



# UNIVERSITY OF CALCUTTA

## Notification No. CSR/ 12 /18

It is notified for information of all concerned that the Syndicate in its meeting held on 28.05.2018 (vide Item No.14) approved the Syllabi of different subjects in Undergraduate Honours / General / Major courses of studies (CBCS) under this University, as laid down in the accompanying pamphlet:

### List of the subjects

<u>Sl. No.</u>	<u>Subject</u>	<u>Sl. No.</u>	<u>Subject</u>
1	Anthropology (Honours / General)	29	Mathematics (Honours / General)
2	Arabic (Honours / General)	30	Microbiology (Honours / General)
3	Persian (Honours / General)	31	Mol. Biology (General)
4	Bengali (Honours / General /LCC2 /AECC1)	32	Philosophy (Honours / General)
5	Bio-Chemistry (Honours / General)	33	Physical Education (General)
6	Botany (Honours / General)	34	Physics (Honours / General)
7	Chemistry (Honours / General)	35	Physiology (Honours / General)
8	Computer Science (Honours / General)	36	Political Science (Honours / General)
9	Defence Studies (General)	37	Psychology (Honours / General)
10	Economics (Honours / General)	38	Sanskrit (Honours / General)
11	Education (Honours / General)	39	Social Science (General)
12	Electronics (Honours / General)	40	Sociology (Honours / General)
13	English ((Honours / General/ LCC1/ LCC2/AECC1)	41	Statistics (Honours / General)
14	Environmental Science (Honours / General)	42	Urdu (Honours / General /LCC2 /AECC1)
15	Environmental Studies (AECC2)	43	Women Studies (General)
16	Film Studies ( General)	44	Zoology (Honours / General)
17	Food Nutrition (Honours / General)	45	Industrial Fish and Fisheries – IFFV (Major)
18	French (General)	46	Sericulture – SRTV (Major)
19	Geography (Honours / General)	47	Computer Applications – CMAV (Major)
20	Geology (Honours / General)	48	Tourism and Travel Management – TTMV (Major)
21	Hindi (Honours / General /LCC2 /AECC1)	49	Advertising Sales Promotion and Sales Management –ASPV (Major)
22	History (Honours / General)	50	Communicative English –CMEV (Major)
23	Islamic History Culture (Honours / General)	51	Clinical Nutrition and Dietetics CNDV (Major)
24	Home Science Extension Education (General)	52	Bachelor of Business Administration (BBA) (Honours)
25	House Hold Art (General)	53	Bachelor of Fashion and Apparel Design – (B.F.A.D.) (Honours)
26	Human Development (Honours / General)	54	Bachelor of Fine Art (B.F.A.) (Honours)
27	Human Rights (General)	55	B. Music (Honours / General) and Music (General)
28	Journalism and Mass Communication (Honours / General)		

The above shall be effective from the academic session 2018-2019.

SENATE HOUSE  
KOLKATA-700073  
The 4<sup>th</sup> June, 2018

*Paul*  
4/6/18  
(Dr. Santanu Paul)  
Deputy Registrar

**UNIVERSITY OF CALCUTTA**  
**SEMESTER WISE THREE YEAR**  
**B.A. / B.Sc. / B.Com. (MAJOR)**  
**COURSES OF STUDIES**  
**UNDER**  
**CHOICE BASED CREDIT SYSTEM (CBCS)**

**B.A/B.Sc/B.Com (MAJOR) TOURISM & TRAVEL MANAGEMENT**  
**COURSE STRUCTURE UNDER SEMESTERISED CBCS**

**YEAR-I**  
**SEMESTER-I**

<b><u>COURSE TYPE</u></b>	<b><u>TOPIC NAME</u></b>	<b><u>MARKS</u></b>	<b><u>CREDIT</u></b>
CC-1	Tourism Concept	100	6
CC-2	Evolution of Tourism & Modern Tourism in India	100	6
GE-1	GE from Humanities/ Science/Commerce ( General) Division	100	6
AECC-1	<u>Language</u> Communicative English/ MIL	100	2
		<b>4X100=400</b>	<b>20</b>

