

# 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
<b>Semester Total</b>							<b>20</b>	<b>275</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.

## **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.

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## 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 Digha.

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

### 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
<b>Semester Total</b>							<b>22</b>	<b>325</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.

## 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, WBTDC, MTDC, JKTD, etc.

<b>CC- 4: Entrepreneurship Development Programme (EDP)</b>	<b>Credits 06</b>
<b>C4T: Entrepreneurship Development Programme (EDP)</b>	<b>Credits 06</b>

**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.]

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