VIDYASAGAR UNIVERSITY

TOURISM AND TRAVEL MANAGEMENT (MAJOR)

Under Graduate Syllabus

(3 Tier Examination Pattern)
w.e.f. 2014-2015

Vidyasagar University
Midnapore 721 102
West Bengal

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Structure of the syllabus
3 Tire Revised Syllabus on Three Year
Degree Course (Major) of Tourism & Travel Management

PART-I (1st Year)	**Total 200 Marks**
First Paper	Tourism Concepts and Impacts (FM-100)
Second Paper	Tourism Products of India (FM-100)
PART-II (2nd Year)	**Total 300 Marks**
Third Paper	Tourism Business and Operation (FM-100)
Fourth Paper	Tourism Policy, Planning, Development and Management (FM-100)
Fifth Paper	Entrepreneurship Development (FM-100)
PART-III (3rd Year)	**Total 300 Marks**
Sixth Paper	Application of Information Technology in Tourism (FM-100)
Seventh Paper	Dissertation (FM-100)
Eighth Paper	Project Report on Job Training (FM-100)

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PART-I (For 1st Year), Total – 200 Marks

PAPER-I:

TOURISM CONCEPTS AND IMPACTS

FULL MARKS: (THEORY-80 MARKS, VIVA THROUGH PRESENTATION -20 MARKS) =100

THEORY TIME – THREE HOURS

Topics:

Unit -I: Definition of tourism, tourist, travel, stay. Distinction between visitor, tourist, and excursionist. Various types of tourism. Tourist typology. Tourism principle, Measurement of tourism, Components of tourism, Tourism motivations, Tourism importance.

Unit -II: Historical perspective of tourism industry in India.

Unit-III: Origin, Organizational structure, aims and functions of various national and international tourism institutions.

Unit-IV: Domestic and international tourism and its global trends. Factors affecting the growth of tourism in India.

Unit-V: Tourism statistics, popular method for collecting tourism statistics, its importance in tourism. Multiplier effects in tourism, balance of payments in tourism. Concepts of carrying capacity in the benefit of tourism.

Unit-VI: Various impacts of tourism:

1. Social Impact.
2. Cultural Impact.
3. Ethnographical Impact.

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4. Economical Impact.
5. Political Impact.
6. Environmental Impact.

Unit-VII: Tourism map designing: Various destinations of Indian tourist points.

Unit-VIII: Leisure, recreation and tourism and their interrelationship.

Division of marks:
Gr.A: 10x1 (out of 12 questions) =10
Gr.B: 4x5 (out of 06 questions) = 20
Gr.C: 5x10 (out of 08 questions) = 50

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PAPER-II

TOURISM PRODUCTS OF INDIA

FULL MARKS: (THEORY-80 MARKS, VIVA THROUGH PRESENTATION -20 MARKS) =100

THEORY TIME – THREE HOURS

Topics:

Unit-I: Cultural heritage of India – Archaeological sites of India, monuments, forts, palaces, historical importance building, UNESCO and World heritage sites in India.

Unit-II: Religious sites in India, pilgrimage tourism and its significance in tourism. Handicrafts in tourism. Fairs and festivals in India and its importance in tourism.

Unit-III: Performing arts of India- Indian classical dance and classical music, musical instruments, music school, important classical dance styles and its history. A detail study on Indian paintings, Indian theatre and folk culture, Indian cinema for popular cultural tradition.

Unit-IV: Indian museums, art galleries, Indian cultural mission board. Indian culture, tradition and heritage. Conservation of Indian culture and heritage. Role of tourist guides and escorts- urban guide, city guide, monuments guide and drivers guide.

Unit-V: Mountain tourism with special reference to the Himalaya, India's main hill stations. Adventure tourism in India.

Unit- VI: Beach tourism in India with special reference to Goa, Kerala, Orissa, etc. Island tourism with special reference to Andaman & Nicobar Islands and Laksha dweep.

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Unit-VII: Special interest tourism- health tourism, eco tourism, village tourism, sustainable tourism. National parks, wildlife & bird sanctuaries in India. Desert tourism with special reference to Rajasthan and Gujrat.

Unit-VIII: Tourism resources in West Bengal, WBTDC and its role in tourism development. Important tourism sites in W.B- Darjeeling, Dooars, Malda, Murshidabad, Mayapur, Mukutmanipur, Bishnupur, and santiniketan, Gangasagar, Sundarban and Digha.