**YEAR-I**  
**SEMESTER-II**

<b><u>CODE</u></b>	<b><u>TOPIC NAME</u></b>	<b><u>MARKS</u></b>	<b><u>CREDIT</u></b>
CC-3	Tourism Organisation & Association	100	6
CC-4	Tourism Components & Impacts	100	6
GE-2	GE from Humanities/ Science/Commerce ( General) Division	100	6
AECC-2	Environmental Studies	100	2
		4X100=400	20

**YEAR-II**  
**SEMESTER-III**

<b><u>CODE</u></b>	<b><u>TOPIC NAME</u></b>	<b><u>MARKS</u></b>	<b><u>CREDIT</u></b>
CC-5	Cultural Tourism Resources of India	100	6
CC-6	Natural Tourism Resources of India	100	6
CC-7	Business Tourism (MICE)	100	6
GE-3	GE from Humanities/ Science/Commerce ( General) Division	100	6
SEC-A(1)	E-commerce -50 &	100	2

	<b>Business Communication-50</b>		
		<b>5x100=500</b>	<b>26</b>

**YEAR-II**  
**SEMESTER-IV**

<b><u>CODE</u></b>	<b><u>TOPIC NAME</u></b>	<b><u>MARKS</u></b>	<b><u>CREDIT</u></b>
<b>CC-8</b>	<b>Accommodation &amp; Tourism</b>	<b>100</b>	<b>6</b>
<b>CC-9</b>	<b>Transport System in Tourism</b>	<b>100</b>	<b>6</b>
<b>CC-10</b>	<b>Travel Agency &amp; Tour Operations</b>	<b>100</b>	<b>6</b>
<b>GE-4</b>	<b>GE from Humanities/ Science/Commerce ( General) Division</b>	<b>100</b>	<b>6</b>
<b>SEC-B(2)</b>	<b>Information Technology and its Application in Tourism  (Theory-50 + Practical-50)</b>	<b>100</b>	<b>2</b>
		<b>5x100=500</b>	<b>26</b>

**YEAR-III**  
**SEMESTER-V**

<b><u>CODE</u></b>	<b><u>TOPIC NAME</u></b>	<b><u>MARKS</u></b>	<b><u>CREDIT</u></b>
<b>CC-11</b>	<b>Tourism Marketing</b>	<b>100</b>	<b>6</b>
<b>CC-12</b>	<b>Tourism Policy , Planning &amp; Development</b>	<b>100</b>	<b>6</b>
<b>DSE-A(1)</b>	<b>Emerging Trends in Tourism</b>	<b>100</b>	<b>6</b>

<b>DSE B(1)</b>	<b>Internship</b>	<b>100</b>	<b>6</b>
		<b>4x100=400</b>	<b>24</b>

**YEAR-III**  
**SEMESTER-VI**

<b><u>CODE</u></b>	<b><u>TOPIC NAME</u></b>	<b><u>MARKS</u></b>	<b><u>CREDIT</u></b>
<b>CC-13</b>	<b>Principles of Management</b>	<b>100</b>	<b>6</b>
<b>CC-14</b>	<b>Entrepreneurship Development</b>	<b>100</b>	<b>6</b>
<b>DSE-A(2)</b>	<b>Tourism Regulations</b>	<b>100</b>	<b>6</b>
<b>DSE-B(2)</b>	<b>Project Work</b>	<b>100</b>	<b>6</b>
		<b>4x100=400</b>	<b>24</b>

**B.A/B.Sc/B.Com (MAJOR) TOURISM & TRAVEL MANAGEMENT**

**COURSE CONTENTS**

**YEAR-I SEMESTER-I**

**CC-1: TOURISM CONCEPT**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

**Unit-I**

**Definition of Travel, Tourism, Visitor, Excursionist, Domestic Tourism, International Tourism, Inbound Tourism, Outbound Tourism**

**L-15/Marks-15**

**Unit-II**

**Significance of Tourism, Motivation for Travel, Classification of Traveller, Concept of Leisure & Business Tourism, Typology of Tourism**

**L-20/Marks-20**

**Unit-III**

**Differences between Domestic & International Tourism, Distinguish between Tourist & Traveller, Tourist & Excursionist**

