

PVKN GOVT. COLLEGE (A), CHITTOOR
DEPARTMENT OF HISTORY
CERTIFICATE COURSE

2022-23

On

TOURISM & TRAVEL MANAGEMENT



RESOURCE PERSONS

S.no	Resources persons	Designation
1.	Dr.K. Chitti Kalavathi	Lecturer in History
2.	Sri. S.Reddy Basha	Lecturer in History

PVKN GOVT. COLLEGE (A), CHITTOOR

DEPARTMENT OF HISTORY

2022-2023

From
S.Reddy Basha
Lecturer in HISTORY,
PVKN Govt. Degree College (A)
Chittoor.

To
The Principal,
PVKN Govt. Degree College(A)
Chittoor.

Sub: Regarding to start certificate course on

TOURISM & TRAVEL MANAGEMENT

Respected sir/madam,


I am S.Reddy basha working as Lecturer in History in this college. This is regarding with conduct subject related certificate course introducing for students benefits of our department on " **TOURISM & TRAVEL MANAGEMENT**

The course duration should be 30 Hours . We are going to start in the academic year 2022-2023 i.e. 01-02-2022 to 02-03-2022. So this is my humble request you to permit us for the conducting of above course.

Thanking you sir,



Dr.G.Ananda Reddy
Principal



S.Reddy Basha
Lecturer in History

PVKN GOVT. COLLEGE (A), CHITTOOR

DEPARTMENT OF HISTORY

CIRCULAR

DATE: 22-01- 2022

This is to inform that the department of HISTORY is going to be conducted a subject related certificate course from 01-02-2022 to 02-03-2022 for second year students of II B.A on "". The students who are interested can enrol their names to concerned department on or before 31. 01. 2022 .The duration of the course is 30 HOURS.



PVKN GOVT. COLLEGE (A), CHITTOOR

IQAC-Resolution Copy

The IQAC committee along with chairperson and coordinator, convened a meeting on and resolved to conduct “Certificate/ Value add on courses”. in the month of with the duration of a minimum of 30 hours.

Notice Board

The department of commerce is going to conduct a certificate course on “**TOURISM & TRAVEL MANAGEMENT**” from _____ with min 30 working hours.

Interested candidates should come and register your names in the department on or before _____.

Check list:

1. IQAC Resolution
2. Department wise Resolution
3. Course structure and planning
 - a. Date and timing schedule
 - b. Course outcomes, Syllabus, Contents, Model papers
 - c. Feedback form
 - d. Model Certificate
4. Students' enrolment list
5. Attendance register for 30 hours and more (Online/ Offline)
6. Certificate distribution
7. Submission of Critical Analysis Report to IQAC

PVKN GOVT. COLLEGE (A), CHITTOOR

DEPARTMENT OF HISTORY

SUBJECT RELATED CERTIFICATE COURSE- 2021-22

The faculty members of the COMMERCE department met in the principal chamber to discuss and review the conduct of the certificate course titled "**TOURISM & TRAVEL MANAGEMENT**" under the chairmanship of the principal and the faculty of the DEPARTMENT OF History on 22.01.2022.

AGENDA:

Starting of certificate course for BA students.

RESOLUTIONS:

- (1) It is resolved to start the certificate course titled "**TOURISM & TRAVEL MANAGEMENT**" from 22.01.2022 (30 hours) for the academic year 2022-2023.
- (2) It is also resolved to frame the syllabus, regulations for the successful completion of the certificate course titled "**TOURISM & TRAVEL MANAGEMENT**".
- (3) Enrolled 25 students in this course.
- (4) Resolved to conduct classes at 4.00 PM. To 5.00 P.M
- (5) It resolved that certificate will be issued to all registered students who have successfully completed the course

MEMBERS PRESENT:

1. **Dr.K. Chitti Kalavathi**
2. **Sri. S.Reddy Basha**

PVKNGC (A), CHITTOOR

Department of History:

Outline of the course;

Total allotted hours: 30

Introduction:-

Tourism today is one of the fastest growing industries through the world and its study is of increasing academic and of practical interest. This activity is very much important since people from all classes of society participate in it in all the countries of the world .With Tourism and Travel becoming an important area of activity, there is a need of Business Managers who are in a position to handle and promote this trade.

