# Vidyasagar University

## *Curriculum for Tourism & Travel Management (Major)*
**[Choice Based Credit System]**

### Semester-III

| Course | Course Code | Name of the Subjects | Course Type/ Nature | Teaching Scheme in hour per week | | | Credit | Marks |
|--------|-------------|---------------------|---------------------|------|---|---|--------|-------|
| | | | | **L** | **T** | **P** | | |
| **CC-5** | | **C5T:**The Supply of Recreation and Tourism | Core Course-5 | 5 | 1 | 0 | 6 | 75 |
| **CC-6** | | **C6T:**The Impacts of Tourism and Recreation | Core Course-6 | 5 | 1 | 0 | 6 | 75 |
| **CC-7** | | **C7T:** Urban Recreation and Tourism | Core Course-7 | 5 | 1 | 0 | 6 | 75 |
| **GE-3** | | **TBD** | Generic Elective-3 | | | | 4/5 | 75 |
| | | | | | | | 2/1 | |
| **SEC-1** | | **TBD** | Skill Enhancement Course-1 | | | | 2/1 | 50 |
| | | | | | | | 2 | |
| **Semester Total** | | | | | | | **26** | **350** |

**L**=Lecture, **T**=Tutorial, **P**=Practical, **CC**=Core Course, **TBD** =To be decided, **AECC**=Ability Enhancement Compulsory Course.

**Generic Elective (GE)** (Interdisciplinary) from other Department [Paper will be of 6 credits]. Papers are to be taken from following discipline: **History/ Sociology/Education/Bengali/English**

**Modalities of selection of Generic Electives (GE)**: A student shall have to choose **04** Generic Elective **(GE1 to GE4)** strictly from **02** subjects / disciplines of choice taking exactly **02** courses from each subjects of disciplines. Such a student shall have to study the curriculum of Generic Elective **(GE)** of a subject or discipline specified for the relevant semester.

## *CORE COURSE (CC)*

## CC-5: The Supply of Recreation and Tourism                    Credits 06

### C5T: The Supply of Recreation and Tourism

**Course Contents:**

The supply factors in recreation.
How has the Geographer approached the analysis of recreational supply issues?
Descriptive  research on Location and Travel.
Explanatory  research on Location and Travel.
Predictive research on Location.
Normative research on Location.
Supply and Demand in recreational contexts: Spatial interactions.
The Green  Belt concept.
The Multiple use of recreational resources.
The supply of Tourism.
The destination Life cycle.
Towards a critical geography of tourism production.
Economic globalisation.
International hotel chains.
The Leisure product.
The Role of the Public and Private sector in tourism supply.
Spatial analytical approaches to the supply of tourism facilities.
Tourists facilities.
Towards geographical analyses of hospitality: Research agendas.

## CC-6: The Impacts of Tourism and Recreation                  Credits 06

### C6T: The Impacts of Tourism and Recreation

**Course Contents:**

Impacts – Recreation Resource Management
Carrying capacity
The Recreation opportunity spectrum
The Limits of acceptable change
The Tourism Optimisation Management Model (TOMM)
Economic analysis
The Economic impact of events

The Analysis of tourism's social impacts
Trafficking, Sex tourism and slavery
Physical environmental impacts
Tourism and Coral Reefs.

## CC-7: Urban Recreation and Tourism                    Credits 06

### C7T: Urban Recreation and Tourism

### Course Contents:

Geographical approaches to Urban recreation.
The Evolution of Urban recreation in Britain.
Urban Recreation: A Socio - geographic perspectives
       The 1800s
       The 1840s
       The 1880s
       The 1920s
       The 1960s and Beyond
The Evolution of perks and open space.
Methods of analyzing urban recreation.
Urban Recreational planning.
The Management, planning and provision of urban parks in the 1990s.
Implications for managing urban parks and local leisure provision in the 1990s
Urban tourism.
Understanding the neglect of urban tourism by researchers.
Approaches to urban tourism: Geographical analysis
The Tourists experiences of urban tourism
Tourism in capital cities
The Urban tourism market: Data sources
Urban tourism: Behavioural issues
Tourists perception and cognition of the urban environment
Tourism cognitive mapping
The Value of urban heritage resources
Service quality issues in urban tourism
The significance of urban tourism

## *Skill Enhancement Courses (SEC)*

## SEC-1: E-Commerce                                        Credits 02

### SEC1T: E-Commerce

**Course contents:**

**Introduction to e commerce:** Meaning and concept of ecommerce, ecommerce vs. e-business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce like B2B, B2C, C2C, C2B,G2C

**Technology in ecommerce:** An overview of the internet, basic network architecture and the layered model, internet architecture, network hardware and software considerations, intranets and extranets ,The making of world wide web, web system architecture, ISP, URL's and HTTP, cookies.

**Building and hosting your website:** choosing an ISP, registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, CRM and e-value

**Web page design using HTML and CSS:** Overview of HTML, basic structure of an HTML document, basic text formatting, links, images, tables, frames, form and introduction to CSS.

**Security threats:** Security in cyberspace, kinds of threats and crimes: client threat, communication channel threat, server threat, other programming threats, frauds and scams

**Basic cryptography for enabling security in ecommerce: encryption:** public and private key encryption, authentication and trust using digital signature and digital certificates, internet security using VPN, firewalls, SSL

**Internet payment systems:** Features of payment methods, 4C payment methods, electronic money, ACID and ICES test, payment gateway, SET protocol for credit card payment, electronic payment media: e-cash and e-wallet, e-check, credit card, debit card, smart card, EFT and ACH

**Business to Business e-commerce:** Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions, EDI as a B2B tool.

**Consumer oriented e-commerce:** traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer, supplementary distribution channel, e broker and e-services like web-enabling services, matchmaking services, information selling on the web, entertainment services and auction services.
**E-core values:** ethical issues, legal issues, taxation issues and international issues.

**Or**

**SEC-1: Computer concepts and software packages**      **Credits 02**

**SEC1T: Computer concepts and software packages**      **Credits 01**

**Course Contents:**

**Unit I:   Basic Concepts:** Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

**Unit II:  Components of Computers:** Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader.

**Unit III:   Operating System:** Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

**Unit IV: Introduction to Networks and Internet:** Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet. Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

**Unit V: Office Applications:** Meaning and applications of word processing. **MS-Word** – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. Meaning and applications of spreadsheets.  **MS-Excel** – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.
**MS-Power Point** – creating simple presentation including slide transitions, bullets, etc.

**SEC1P: Practical**      **Credits 01**

The Practical paper will be based on following:

1. Office Applications
2. MS-Word
3. MS-Excel
4. MS-PowerPoint