

Vidyasagar University

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

Semester-I

Course	Course Code	Name of the Subjects	Course Type/ Nature	Teaching Scheme in hour per week			Credit	Marks
				L	T	P		
CC1		C1T: Tourism Concepts and Impacts	Core Course-1	5	1	0	6	75
CC2		C2T: Evolution of Tourism & Modern Tourism in India	Core Course-2	5	1	0	6	75
GE1		TBD	Generic Elective-1				4/5	75
							2/1	
AECC		English	AECC (Elective)	1	1	0	2	50
Semester Total							20	275

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.

SEMESTER-I

CORE COURSE (CC)

CC-1: Tourism Concepts and Impacts

Credits 06

C1T: Tourism Concepts and Impacts

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.
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.

CC-2: Evolution of Tourism & Modern Tourism in India

Credits 06

C2T: Tourism products of India

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.

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 Gujarat.

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 Digsha.

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Semester-II

Course	Course Code	Name of the Subjects	Course Type/ Nature	Teaching Scheme in hour per week			Credit	Marks
				L	T	P		
CC3		C3T: Tourism Business and operation	Core Course-3	5	1	0	6	75
CC4		C4T: Entrepreneurship Development Programme (EDP)	Core Course-4	5	1	0	6	75
GE2		TBD	Generic Elective-2				4/5	75
							2/1	
AECC		ENVS	AECC (Elective)				4	100
Semester Total							22	325

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.

SEMESTER-II

CORE COURSE (CC)

CC-3: Tourism Business and operation

Credits 06

C3T: Tourism Business and operation

Credits 06

Course Contents:

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.

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, WBTD, MTDC, JKTDC, etc.

CC- 4: Entrepreneurship Development Programme (EDP)

Credits 06

C4T: Entrepreneurship Development Programme (EDP)

Credits 06

Course Contents:

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.

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.]