**L-20/Marks-20**

**Unit-IV**

**Tourism as an Industry, Recent trends Domestic Tourism in India, Factors influencing for the development of Domestic Tourism in India, International tourism trends in India, factors influencing for the development of International tourism in India.**

**L-25/Marks-25**

**Suggested Readings :**

- **A.K.Bhatia, International Tourism Management**
- **A.K.Bhatia, Tourism Development – Principles & Practices**
- **K.K.Kamra & M.Chand, Basics of Tourism**
- **P. N. Sethi, Successful Tourism Management**
- **Tourism Management, Dr. Shubhada Marathe**
- **Jagmohan Negi, Tourism & Travel : Concepts & Principles**

**CC-2: EVOLUTION OF TOURISM & MODERN TOURISM IN INDIA**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

**Unit-I**

**Reason for Early travel, Silk Route, Grand tour, Pilgrimage**

**L-15/Marks-15**

**Unit-II**

**Factors influencing for the development of Tourism – Social condition changes, Technological Advancement, Infrastructure development, Industrial Revolution, Paid with Holidays concept.**

**L-25/Marks-25**

### **Unit-III**

**Development of Automobile, Air Transport, Foundation of Modern Tourism- Mass tourism in the 19<sup>th</sup> Century**

**L-20/Marks-20**

### **Unit- IV**

**Tourism and five year plan, Private sector involvement in tourism development, Globalization & Tourism**

**L-20/Marks-20**

### **Suggested Readings**

**A.K.Bhatia, International Tourism Management**

- **A.K.Bhatia, Tourism Development – Principles & Practices**
- **K.K.Kamra & M.Chand, Basics of Tourism**
- **P. N. Sethi, Successful Tourism Management**
- **M.P. Bezbaruah, Indian Tourism Beyond the Millennium**
- **Jagmohan Negi, Tourism & Travel : Concepts &Principles**

## **YEAR-I SEMESTER-II**

### **CC-3: TOURISM ORGANISATION & ASSOCIATION**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

### **Unit-I**

**Need for tourism organization, various level of tourism organization**

**L-10/Marks-10**

## **Unit- II**

**International level- UNWTO, UFTAA, WTTC, IATA, PATA, ICAO  
- full form, headquarter, and activities for the development of tourism**

**L-25/Marks-25**

## **Unit-III**

**National level- Ministry of Tourism, Govt. of India, ITDC,  
DGCA and ASI- functions for the development of tourism**

**L-20/Marks-20**

## **Unit-IV**

**State level (West Bengal) - Department of Tourism,  
Govt. of West Bengal, WBTDC**

**L-15/ Marks-15**

## **Unit-V**

**Private Association- TAAI, IATO, FHRAI – full form & activities.**

**L-10/Marks-10**

## **Suggested Readings :**

- **A.K.Bhatia, International Tourism Management**
- **A.K.Bhatia, Tourism Development – Principles & Practices**
- **K.K.Kamra & M.Chand, Basics of Tourism**
- **P. N. Sethi, Successful Tourism Management**
- **Dr. Shubhada Marathe, Tourism Management :**

## **CC-4: TOURISM COMPONENTS & IMPACTS**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end  
Examinations**

## **Unit-I**

**Components of Tourism, concept of Infrastructure & importance for  
the development of a tourist destination**

**L-25/Marks-25**

## **Unit-II**

**Tourism Impacts-Economic Impact- Employment, Tax Revenue,  
GDP, Foreign Exchange Earnings, Multiplier Effect**

**L-25/Marks-25**



### **Unit-III**

**Socio-Cultural Impact- Tourist-host relationship, Demonstration effect, Attitude, Cultural Authenticity** **L-15/Marks-15**

### **Unit-IV**

**Environmental & Political Impact- Environmental Pollution and minimize its affect on destination, Political disturbances and its impact on tourism**

