



## ADD – ON COURSE ON “TRAVEL & TOURISM”

Organized by

Department of Geography

Kandra Radha Kanta Kundu Mahavidyalaya, Purba Bardhaman 713129, West Bengal, India

Date: **03.06.2023 to 13.06.2023**



### Patron

**Dr. Mrinal Kanti Chattopadhyay**  
Principal, **Kandra Radha Kanta Kundu Mahavidyalaya.**

### Course Director & Coordinator:

**Dr. Manjari Sarkar (Basu)**  
Associate Professor & Head, Department of Geography,  
Kandra R.K.K.Mahavidyalaya, Purba Bardhaman

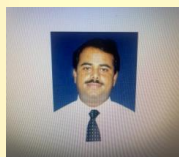
### Associate Coordinator:

**Sri Manabendra Das**, Assistant Professor, Department of Geography,  
Kandra R.K.K.Mahavidyalaya, Purba Bardhaman

### Associate Members:

Mr. Atanu Chowdhury, Mr. Jagannath Pal, Mr. Sumit Kar,  
Mr. Debabrata Ghosh, Mr. F. Elahi, Mr Asraf Ali, Mr. Shib Sankar Pandit,  
Ms. Monalisa Saha ( SACT ,Department of Geography)  
Kandra R.K.K.Mahavidyalaya, Purba Bardhaman

### Invited speakers:



**Dr. Mir Abdul Sofique**  
Head & Associate Professor  
Department of Tourism Management  
The University of Burdwan.



**Dr. Dillip Kr. Das**  
Former Head & Associate Professor  
Department of Tourism Management  
The University of Burdwan .



**Dr. Anwasha Mukherjee**  
Lecturer  
School of International Relations, Politics & Economics  
University of Reading, England, U.K.



**Dr. Suman Mukherjee**  
Assistant Professor  
Deptt. of History  
THLH Mahavidyalaya, Birbhum.

## Course details:

**Introduction:** This course would trace the development of career with literacy of travelling. Studying Travel & Tourism can lead to a variety of rewarding career opportunities- from Hotel management to working as a travel agent in career. This course often covers topics such as Eco-tourism, Hospitality, Destination marketing, Customer service, event management *etc.* Here we emphasize over the following topics:-

### Course layout

- Concept of Travel & Tourism; Difference between Travel & Tourism
- Scope of Travel & Tourisms in India & abroad
- Fundamentals of Tourism
- Elements of Tourism
- Types of Tourism
- Role of Geography in Tourism Industry
- Hospitality & Tourism
- Impact of Tourism in Economy and Environment
- Eco- Tourism
- Tourism and Economic Development
- Tourism & Tourist management
- Tourism in West Bengal
- Tourism in Jharkhand
- Tourism in Sikkim
- Tourism in Orissa
- Tourism in South India
- Reasons to choose career in travel and tourism
- Job Profile in Travel & Tourisms Sector
- Out-come of Learning Tourism

### Course Objectives

\*To provide competency among our student with the necessary knowledge, skills, values and attitudes to occupy key operational positions in the Travel and Tourism Industry.

\* To provide detailed knowledge about Travel & Tourism and literate about that matter to the under graduate students.

\*To enable the student in reading the study material about travel & Tourism not only the theoretical knowledge but also to gain some economic benefit by creating employment

\*To enlighten our students how to protect environmental degradation, prevention of habitat and conservation of wild life & natural resources.

\*To enable the student about travel & Tourism, not only the theoretical knowledge but also to gain some practical experience, which enrich the socio-cultural relationship & understanding the different culture.

### Course Outcome

- On completing the course, the students will be able to gain knowledge about travel & tourism .This study is designed to educate and enrich students with knowledge and expertise them relating to tourism, travel, and hospitality industry.
- Students will be equipped with the skills of.✓ Event management✓ Hospitality operations✓ Entrepreneurship skills ✓tour manager and knowledge to set up their own tourism enterprises ✓ Grooming and Personality Development
- Students will also imbibe with socio-cultural and environmental teachings on tourism and hospitality sector and make them socially responsible and creative leaders.
- Impact the knowledge of research in Tourism Geography by making the student confident.

### Suggested Reading

1. Burkart, A.J. & Medlik, S. (1974). Tourism- Past, Present and Future, Heinemann, London.
2. Cooper, C. & Wanhill, S. (1997). Tourism Developments: Environmental and community issues, Sussex, John Willy and Sons.
3. Das, D.K.& Biswas, S.N (2019). Tourism: concepts. Issues and Impacts, Sage Text, Sage Publication India Pvt. Ltd., New Delhi.
4. Fennel, D. (1999). Eco-tourism: An Introduction, Routledge, London.
5. Gartner, C.W. (1996). Tourism Development: Principles, Processes and policies, Van Nostrand Reinhold, New York.
6. Hall, C.M. &Page, S.J. (2002). The Geography of Tourism and Recreations: Environment, Place and Space, Routledge, London.
7. Laws, e. (1995). Tourist Destination Management: Issues, Analysis and Policies, Routledge, London.
8. Mathieson, A. & Wall, G. (1982). Tourism: Economic, Physical and Social Impacts, Harlow, Longman.
9. Mahapatra.A & Singh. E.R.(2013): Introduction to Indian Industry, Bharti Publication
10. Roy Sudip & Alpona (2020) Tourism geography & tourism management( In Bengali),NECTAR publication

**Eligibility For this Course:** Student of 2<sup>nd</sup> semester onwards (Under Graduate, preferably Geography)

**All of you are Cordially invited**

§ **Spot registration( Free of Cost), Certificate will be provided to all the eligible participants**