

Vidyasagar University

Curriculum for Tourism and Travel Management (Major) [Choice Based Credit System]

Semester-VI

Course	Course Code	Name of the Subjects	Course Type/ Nature	Teaching Scheme in hour per week			Credit	Marks
				L	T	P		
CC- 13		CC13T: The Geography of Cultural Tourism	Core Course-13	5	1	0	6	75
CC- 14		CC14T: Emerging Trends & Contemporary Issues in Tourism	Core Course-14	5	1	0	6	75
DSE-3		TBD	Discipline Specific Elective - 3	5	1	0	6	75
DSE-4		TBD	Discipline Specific Elective - 4	0	0	6	6	75
Semester Total							24	300

L= Lecture, **T=** Tutorial, **P =** Practical, **CC -** Core Course, **TBD -** To be decided, **DSE:** Discipline Specific Elective.

SEMESTER- VI

List of Core Course (CC)

CC-13: The Geography of Cultural Tourism

CC-14: Emerging Trends & Contemporary Issues in Tourism

Discipline Specific Electives (DSE)

DSE-3: Event Management

Or

DSE-3: Adventure Tourism

Or

DSE-3: Food Tourism

DSE-4: On Job Training and Report

Or

DSE-4: Real Field Study and Project Viva

SEMESTER- VI

Core Course (CC)

CC-13: The Geography of Cultural Tourism

Credits 06

C13T: The Geography of Cultural Tourism

Credits 06

Course Contents:

Unit-I: An overview- Global cultural tourism distribution; Importance of Geography in Tourism. International Date Line, World Time Zones.

Unit-II: Major tourist attractions around the World

Europe :

- a. Central and Eastern Europe,
- b. Southern Europe
- c. European islands
- d. Northern Europe

Africa:

- a. Middle East and North Africa
- b. African cultural Tourism

Americas:

- a. North America
- b. South America

Asia:

- a. Western Asia,
- b. Central Asia,
- c. South-East Asia

Oceania Region:

- a) Australia,
- b) New Zealand and the South Pacific

Unit-III: Elements of weather and climate- Atmosphere, hydrosphere, Lithosphere, Biosphere, Major rivers, Lakes, Mountains and natural vegetation of the world.

Suggested Readings:

- 1. A Geography of Tourism – Robinson HA
- 2. The Geography of Travel & Tourism – Burton Rosemary
- 3. The Geography of Travel & Tourism – Boniface B. & Cooper C.
- 4. Encyclopedia of World Geography

CC-14: Emerging Trends & Contemporary Issues in Tourism**Credits 06****CC14T: Emerging Trends & Contemporary Issues in Tourism****Credits 06****Course Contents:****Unit I: Contemporary issues in tourism**

New trends and emerging patterns; current initiatives of Ministry of Tourism, Department of Tourism; Community Based Tourism; Concept of Home-stays, Responsible tourism; Tourism and poverty alleviation; Social media for tourism promotion; Special Tourism Zones

Unit II: Sustainable Tourism Development

Background, concept and definition; Dimensions of sustainability- social, economic, environmental; Sustainability and climate change issues in tourism ; World Conference on Sustainable Tourism; Sustainable tourism planning-principles, basic concept in Sustainable design

Unit III: Standardization and Certification for tourism sustainability

ISO 14000; World Conferences on Sustainable Development; Need and importance of tourism sustainability; Role of tourism organizations in Sustainable tourism development

Unit IV: Approaches to Sustainable Tourism

Eco friendly practices and energy waste management; Benefits of sustainable tourism development

Suggested Readings:

1. T.C. Victor M, and H. Rebecca (1998) Sustainable Tourism- A Marketing Perspective, Routledge, U.K.
2. Salah Wahab and John J. Pigram (1997) Tourism, Development and Growth: The Challenge of Sustainability, Routledge, U.K.
3. Rao, P.K. (2000) Sustainable Development – Economics and Policy, Wiley-Blackwell, New Jersey
4. Pearce D.G. and Butler R.W(1999)Contemporary issues in Tourism Development,Routledge, New York.
5. Dixit, M (2001) Tourism Products, Royal Publishers, New Delhi
6. Hall, C.M. and Duval T (2003)Safety and Security in Tourism Relationship Management and Marketing, Victoria University, Australia.
7. Chand, M (2016) Opportunities and Challenges for Tourism and Hospitality in the Bric Nations, Information Science Reference, India
8. Singh, J (2010) Ecotourism, I.K.International Publishing House Pvt. Ltd, New Delhi
9. Chandra, P (2003) International Ecotourism; Environmental Rules & Regulations, Kanishka Publishers Distributors, New Delhi

Discipline Specific Electives (DSE)

DSE-3: Event Management

Credits 06

DSE3T: Event Management

Credits 06

Course Contents:

Unit I: Planning Events: Introduction

Event Planning, Event Planning, Principles, Key Competencies. Pre-event responsibilities, Legal issues. Negotiations, the Uniform Commercial Code, the International Contractual Consideration, Ethics.

Unit II: Budgeting & Operations in Events

Budget Preparation, Estimating fixed & variable cost. Cash flow, Measures of financial performance, financial controls, risk management. Registration, Seating Arrangements, Documentation, Press Relations, Audio-Visual Arrangements, Use of Films, Videos, CDs, etc., Videoconferencing. Service quality management.

Unit III: Human Resource Dimension of Events

Interactions in event service management, event service and programmes quality gaps and human resource planning process for events.

Unit IV: Marketing Dimension of Events

The marketing mix for events, segment variables, customer's decision making process for events. Event packaging.

Suggested Readings:

1. Hoyle, L (2002) Event Marketing: How to successfully promote events, festivals, conventions and expositions John Wiley & Sons
2. Kilkenny, S (2001) Successful Event Planning, Indra Publishing House
3. Strick, S and Montgomery, R (1994) Meetings, Conventions & Expositions – An Introduction to the Industry Rhonda Publishers - Van Nostard Reinhold, An International Thomson Publishing Co.
4. Lynn V. and Brenda R. (2004) Event Management, Pearson Publication, New Delhi
5. Van der Wagen, L., & Carlos, B. R. (2005) Event management: For tourism cultural, Business and Sporting Events. Upper Saddle River, NJ: Pearson, Prentice Hall.
6. Bagchi, S and Sharma, A (2004) A Food and Beverage Service, Aman Publication. New Delhi.
7. Lawson, F.R Congress, (1980) Conventions and Conference: facility Supply and demand International Journal of tourism management, September.
8. Holt (2008) Entrepreneurship: New Venture Creation, Prentice Hall of India, N. Delhi
9. Gwenda, S (1995) Manual of Travel Agency Practice, Butterworth Heinmann, London

Or

DSE-3: Adventure Tourism

Credits 06

DSE3T: Adventure Tourism

Credits 06

Course Contents:

Unit-I: Adventure Tourism - an overview

Adventure Tourism: Definition, Scope; Marketing and promotional strategies; Challenges of adventure tourism – pollution, overbuilding, destruction of flora and fauna.

Unit-II: Air Based Adventure Tourism

Nature of Air based adventure tourism; popular tourist destinations for Air based adventure tourism (paragliding, hot air ballooning, hand gliding and micro light flying, bungee jumping, etc.). Basic minimum standards for air based adventure tourism related activities. Tools and equipment used in air based adventure tourism; Air-based adventure tourism in India; Air based adventure tourism organisations and training institutes in India.

Unit-III: Water Based Adventure Tourism:

Nature of Water based adventure tourism; popular tourist destinations for Water based adventure tourism (snorkelling, white-water rafting, kayaking, canoeing, surfing, water skiing, scuba diving, angling, etc.). Basic minimum standards for water based adventure tourism related activities. Tools and equipment used in water based adventure tourism, Water-based adventure tourism in India; Water based adventure tourism organisations and training institutes in India.