Objective:-

- 1) To create awareness among the students about this growing industry in our country.
- 2) To impart to the students up-to-date relevant knowledge of this trade.
- 3) To generate opportunities of self employment.
- 4) To make an assessment of a few destinations to have a practical experience.
- 5) To get actual experience of tour management by excursion tours.
- 6) To help this growing industry in Maharashtra.

Scope of the Course:-

Tourism has very bright future. It is now recognized as an activity generating a number of social & economic benefits. It promotes national integration and international understanding creates employment opportunities. It gives support to local handicrafts and cultural activities, also generates considerable amount of tax revenue. All these benefits are achieved with relatively low investment. Therefore course in tourism and travel management is most applied and useful at present.

SYLLABUS

Unit – I

Tourism: Definition, Nature and Scope, Concepts- History of Tourism and its Development- Motivations for Travel-Types of Tourism - Components of Tourism.

Unit – II

Social and Economic significance of Tourism - Tourism as an Industry - - Tourism Attractions, Transport, Accommodation, Shopping, Exhibition of Handy crafts, Entertainment, Hospitality, Airlines, Travel Agencies - Impact of Tourism on Physical Environment.

Unit – III

History as Tourism product- Archaeological and Historical Monuments – Ajanta, Ellora , Sanchi, Amaravati, Nagarjunakonda, Mahabalipuram, Kanchi, Badami, Tanjavur Brihadisvara temple, Puri, Ramappa temple, Alampur, Halebid, Mukhalingam, Tadiparti, Hampi., Buddhist sites, Hill stations.

Unit – IV

Cultural and Pilgrimage Tourism- Fairs and Festivals- Ajmir, Amruthsar, Madhurai, Mount Abu, Warangal, Goa, Mahanandi, Tirupati, Lepaskhi, Simhachalam; Kuchapudi dance, Khajuraho Festival, Jagannath Rathayatra, Flamingo Festival. Hill stations.

Unit – V

Art Galleries – Yoga and Health centers Beaches, Wild Life Sanctuaries – North Indian

Cuisine – South Indian Cuisine Protection and Conservation of Historical monuments & sites – Eco Tourism Publicity – Role of films, Short films T.V., Press

Broachers _ Role of Guide in Promotion of Tourism Field Trip & Viva-voce: It would be compulsory for the students to attend the fieldtrip

STUDENT ENROLMENT LIST

SN0	NAME OF THE STUDENT	GROUP	REMARKS
1	A. Manoj kumar	B.A (H.E.P)	
2	A.Mukesh	B.A (H.E.P)	
3	B.Rupesh	B.A (H.E.P)	
4	C.Rajesh	B.A (H.E.P)	
5	E.Vamsi	B.A (H.E.P)	
6	G.Dhurgaprasad	B.A (H.E.P)	
7	G.Lakhmipathi	B.A (H.E.P)	
8	G.Pushpalatha	B.A (H.E.P)	
9	K.Karthik	B.A (H.E.P)	
10	K.Rahul krishna	B.A (H.E.P)	
11	K.Surya	B.A (H.E.P)	
12	K.Vanitha	B.A (H.E.P)	
13	K.charan	B.A (H.E.P)	
14	K.Abhi	B.A (H.E.P)	
15	M.Jithesh	B.A (H.E.P)	
16	M.Manoj kumar	B.A (H.E.P)	
17	P.Bhanuprakash	B.A (H.E.P)	
18	P,Murari	B.A (H.E.P)	
19	p.Venkatesh	B.A (H.E.P)	
20	P,Poorna chandra	B.A (H.E.P)	
21	BANDA SIREESHA	B.A (H.P.T)	
22	CHAVATAPALLI KARTHIKEYAN	B.A (H.P.T)	
23	CHELLA MOHAN BABU	B.A (H.P.T)	
24	G M RUKSHANA	B.A (H.P.T)	
25	K JENNIFER	B.A (H.P.T)	

Introduction:

Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in western Europe in the 17th century, although it has antecedents in Classical antiquity.

