

# Vidyasagar University

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

### Semester-IV

Course	Course Code	Name of the Subjects	Course Type/ Nature	Teaching Scheme in hour per week			Credit	Marks
				L	T	P		
<b>CC-8</b>		<b>C8T:</b> Application of Information Technology in Tourism	Core Course-8	4	0	0	6	75
		Practical		0	0	4		
<b>CC-9</b>		<b>C9T:</b> Rural Recreation and Tourism	Core Course-9	5	1	0	6	75
<b>CC-10</b>		<b>C10T:</b> Coastal and Marine Recreation and Tourism	Core Course-10	5	1	0	6	75
<b>GE-4</b>		<b>TBD</b>	Generic Elective-4				4/5	75
							2/1	
<b>SEC-2</b>		<b>TBD</b>	Skill Enhancement Course-2				2/1	50
							2	
<b>Semester Total</b>							<b>26</b>	<b>350</b>

**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.

## **List of Core Course and Electives**

### **Core Courses (CC)**

**CC-8:** **Application of Information Technology in Tourism**  
**CC-9:** **Rural Recreation and Tourism**  
**CC-10:** **Coastal and Marine Recreation and Tourism**

### **Skill Enhancement Course (SEC)**

**SEC-2:** **Travel Documentation**  
**Or**  
**SEC-2:** **Tour Guiding**  
**Or**  
**SEC-2:** **Personality Development and Communication**

## **SEMESTER-IV**

### **CORE COURSE (CC)**

**CC-8: Application of Information Technology in Tourism** **Credits 06**

**C8T: Application of Information Technology in Tourism** **Credits 04**

#### **Course Contents:**

**Unit-I:** Role of media. Role of information in tourism. Role of central and state Govt. tourism department for information in tourism.

**Unit-II:** Computer information, total idea of a computer internally and externally (overall idea of hardware and software terminology). Definition of a Computer, Basic structure of a computer, types of Computer, Computer Language, CPU, Main memory, Secondary Memory, Input – output Device, Printer, Key Board, and Scanner.

**Unit-III:** Using operating system, concept of operating system, - Microsoft office (Ms-office), MS Word, Excel, power point, outlook express, Database management system (DBMS), Word processing, Electronic spreadsheets , Domain name system.

**Unit-IV:** Different types of typologies and networks used in networking of computers. Different tourism website observation—search engines website, Google with surfing, Networking: Concept, User, Types. Introduction to Internet. Internet and Extranet, Internet and its possibilities of business communication. Internet Protocol-TCP, HTML. HTTP. Network-LAN, WAN. World Wide Web (WWW): Introduction, evolution, benefits, application, Working, Hardware and Software requirements, E- mail and mail merge.

**Unit-V:** Management information system (MIS) - Concept, Management Information System for strategic advantage. Application of Computer in Tourism business - Concept and definitions of Application and operating software and their functioning in travel business.

**Unit-VI:** Global Distribution System (GDS), CRS - concept, uses of CRS in Airlines, Railways, Hotel booking, Importance of E-ticketing, uses of social media marketing for tourism promotion.

**Unit-VII** - Travel, Tourism and Hotel Software: Travel and Tourism Software: Introduction, characteristics, features & usage of the software. Hotel Software: Introduction to hotel Software, their characteristics, features and usage.

**C8P: Practical** **Credits 02**

**List of Practical:**

1. Understand about various parts of Computer, Operating system of Computer, MS-office, MS-Excel, MS-Power Point.
2. Uses of data management, word processor, Spreadsheet etc.
3. Use of Internet, E-mail, searching of various tourism related websites.

**CC-9: Rural Recreation and Tourism****Credits 06****C9T: Rural Recreation and Tourism****Course Contents:**

In Pursuit of the concept Rural. Conceptualizing the Rural Recreation –Tourism Dichotomy.  
The Geographers contribution to Theoretical debate in Rural Contexts.  
Towards the concepts of Rural Tourism. What makes Rural Tourism Distinctive?  
Rural Recreation and Tourism in Historical perspectives.  
The Geographer's approach to Rural Recreation and Tourism.  
Studies of Demand.  
The supply of Rural Recreation.  
The impact of Rural Recreation.  
Rural Tourism : Spatial Analytical Approaches.  
The impact of Rural Tourism.  
The Economic impact.  
The Environmental Effects of Rural Tourism.  
Recreation, Tourism and Sustainability.  
The Geographer's analysis of peripherality.  
The dimension of peripherality in reference to India. Tourism demand and India's Economy.  
The supply of tourism resources. Policy issues in tourism.

**CC-10: Coastal and Marine Recreation and Tourism****Credits 06****C10T: Coastal and Marine Recreation and Tourism****Course Contents:**

The Coastline as a Recreation and Tourist Resources: Its discovery and Recognition as a Leisure Resources.