Division of marks:
Gr.A: 10x1 (out of 12 questions) =10
Gr.B: 4x5 (out of 06 questions) = 20
Gr.C: 5x10 (out of 08 questions) = 50

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PART-II (For 2nd year), Total – 300 Marks

PAPER-III

TOURISM BUSINESS AND OPERATION

FULL MARKS: (THEORY-80 MARKS, VIVA THROUGH PRESENTATION-20 MARKS) =100

THEORY TIME – THREE HOURS

Topics:

Unit-I: History of travel agency business, case-study on major travel organization, profile of modern travel agency, setting up of a travel agency.

Unit-II: Tour operators in tourism business, rules for recognition of tour operator, package tour preparation, itinerary preparation, pricing of tour package, tour costing and pricing.
Travel accounting – preparation of business income statement, balance sheet, profit and loss statement, cash flow statement and fund flow statement.

Unit-III: Airlines ticketing – computerized reservation system (CRS) - AMEDEUS, GALLELO. CRS- system operational perspective of ticketing – ABC code, flight schedule, types of fare, flying time, routine and itinerary preparation.

Unit-IV: Tourism marketing, service marketing, differentiation between service product and consumer product, tourism as a service industry. Customer relationship management (CRM) - how to deal with different types of customer. Sales techniques and marketing principles.

Unit-V: Market segmentation, research and segmentation in tourism business, advertisement, sales promotion, marketing of Indian tourism by overseas tourism office of Govt. of India.

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Unit-VI: Business tourism, MICE tourism, business tourism in India. Reputed tour operators – Thomas Cook, Cox & Kings, Make My Trip, etc.

Unit-VII: Event management – Definition, Meaning, Scope, Role of events in promotion of tourism. Types of events- Cultural, Religious, Business. Need of event management. Key factors of best event management.

Unit-VIII: Case-study of major tourism corporation of India- KTDC, RTDC, WBTDC, MTDC, JKTDC, etc.

Division of marks:
Gr.A: 10x1 (out of 12 questions) =10
Gr.B: 4x5 (out of 06 questions) = 20
Gr.C: 5x10 (out of 08 questions) = 50

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PAPER-IV

TOURISM POLICY, PLANNING, DEVELOPMENT AND MAANGEMENT

FULL MARKS: (THEORY-80 MARKS, VIVA THROUGH PRESENTATION -20 MARKS) =100

THEORY TIME – THREE HOURS

Topics:

Unit- I: National Action Plan for tourism (NAPT) - Past and latest Action Plan of India. State tourism policy analysis like as- West Bengal, Sikkim, Rajasthan, Kerala, Himachal Pradesh, Gujarat, J& k, Goa, etc.

Unit-II: Civil aviation policy. Transportation in tourism (Road, Rail, Air and Water transportation). National airline, low cost airlines operating in India. Community development through tourism. Pro- poor tourism development.

Unit-III: Hospitality industry in tourism- classification and categorization of hotels, types of hotels, major hotel chains operating in India, heritage hotels.

Unit-IV: Human resources management, managing personnel for tourism, human resource planning, performance appraisal and career planning.

Unit-V: Planning approaches for different forms of tourism, plan for the development of a tourist destination, impacts of unplanned tourist destination, need for sustainable tourism planning.

Unit-VI: Meaning, concept and characteristics of management, functions of management and their relevance in tourism industry. Planning, Organizing, Directing, Controlling, Staffing, and Coordinating. Importance of plans in tourism development.

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Unit-VII: Staffing- steps and process of staffing, sources of recruitment in tourism, directing, principle of directing, problem in human relations, motivation of work for the tourism organization and strategies for establishing healthy human relationship.

Unit-VIII: Tourist destination management, maintaining the infrastructure and tourism carrying capacity. Preservation and conservation of heritage environment, archaeological sites and wildlife.

Division of marks:
Gr.A: 10x1 (out of 12 questions) =10
Gr.B: 4x5 (out of 06 questions) = 20
Gr.C: 5x10 (out of 08 questions) = 50

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PAPER-V

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP)

FULL MARKS: (THEORY-80 MARKS, INTERNAL ASSESSMENT / PRESENTATION-20 MARKS) =100

THEORY TIME – THREE HOURS

Topics:

Unit-I: Concept of Entrepreneurship, Definition of Entrepreneurship and Entrepreneur, Features of Entrepreneurship, Importance of Entrepreneurship, Characteristics of Entrepreneurship, Entrepreneurship and Creativity, Qualities of Entrepreneur, Definition of Innovation.

