Define origin, genesis, and development of travel companies
- Explain about travel agency and tour operation business in a theoretical manner
- Apply cognitive skills for preparation of itineraries and tour plans
- List out various types of tour packaging and costing
- Assess the role and objectives travel trade organizations in connection with promotion of tourism
- Discuss the employment opportunities provided by travel agency business.

Course Code: CTM-03

BRANDING TOURISM PRODUCTS OF INDIA

Course Objectives:

- The students will understand the concepts, classification, and nature of tourism
- The students will understand the cultural heritage of the country and festivals of India.
- They will come to know how tourism and conservation can go hand in hand.
- They will come to know about national parks and patterns of India.

	BLOCK-1: Cultural Tourism Products of India
UNIT-01:	Meaning & Characteristics of Tourism Product, Branding , Brand Equity s Brand Management, Internationalization of Brands,
UNIT-02:	Positioning, Success Story of Incredible India, India’s Best Kept Secret as a Brand Campaign of Odisha.
UNIT-03:	Popular Religious & Pilgrimage Centers Pertaining to Hinduism, Buddhism, Jainism, Islamism and Christianity
UNIT-04:	Important Fairs, Festivals, Music, Dance, Paintings, Cuisine

	BLOCK-2: Nature-Based Tourism Products of India
UNIT-05:	Important Hill Stations, Deserts
UNIT-06:	Beaches, Islands, Lakes, Rivers
UNIT-07:	Important National Parks, Wildlife Sanctuaries, Biosphere Reserves
UNIT-08:	Important Ecotourism Sites, Endogenous Tourism Sites

	BLOCK-3: Manmade Tourism Products of India
UNIT-09:	UNESCO World Heritage Sites
UNIT-10:	Important Archaeological Sites & Important Forts & Palaces
UNIT-11:	Amusement Parks, Rural Tourism Sites
UNIT-12:	Shopping Centers, Medical and Wellness Tourism

	BLOCK-4: Special Focus on Tourism Products in Odisha
UNIT-13:	Important Archaeological Sites, Museums
UNIT-14:	Ecotourism Sites, Rural Tourism Villages,
UNIT-15:	Ethnic Tourism, Medical Tourism, Indigenous Tourism
UNIT-16:	Religious & Pilgrimage Centers, Fairs and Festivals and Handicrafts & Handlooms, Cuisine; Odisha in general and Western Odisha in Particular.

Learning Outcomes- At the end of the course, students should be able to:

- Know what are Culture Based Tourism Products
- What are the categories of Culture Based Tourism Products
- Types of Tourists Who Consume Culture Based Tourism Products
- Culture based Tourism Product – Festival and India

Course Code: CTM-04(P)

FIELD FAMILIARIZATION REPORT-I