The Geographer's Contribution to the Analysis of Coastal Recreation and Tourism.

The Historical Analysis of Recreation and Tourism in the Coastal Zone.

Models of Coastal Recreation and Tourism.

Tourist and Recreational Travel to the Coast.

Tourist and Recreational Behavior: Use and Activity Patterns in Coastal Environments.

Environmental Perspectives on Coastal Recreation and Tourism.

### **Skill Enhancement Course (SEC)**

#### **SEC-2: Travel Documentation**

**Credits 02**

##### **SEC2T: Travel Documentation**

###### **Course Contents:**

**Unit-I** Travel Documents- Introduction- Meaning- Need- Significance- Travel Formalities- Passport- VISA- Insurance- Immunization Certificates- Immigration & Emigration-Custom Regulations.

**Unit-II** Passport- Definition- Types- Citizenship- NRI-PIO- Dual Citizenship- Passport Issuing Authority- Role of Passport Offices- Steps in Obtaining Passport- Documents Required to Obtain Passport.

**Unit-III** VISA- Definition- Types- VISA on Arrival- e-VISA- Organisation Issuing VISA- Embassy- Consulates- Inner Line Permit- Special Permission- Restricted Area Permit.

**Unit-IV** Health Insurance- Health Certificates- Red Channel- Green Channel- Prohibited Items- Vaccination- Special Category Passengers- Baggage Restrictions.

**Unit-V** Travel Insurance- Travellers Cheques- International Debit and Credit Cards- Vouchers- C-Forms- E-Tickets- Money Restrictions. Transit and Stop-over- Meaning.

**Or**

#### **SEC-2: Tour Guiding**

**Credits 02**

##### **SEC2T: Tour Guiding**

###### **Course Contents:**

**Unit-I** Tour Guiding and Escorting- Meaning & Differences- Duties and Responsibilities of a Tour Guide- Qualities of Tour Guide- Steps to become a Tour Guide.

**Unit-II** Practical Difficulties of a Tour Guide- Tips for a Successful guide- Tour Guide and Destination Promotion.

**Unit-III** Diversified Tourism Destinations and Guiding- Religious Centres- Sports- Monuments- Museums etc.

**Unit-IV** Handling Untoward Incidences- Handling Difficult/Demanding Tourists- Emergency Handling- Setting up a Tour Guide Business.

**Unit-V** Managing Relationship with Different Stakeholders at Tourist Destination- Tour Guide as Brand Ambassador- Training and Skill Development Programs.

**Or**

**SEC-2: Personality Development and Communication**

**Credits 02**

**SEC2T: Personality Development and Communication**

**Course Contents:**

**Unit-I:** Introduction to Personality Development- Objectives and Introduction of personality development. Personality development: physical aspects- Male and Female. Hygiene, habits, fitness, etiquettes and manners. Communicating skills. Listening, speaking, reading and writing. Voice. Telephonic conversation, latest technology based communication through internet. Non-verbal communication. Keywords in personality development.

**Unit-II :** Communication and Correspondence :

Communication - Nature , Process importance. Types of Communication (verbal & Non Verbal). Different forms of Communication. Barriers to Communication – Causes and types.

Correspondence: Business Correspondence – Need – Functions – Kinds of Business Letters – Essentials of an Effective Business Letter (Layout) – Planning the Letter. Essentials of Effective Business Letters. Inviting and sending quotations. Placing orders. Inviting tenders. Sales letters, claim & adjustment letters. Secretarial Correspondence - Intra-organizational business communication – Memorandum – Notices – Circulars – Orders – Staff suggestions and complaints – Correspondence with regional and branch offices – Agenda and minutes – Report Writing – Kinds of Reports – Tables and graphic presentation – Periodicals publication for internal circulation. Business reports- types, characteristics, importance, elements of structure, process and order of writing. the final draft and check lists for reports. Vocabulary, Words often confused, common errors in English. Personnel Correspondence - Application for employment – References – Testimonials – Letters of appointment – Confirmation – Promotion – Retrenchment and resignation. Public Relations Correspondence - External communication – press release and notices – press conference – exhibitions – launches – magazines – brochures – advertising – Direct mailing -advertising – Classified Advertising – Speeches – Committees and conferences – Interviews – Suggestion schemes – Listening and communication for public relations.

**Unit- III:** Business etiquettes and manners. Body language gestures, etiquette of the written word and telephone, handling business meetings, aids to correct business writing, Sentence errors-Punctuation, Vocabulary building.

**Unit- IV :** Oral Presentation, importance, characteristics, presentation plan, Power point presentation, Visual aids. Interactive presentation & presentation as part of a job interview, art of effective listening.

**Unit-V:** Leadership – quality of a leader, skills ,abilities and leadership . Group discussion , debate and extempore and leader ship. Leadership and professionalism.