Tourism is distinguished from exploration in that tourists follow a “beaten path,” benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as “business tourism,” “sports tourism,” and “medical tourism” (international travel undertaken for the purpose of receiving medical care).

The origins of tourism



monk at Kyaiktiyo (Golden Rock) pagoda

Monk standing at the Kyaiktiyo (Golden Rock) pagoda, a historic Buddhist pilgrimage destination in eastern Myanmar (Burma).(more)



Varanasi, Uttar Pradesh, India: pilgrimage

Hindu pilgrims bathing in the Ganges River at Varanasi, Uttar Pradesh state, India.(more)

By the early 21st century, international tourism had become one of the world's most important economic activities, and its impact was becoming increasingly apparent from the Arctic to Antarctica. The history of tourism is therefore of great interest and importance. That history begins long before the coinage of the word *tourist* at the end of the 18th century. In the Western tradition, organized travel with supporting infrastructure, sightseeing, and an emphasis on essential destinations and experiences can be found in ancient Greece and Rome, which can lay claim to the origins of both "heritage tourism" (aimed at the celebration and appreciation of historic sites of recognized cultural importance) and beach resorts. The Seven Wonders of the World became tourist sites for Greeks and Romans.

Pilgrimage offers similar antecedents, bringing Eastern civilizations into play. Its religious goals coexist with defined routes, commercial hospitality, and an admixture of curiosity, adventure, and enjoyment among the motives of the participants. Pilgrimage to the earliest Buddhist sites began more than 2,000 years ago, although it is hard to define a transition from the makeshift privations of small groups of monks to recognizably tourist practices. Pilgrimage to Mecca is of similar antiquity. The tourist status of the hajj is problematic given the number of casualties that—even in the 21st century—continued to be suffered on the journey through the desert. The thermal spa as a tourist destination—regardless of the pilgrimage associations with the site as a holy well or sacred spring—is not necessarily a European invention, despite deriving its English-language label from Spa, an early resort in what is now Belgium. The oldest Japanese *onsen* (hot springs) were catering to bathers from at least the 6th century. Tourism has been a global phenomenon from its origins.

Modern tourism is an increasingly intensive, commercially organized, business-oriented set of activities whose roots can be found in the industrial and postindustrial West. The aristocratic grand tour of cultural sites in France, Germany, and especially Italy—including those associated with Classical Roman tourism—had its roots in the 16th century. It grew rapidly, however, expanding its geographical range to embrace Alpine scenery during the second half of the 18th century, in the intervals between European wars. (If truth is historically the first casualty of war, tourism is the second, although it may subsequently incorporate pilgrimages to graves and battlefield sites and even, by the late 20th century, to concentration camps.) As part of the grand tour's expansion, its exclusivity was undermined as the expanding commercial, professional, and industrial middle ranks joined the landowning and political classes in aspiring to gain access to this rite of passage for their sons. By the early 19th century, European journeys for health, leisure, and culture became common practice among the middle classes, and paths to the acquisition of cultural capital (that array of knowledge, experience, and polish that was necessary to mix in polite society) were smoothed by guidebooks, primers, the development of art and souvenir markets, and carefully calibrated transport and accommodation systems.

