

**CERTIFICATE COURSE IN TOURISM  
MANAGEMENT**

**(CCTM)**



**Effective from Academic Year (2020-2021)**

**Shri Govind Guru University**

**Godhra**

❖ **Course Title:** Certificate Course in Tourism Management (CCTM)

□ **Objective:**

This content is designed to understand the important role of tourism in India and to enhance the scopes for placement generation. This course design will give the overview of tourism industry and its development globally. This module will give the information regarding various types of tourism or tourist places and helps students to know the background elements of tourism resources.

❖ **Duration:**

Total duration of the CTM Course shall be of six months.

❖ **Course Tenure:** June to November & December to May.

❖ **Admission Criteria:**

10+2 or any equivalent examination passed. (In equivalent courses, 10+2 or more than two years ITI / Diploma course completion)

❖ **Documents Require:**

- School Leaving Certificate
- Mark sheet of SSC and HSC Board/ITI/Diploma Examination
- 2 Passport size photos
- Caste Certificate (If applicable)

❖ **Intake Capacity: 30**

❖ **Medium of Instruction:** Gujarati, English

## Tourism Management

Units	Content	Method	Credit	No. of Hours
Unit - I	Tourism: Concept and Definition Components of Tourism Nature and Scope of Tourism	Lecture Audio-Visual Aid Group Discussion	4	15
Unit – II	Growth and Development of Tourism Industries in India. History and Growth of Tourism Tourism Resource Development Policies.	Lecture Audio-Visual Aid Group Discussion		15
Unit - III	Impact of Tourism in India Types of Tourism: Eco Tourism, Heritage Tourism, Religious Tourism, Wildlife Tourism Socio-Economic Dimensions in Tourism.	Lecture Audio-Visual Aid Group Discussion		15
Unit - IV	Field visit, Project Work and Practical Assignment	Lecture Audio-Visual Aid Group Discussion		15