Unit-IV: Land Based Adventure Tourism

Nature of Land based adventure tourism; popular tourist destinations for land based (trekking, hiking, mountain biking, camping, bird watching, wildlife photography, skiing, mountaineering, desert safaris, car rallies, rock climbing, etc.). Tools and equipment used in land based adventure tourism, Land based adventure tourism in India; Land based adventure tourism organizations and training institutes in India.

Suggested Readings

1. Negi, J (2001) Adventure Tourism and Sports Kanishka Publishers Distributors, Delhi
2. Crowther, G (1990) India -A Travel Survival Kit.,Lonely Planet Publication.
3. Hall, M, Timothy, D et al (2006) Safety and Security in Tourism, Jaico Publishing House,
4. Wright, G (1991) Hill Stations of India, Penguin Books, New Delhi
5. Dixit, M (2002) Tourism products, New Royal Book Co. Lucknow.
6. Douglas, N Ed. (2001) Special Interest Tourism, John Wiley & Sons, Australia.
7. Singh, S (2008) Lonely Planet India.
8. Jacob, R (2007) Indian Tourism Products, Abhijeet Publications, Delhi.
9. Ball, S (2007) Encyclopedia of Tourism Resources in India, B/H.
10. Dixit, M (2002) Tourism products, New Royal Book Co. Lucknow.

Or

DSE-3: Food Tourism

Credits 06

DSE3T: Food Tourism

Credits 06

Course Contents:

Unit-I: Non-alcoholic beverages

Classification, types, service; Cold beverages – types and service. Soft Drinks- introduction, ingredients used for production – types and brands -Indian and International.

Unit-II: Wines

Definition, classification, methods; Sparkling, aromatized & fortified wines; Wines – France, Italy, Spain, Portugal, Germany, new World wines (South Africa, Australia, USA, Hungary and Indian). Storage and service of wines; Aperitifs – definition, types- wine based, spirit based.

Unit-III: Banquets

Organization structure, duties and responsibilities of banqueting staff, administrative procedure, formats maintained, banquets function prospects, types of functions (formal and informal) , seating arrangements, off premises/ outdoor catering. Airline/Railway/Sea catering – Gueridon services – origin and definition, types of trolleys and layouts.

Unit-IV: Food Festivals

Food Festivals in the different parts of World and India; Destination tourism around the Food Festivals. History and proliferation of Food Festivals- case studies.

Suggested Readings

1. Food and Beverage Service: Lillicrap & Cousin,
2. Elbs Modern Restaurant Service: John Fuller,
3. Hutchinson Food And Beverage Service Training Manual : Sudhir Andrews.

DSE- 4: On Job Training and Report

Credits 06

DSE4P: On Job Training and Report

Credits 06

Practical Activities:

1. Practical Internship of four weeks during the vacations in an approved Business / Industrial / Govt./ Service organization.
2. Submission of the training report (50 Marks)
3. Dissertation
4. Submission of performance certificate from the training institute/ organization
5. Grand Viva-voce Examination, on the basis of Dissertation/Training Report submitted, including presentation. (25 Marks)

Evaluated by two examiners (one internal and one external).

Or

DSE-4: Real Field Study and Project Viva

Credits 06

DSE4P: Real Field Study and Project Viva

Credits 06

Practical Activities:

Unit-I: Topics for the Project Work:

Students have to select a topic related to any aspect of Tourism interest. The following are the areas from which the candidate may choose a topic.

1. Centres of Tourist Attraction: a) Religious b) Socio-Cultural c) Tradition Oriented.
2. Abodes of Worship: a) Hindu Temples b) Mosques c) Churches
3. Religious Institutions
4. Fine Arts
5. Architecture
6. Monuments
7. Museums/Art Galleries/ Sanctuaries
8. Dams/lakes/ Water Falls
9. Picnic Spots and Hill Stations
10. Culinary Arts
11. Fairs and Festivals
12. Food Festivals
13. Accommodation Sector
14. Transportation Sector

Unit- II: Dissertation/Project Report Submission

(50 Marks)

Unit- III: Viva-Voce [Based on the Field Study Report submitted]

(25 Marks)

Evaluated by two examiners (one internal and one external).