**L-15/Marks-15**

### **Suggested Readings :**

- **A.K.Bhatia, International Tourism Management**
- **A.K.Bhatia, Tourism Development – Principles & Practices**
- **J. Negi, Tourism & Travel – Concepts and Principles**
- **S. Mukhopadhyay, Tourism Economics**
- **S.N. Mishra & S.K. Sadual, Basics of Tourism Management**
- **K.K.Kamra & M.Chand, Basics of Tourism**

## **YEAR-II SEMESTER-III**

### **CC-5: CULTURAL RESOURCES OF INDIA**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

### **Unit-I**

**Concept of Cultural Tourism, Significance, Architectural Heritage- Monuments, Stupa- Sanchi Stupa, BodhGaya, Temple Architecture- various style , Some well known Indo-Islamic Architecture, Indo-British Architecture, World Heritage Sites**

**L-25/Marks-25**

**Unit-II**

**Performing Arts- Classical Music, Classical Dance- various formation, Theatre, Visual Arts- Paintings, Sculpture**

**L-20/Marks-20**

**Unit-III**

**Different fairs & festivals in India, Various Handicrafts items in India, folk culture in India**

**L-20/Marks-20**

**Unit-IV**

**Pilgrim Tourism places in India, Museum- Special reference to Indian Museum, Kolkata**

**L-15/Marks-15**

**Suggested Readings :**

- **S.N. Mishra & S.K .Sadual, Basics of Tourism Management**
- **Dr. Chitra Garg, Travel India: A Complete Guide to Tourists**
- **A.L. Basham, Cultural History of India**
- **Romilla Chawla, Tourism Cultural Heritage**
- **R.K.Mukherjee, Cultural Art of India**

**CC-6: NATURAL RESOURCES OF INDIA**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

**Unit-I**

**Concept of Natural Tourism, Significance, Hill tourism Resources in India- Himalayan & Non Himalayan Hill Tourism**

**L-25/Marks-25**

**Unit-II**

**Sea Beach Tourism Resources in India, Desert Tourism Circuit in India, Desert Festival**

**L-25/Marks-25**

**Unit-III**

**Island Tourism- Special reference to Sunderban & Andaman & Nicobar Islands**

**L-15/Marks-15**

**Unit-IV**

**Adventure Tourism-different formation, Wild life Tourism places in India**

**L-15/Marks-15**

**Suggested Readings:**

- **S.N. Mishra & S.K .Sadual, Basics of Tourism Management**
- **Dr. Chitra Garg, Travel India: A Complete Guide to Tourists**
- **Dr. Shubhada Marathe, Tourism Management**
- **Subhash Kulkarni, India The Journey - A Travel Book on India**
- **G.k. Pradhan, Towards the silver crests of the Himalayas**
- **Vanessa Betts, David Scott, Victoria McCulloch, Indian Himalayas**
- **Pratibha Gupta, Green Islands of the Andaman & Nicobar**
- **JagMohan Nehi, Adventure Tourism & Sports**

**CC-7: BUSINESS TOURISM (MICE)**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

**Unit-I**

**Definition & Nature of Business Tourism, Significance**

**L-10/Marks-10**

**Unit-II**

**Introduction to MICE, Steps for preparing a Travel & Tourism Trade Fair**

**L-15/Marks-15**

**Unit-III**

**Meaning of Event, Various types of Event, Elements of Event**

**L-20/Marks-20**

**Unit-IV**

**Event Manager & their qualities, Pre Event Activities, During Event Activities & Post Event Activities**

**L-20/Marks-20**

**Unit-V**

**Various Tourism Event in India, Role of ICPB for promotion of Event in India**

**L-15/Marks-15**

**Suggested Readings:**

- **A.K.Bhatia, The business of Travel Agency & Tour Operation Management**
- **R. Davidson, Business Tourism**
- **P.Sethi, Business Tourism**
- **J. Negi, Tourism & Travel – Concepts and Principles**
- **R.N.Kaul, Dynamics of Tourism**

**SEC-A (1): E-COMMERCE & BUSINESS COMMUNICATION**

**(50+50)**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester-end Examinations**

**Module I**  
**E-COMMERCE**

**Internal Assessment: 10 marks**  
**Semester-end Examinations: 40 marks**  
**Total 50 marks**

**Unit-I**

Meaning of –E-Commerce, Types of E-Commerce, Technology used in E-Commerce, E-Governance- meaning & significance

**L-10/Marks-10**

**Unit-II**

Methods of E-payments, like Debit Card, Credit Card, On line payments, importance of Electronic Fund Transfer, Core Banking System (CBS), Mobile Payment

**L-10/Marks-10**

**Unit-III**

E-Commerce security, security threats like Hacking, Cyber Crime etc.