Technology and the democratization of international tourism

Transport innovation was an essential enabler of tourism's spread and democratization and its ultimate globalization. Beginning in the mid-19th century, the steamship and the railway brought greater comfort and speed and cheaper travel, in part because fewer overnight and intermediate stops were needed. Above all else, these innovations allowed for reliable time-tabling, essential for those who were tied to the discipline of the calendar if not the clock. The gaps in accessibility to these transport systems were steadily closing in the later 19th century, while the empire of steam was becoming global. Railways promoted domestic as well as international tourism, including short visits to the coast, city, and countryside which might last less than a day but fell clearly into the "tourism" category. Rail

travel also made grand tour destinations more widely accessible, reinforcing existing tourism flows while contributing to tensions and clashes between classes and cultures among the tourists. By the late 19th century, steam navigation and railways were opening tourist destinations from Lapland to New Zealand, and the latter opened the first dedicated national tourist office in 1901.

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Castries, Saint Lucia

Tourists shopping in Castries, Saint Lucia.

After World War II, governments became interested in tourism as an invisible import and as a tool of diplomacy, but prior to this time international travel agencies took the lead in easing the complexities of tourist journeys. The most famous of these agencies was Britain's Thomas Cook and Son organization, whose operations spread from Europe and the Middle East across the globe in the late 19th century. The role played by other firms (including the British tour organizers Frame's and Henry Gaze and Sons) has been less visible to 21st-century observers, not least because these agencies did not preserve their records, but they were equally important. Shipping lines also promoted international tourism from the late 19th century onward. From the Norwegian fjords to the Caribbean, the pleasure cruise was already becoming a distinctive tourist experience before World War I, and transatlantic companies competed for middle-class tourism during the 1920s and '30s. Between the World Wars, affluent Americans journeyed by air and sea to a variety of destinations in the Caribbean and Latin America.

Tourism became even bigger business internationally in the latter half of the 20th century as air travel was progressively deregulated and decoupled from "flag carriers" (national airlines). The airborne package tour to sunny coastal destinations became the basis of an enormous annual migration from northern Europe to the Mediterranean before extending to a growing variety of long-haul destinations, including Asian markets in the Pacific, and eventually bringing postcommunist Russians and eastern Europeans to the Mediterranean. Similar traffic flows expanded from the United States to Mexico and the Caribbean. In each case these developments built on older rail-, road-, and sea-travel patterns. The earliest package tours to the Mediterranean were by motor coach (bus) during the 1930s and postwar years. It was not until the late 1970s that Mediterranean sun and sea vacations became popular among working-class families in northern Europe; the label "mass tourism," which is often applied to this phenomenon, is misleading. Such holidays were experienced in a variety of ways because tourists had choices, and the destination resorts varied widely in history, culture, architecture, and visitor mix. From the 1990s the growth of flexible international

travel through the rise of budget airlines, notably easyJet and Ryanair in Europe, opened a new mix of destinations. Some of these were former Soviet-bloc locales such as Prague and Riga, which appealed to weekend and short-break European tourists who constructed their own itineraries in negotiation with local service providers, mediated through the airlines' special deals. In international tourism, globalization has not been a one-way process; it has entailed negotiation between hosts and guests.

Day-trippers and domestic tourism



Niagara Falls

Tourists in yellow raincoats observing Niagara Falls, Ontario, Canada.(more)



Luna Park, Coney Island

Luna Park, Coney Island, Brooklyn, New York, 1903.

While domestic tourism could be seen as less glamorous and dramatic than international traffic flows, it has been more important to more people over a longer period. From the 1920s the rise of Florida as a destination for American tourists has been characterized by “snowbirds” from the northern and Midwestern states traveling a greater distance across the vast expanse of the United States than many European tourists travel internationally. Key phases in the pioneering development of tourism as a commercial phenomenon in Britain were driven by domestic demand and local journeys. European wars in the late 18th and early 19th centuries prompted the “discovery of Britain” and the rise of the Lake District and Scottish Highlands as destinations for both the upper classes and the aspiring classes. The railways helped to open the seaside to working-class day-trippers and holidaymakers, especially in the last quarter of the 19th century. By 1914 Blackpool in Lancashire, the world’s first working-class seaside resort, had around four

million visitors per summer. Coney Island in Brooklyn, New York, had more visitors by this time, but most were day-trippers who came from and returned to locations elsewhere in the New York City area by train the same day. Domestic tourism is less visible in statistical terms and tends to be serviced by regional, local, and small family-run enterprises. The World Tourism Organization, which tries to count tourists globally, is more concerned with the international scene, but across the globe, and perhaps especially in Asia, domestic tourism remains much more important in numerical terms than the international version.