Unit-II: Brief history of the development of entrepreneurship in India.

Unit-III: Types of enterprises, Reasons for popularity of small business entrepreneurship, Role of small entrepreneurship in Indian economy, Role of the Govt. of India in the growth of small business entrepreneurship.

Unit-IV: Definition of service, nature of service industries, growing importance of service industries.

Unit-V: Procedure and formalities for starting small scale enterprise. Definition of a project, project planning, need for project planning in entrepreneurship, preparation of project report.

Unit-VI: Procedure of market survey and demand analysis. Facilities and incentives available from state Govt. and procedure for SSI registration, procedure to avail financial assistance from bank.

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Unit-VII: Management principles, costing of product, break even analysis, marketing techniques for small scale industries, working capital management, advertisement, selection of distribution channel, sales promotion.

Unit-VIII: Legal Implications: - Income tax, Excise, Sales tax, Labour laws, Factory act, Pollution control act, etc.

[This will be related to (a) interaction with entrepreneurs and (b) visits to large, medium and small industries, especially service industries.]

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PART-III (For 3rd Year) Total – 300 Marks

PAPER-VI

APPLICATION OF INFORMATION TECHNOLOGY IN TOURISM AND INTRODUCTION TO PERSONALITY DEVELOPMENT

GROUP-A (APPLICATION OF INFORMATION TECHNOLOGY IN TOURISM- 50 MARKS)

(THEORY -30 MARKS, PRACTICAL/ PRESENTATION -20 MARKS)

Topics: -Group-A

Unit-I: Role of media. Role of information in tourism.

Unit-II: Role of central and state Govt. tourism department for information in tourism.

Unit-III: Computer information, total idea of a computer internally and externally (overall idea of hardware and software terminology).

Unit-IV: Using operating system- Microsoft office (Ms-office), Database management system (DBMS), Internet, Domain name system.

Unit-V: Different tourism website observation—search engines website, Google with surfing, Internet and Extranet, Internet and its possibilities of business communication.

Unit-VI: Management information system (MIS).

Unit-VII: Applications of computer for tourism.

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GROUP-B

(INTRODUCTION TO PERSONALITY DEVELOPMENT 50 MARKS)

[(THEORY-30 MARKS), PRACTICAL-20 MARKS: GROUP DISCUSSION, EXTEMPORE, VIVA, ETC]

(A detailed study on different aspects of personality development for the utility of the hospitality industry with its theory and practical is needed.)

1. Objectives and Introduction of personality development.
2. Personality development: physical aspects- Male and Female.
3. Hygiene, habits, fitness, etiquettes and manners.
4. Communicating skills.
5. Listening, speaking, reading and writing.
6. Voice.
7. Telephonic conversation, latest technology based communication through internet.
8. Non-verbal communication.
9. Keywords in personality development.

PAPER-VII

(DISSERTATION)

Related project topic will be given by teachers to the students according to their field work.
Total marks -100
Division of marks:
External assessment-80 marks (Report writing-60 marks, presentation-20 marks).
Internal assessment- 20 marks (viva through presentation).

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PAPER-VIII

(PROJECT REPORT ON JOB TRAINING)

Total marks-100

Division of marks:

External assessment:
80 marks (Report writing-60 marks, presentation-20 marks).
Internal assessment:
20 marks (viva through presentation).

** Every student should be required to undertake at least three months of practical training in tourism enterprise: (e.g. travel agency, tour operation unit, hotel, transportation unit, etc).

** Tourism organization: Government organization.
: Private organization.

Guidelines of the Dissertation

1. Project report should be printed and spiral bind and within 50 sheets.
2. Candidate should prepare a project report on tourism destination allotted by institution or teacher.
3. Candidate should submit the report to the coordinator of the college.
4. Report to be submitted before the last month of the final examination.
5. Project report shall have the following stages :

a. Proposal presentation.
b. Field work and data analysis.
c. Report writing.
d. Final project report submission.

6. Project should be done individually.

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7. Candidate should be prepared at least two (2) copies of report: one for the institution another for the candidate.

8. Structure of the dissertation:

- Title page.
- Certificate of the institution.
- Certificate of the coordinated teacher.
- Acknowledgement.
- Content :
  Chapter-1: Introduction.
  Chapter-2: Review of literature.
  Chapter-3: Objectives.
  Chapter-4: Research methodology-data analysis.
  Chapter-5: Summary, findings and recommendation.
- Appendix.
- References.

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