**L-10/Marks-10**

**Unit-IV**

E-Commerce application in tourism, Digital Marketing- Definition, objectives

**L-10/Marks-10**

**Suggested Readings:**

- B. Bhaskar, E-Commerce
- P.T.Joseph, E-commerce A Managerial Perspective
- C.V. S. Murty, E-commerce
- Laudon, E-Commerce

**Module II**

**BUSINESS COMMUNICATION**

**Internal Assessment: 10 marks**  
**Semester-end Examinations: 40 marks**  
**Total 50 marks**

**Unit-I**

Communication -Definition, Importance of communication, Elements of Communication, Types of Communication, Barrier of Communication

**L-10/Marks-10**

**Unit-II**

**Business Correspondence- Letter writing, presentation, circular, minutes, report, Preparation of C.V.**

**L-10/Marks-10**

**Unit-III**

**Meeting, seminar, conference, introduction to public relation, Major activities of Public Relation of an organization**

**L-10/Marks-10**

**Unit-IV**

**Modern forms of communication- Fax, E-mail & Video Conferencing**

**L-10/Marks-10**

**Suggested Readings :**

- **Raman & Sharma, Technical Communication**
- **K.K.Sinha, Business Communication**
- **Krishna Mohan, Meera Bannerji, Developing communication Skills**
- **R.K.Madhukar, Business Communication**
- **Rao, Kumar & Bindu, Business Communication,**

**YEAR-II SEMESTER-IV**

**CC-8: ACCOMMODATION & TOURISM**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester-end Examinations**

**Unit-I**

**Meaning of Accommodation, Importance of Accommodation**

**L-10/ Marks-10**

**Unit-II**

**Types of Accommodation- Main Accommodation- Hotel, Motel, Resort, Heritage Hotel etc., Supplementary Accommodation- Guest House, Forest Bungalow, Circuit House, Youth Hostel, Private Lodge etc.**

**L-20/Marks-20**

**Unit-III**

**International category of a Hotel, Different plan in a Hotel, Organization structure of a Hotel**

**L-20/Marks-20**

**Unit-IV**

**Different Department in a Hotel: Front Office-functions, Check-in & Check out Process, House Keeping-functions, Conference facilities, Lobby, Food & Beverage - functions**

**L-20/Marks-20**

**Unit-V**

**On line Hotel Booking system, Safety & Security in a Hotel**

**L-10/Marks-10**

**Suggested Readings :**

- **A.K.Bhatia, International Tourism Management**
- **Rajat Gupta, Nishant Singh, Ishita Kirar & M.K. Bairwa, Hospitality & Tourism Management**
- **M.M. Anand, Tourist & Hotel industry in India**
- **M.S. Negi, Tourism & Hoteling**
- **Krishan K karma, Hospitality operation & Management**

**CC-9: TRANSPORT SYSTEM IN TOURISM**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

**Unit-I**

**Importance of Transport in Tourism industry, Different types of Transport system in India**

**L-10/Marks-10**

**Unit-II**

**Road Transport- Importance, Role of Tourist Vehicle, Luxury Tourist Coach, Inter State Bus Services, Tourist Taxi, OLA, UBER**

**L-20/Marks-20**

**Unit-III**

**Rail Transport- Role of Indian Railways, Luxury Tourist Train- Palace on Wheels, Fairy Queen etc., Toy Train in Hill area Special reference to Darjeeling Himalayan Toy Train, IndRail Pass for Foreigners, Role of IRCTC for the tourism Promotion in India**