A case study: the beach holiday



Blackpool Tower

Blackpool Tower and beach, Lancashire, England.



Asbury Park, New Jersey

Asbury Park Beach, New Jersey, 1903.

Much of the post-World War II expansion of international tourism was based on beach holidays, which have a long history. In their modern, commercial form, beach holidays are an English invention of the 18th century, based on the medical adaptation of popular sea-bathing traditions. They built upon the positive artistic and cultural associations of coastal scenery for societies in the West, appealing to the informality and habits and customs of maritime society. Later beach holiday destinations incorporated the sociability and entertainment regimes of established spa resorts, sometimes including gambling casinos. Beach holidays built on widespread older uses of the beach for health, enjoyment, and religious rites, but it was the British who formalized and commercialized them. From the late 18th and early 19th centuries, beach resorts spread successively across Europe and

the Mediterranean and into the United States, then took root in the European-settled colonies and republics of Oceania, South Africa, and Latin America and eventually reached Asia.



Rio de Janeiro: Copacabana beach

Copacabana beach, Rio de Janeiro.

Beach holiday environments, regulations, practices, and fashions mutated across cultures as sunshine and relaxation displaced therapy and convention. Coastal resorts became sites of conflict over access and use as well as over concepts of decency and excess. Beaches could be, in acceptably exciting ways, liminal frontier zones where the usual conventions could be suspended. (Not just in Rio de Janeiro have beaches become carnivalesque spaces where the world has been temporarily turned upside down.) Coastal resorts could also be dangerous and challenging. They could become arenas for class conflict, starting with the working-class presence at the 19th-century British seaside, where it took time for day-trippers from industrial towns to learn to moderate noisy, boisterous behaviour and abandon nude bathing. Beaches were also a prime location for working out economic, ethnic, “racial,” or religious tensions, such as in Mexico, where government-sponsored beach resort developments from the 1970s displaced existing farming communities. In South Africa the apartheid regime segregated the beaches, and in the Islamic world locals sustained their own bathing traditions away from the tourist beaches.

The beach is only the most conspicuous of many distinctive settings to attract a tourist presence and generate a tourism industry, but its history illustrates many general points about tradition, diffusion, mutation, and conflict. Tourism has also made use of history, as historic sites attract cultural tourists and collectors of iconic images. Indigenous peoples can sometimes profit from the marketability of their customs, and even the industrial archaeology of tourism itself is becoming good business, with historically significant hotels, transport systems, and even amusement park rides becoming popular destinations. Heritage and authenticity are among the many challenging and compromised attributes that tourism uses to market the intangible wares that it appropriates. The global footprint of tourism—its economic, environmental, demographic, and cultural significance—was already huge at the beginning of the 20th century and continues to grow exponentially. As the body of literature examining this important industry continues to expand, historical perspectives will develop further.

P V K N GOVT COLLEGE (A), CHITTOOR
II B.ATOURISM CERTIFICATE COURSE
MODEL QUESTION PAPER -2022 – 2023
TOURISM & TRAVEL MANAGEMENT

Duration : 2 Hrs.

Max. Marks : 50 M

SECTION – A

I . Answer any THREE of the Following Questions.

3 X 10 = 30 M

1. Explain the Meaning of Tourism and its Nature and Scope.
2. Explain about Types of Tourism.
3. Discuss about Tourism is an Industry!
4. Explain the Importance of Historical & Archaeological Sites in Indian Tourism.
5. Brief description of Eco - Tourism.
6. Explain the Role of Media in the Development of Tourism.

SECTION – B

II . Answer any FOUR of the Following Questions.

4 X 5 = 20 M

7. Ancient Travellers
8. Buddhist Tourist Places
9. Yoga and Health Centres
10. Regional Cuisine
11. Handicraft Exhibitions
12. Popular Pilgrimage Places in Andhra
13. Role of Transport in Tourism
14. Travel Agencies.

STUDENTS JOINED IN THE COURSE

S.No	Name of the Student	Programme/ Combination	Max Marks	Marks obtained
1	A. Manoj kumar	B.A (H.E.P)	50	40
2	A.Mukesh	B.A (H.E.P)	50	45
3	B.Rupesh	B.A (H.E.P)	50	44
4	C.Rajesh	B.A (H.E.P)	50	48
5	E.Vamsi	B.A (H.E.P)	50	41
6	G.Dhurgaprasad	B.A (H.E.P)	50	47
7	G.Lakhmipathi	B.A (H.E.P)	50	48
8	G.Pushpalatha	B.A (H.E.P)	50	49
9	K.Karthik	B.A (H.E.P)	50	38
10	K.Rahul krishna	B.A (H.E.P)	50	45
11	K.Surya	B.A (H.E.P)	50	41
12	K.Vanitha	B.A (H.E.P)	50	42
13	K.charan	B.A (H.E.P)	50	37
14	K.Abhi	B.A (H.E.P)	50	.35
15	M.Jithesh	B.A (H.E.P)	50	41
16	M.Manoj kumar	B.A (H.E.P)	50	48
17	P.Bhanuprakash	B.A (H.E.P)	50	49
18	P,Murari	B.A (H.E.P)	50	42
19	p.Venkatesh	B.A (H.E.P)	50	41
20	P,Poorna chandra	B.A (H.E.P)	50	40
21	BANDA SIREESHA	B.A (H.P.T)	50	48
22	CHAVATAPALLI KARTHIKEYAN	B.A (H.P.T)	50	45
23	CHELLA MOHAN BABU	B.A (H.P.T)	50	46
24	G M RUKSHANA	B.A (H.P.T)	50	47
25	K JENNIFER	B.A (H.P.T)	50	50

CERTIFICATE COURSE INAUGURATION PHOTOS



Chittoor, Andhra Pradesh, India
P.V.K.N GOVT ,COLLEGE, Greampet, Chittoor, Andhra
Pradesh 517002, India
Lat 13.196112°
Long 79.096166°



Chittoor, Andhra Pradesh, India
P.V.K.N GOVT ,COLLEGE, Greampet, Chittoor, Andhra
Pradesh 517002, India
Lat 13.196112°
Long 79.096166°

-20

[illegible]

FEEDBACK FORM:

Course feedback form:

1. Were the objectives of course is clear to you
A) Yes B) No
2. The course contents met your expectations
A) Yes B) No
3. The level of the course was
A) Good B) Not Good
4. The contents were illustrated with
A) More examples B) Few examples
- B) The course exposed you to new knowledge and practices
A) Agree B) Not agree
5. Will you recommend the course to your next batch?
A) Yes B) No

CRITICAL ANALYSIS REPORT: The Department of history has been conducted a certificate course (instructional permission) on **Tourism & Travel Management** from to with the minimum duration of 30 hours. According to the IQAC and Principals instructions the course have been started the feasibility and convenient of the hours for his academic year. The total students were registered for this course and completed as per the schedules. The objective of the course was fulfilled by acquiring of business skills.

OUTCOMES OF THE COURSE:

Hence, the certificate course is very useful to BA Students. The feedback from students were collected and analysed. All the students from commerce showed interest to do such type of certificate course and to continue it for further years also.

Objective:-

- 1) To create awareness among the students about this growing industry in our country.
- 2) To impart to the students up-to-date relevant knowledge of this trade.
- 3) To generate opportunities of self employment.

Thank You.