**L-25/Marks-25**

**Unit-IV**

**Role of Air transport for the promotion of tourism in India, Role of Private Airlines, low Air fare, open sky policy**

**L-15/Marks-15**

**Unit-V**

**Role of water transport for the development of tourism, Cruise tourism**

**L-10/Marks-10**

**Suggested Readings :**

- **A.K.Bhatia, International Tourism Management**
- **R.N. Kaul, Dynamics of Tourism**
- **Ram Acharya, Civil Aviation & Tourist Administration in India**
- **R.B. Gupta, Transportation Management**
- **A.K.Bhatia, The business of Travel Agency & Tour operation Management**

**CC-10: TRAVEL AGENCY & TOUR OPERATIONS**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

**Unit-I**

**Definition of Travel Agency, Function of a Travel Agency, Types of travel agency, organization structure of a travel agency, Rules for recognition for setting up a Govt. approved travel agency**

**L-25/Marks-25**

**Unit-II**



**Definition of Tour Operator, Types of Tour Operator, Role of tour operator and Rules for recognition for setting up a Govt. approved tour operator**

**L-20/Marks-20**

**Unit-III**

**Concept of Package tour, Types of Package tour, Design & format of a Package tour, Prepare a tour Itinerary**

**L-20/Marks-20**

**Unit-IV**

**Concept of Tour Brochure, Design & format of a Tour Brochure, various types of Brochure**

**L-15/Marks-15**

**Suggested Readings:**

- **Jagmohan Nehi, Travel Agency & Tour Operation**
- **Mohinder Chand, Travel Agency Management**
- **A.K.Bhatia, International Tourism Management**
- **S. P. Singh, Travel Tourism Management**
- **A.K.Bhatia, The business of Travel Agency & Tour operation Management**

**SEC-B (2): INFORMATION TECHNOLOGY AND ITS APPLICATION IN TOURISM**  
**(Theory-50+Practical-50)**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester-end Examinations**

**Module I**

**(Theory)**

**(Marks: 50)**

**Internal Assessment: 10 marks**

**Semester-end Examinations: 40 marks**

Total 50 marks

**Unit-I**

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, Scanner L-10/Marks-10

**Unit-II**

Concept of operating system, MS Office- MS Word, Excel, power point, outlook express, Data Base Management System, Word processing, Electronic spreadsheets L-10/Marks-10

**Unit-III**

Management Information System (MIS), Internet- Concept, IP Address, URL, Internet Protocol-TCP, HTML. HTTP, Network-LAN, WAN, E-mail, World Wide Web (WWW), Various Tourism related Website

L-10/Marks-10

**Unit-IV**

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 L-10/Marks-10

**Suggested Readings:**

- P.K.Sinha, Computer fundamental
- Thareja, IT & Application
- AkashSaxena, Kratika Gupta, Fundamental of Computers
- V.Rajraman, Introduction to I.T.

**Module II**

(Practical)

(Marks: 50)

Internal Assessment: 10 marks

Semester-end Examinations: 40 marks

Total: 50 marks

**Unit-I**

Understand about various parts of Computer, Operating system of Computer, MS-office, MS-Excel, MS-PowerPoint L-20/Marks-20

**Unit-II**

Uses of data management, word processor, Spreadsheet etc.

L-10/Marks-10

### **Unit-III**

Use of Internet, E-mail, searching of various tourism related websites L-10/Marks-10

#### **Suggested Readings :**

- P.K.Sinha, Computer fundamental
- Thareja, IT & Application
- Akash Saxena, Kratika Gupta, Fundamental of Computers
- V.Rajraman, Introduction to I.T.

### **YEAR-III SEMESTER-V**

#### **CC-11: TOURISM MARKETING**

Marks: 100

Internal Assessment: 20 marks  
Semester-end Examinations: 80 marks

**Marks shown against the units indicate marks for Semester–end Examinations**

### **Unit- I**

Concept of Marketing, Definition of Tourism Marketing, Significance of Tourism Marketing, Definition of Service, Difference between Consumer product & Service product, features of service product

L-20/Marks-20

### **Unit-II**

Market Research -Definition, Importance, Market research technique, Definition of Market Segmentation, Benefits, Bases for Market Segmentation

L-25/Marks-25

### **Unit-III**

Selection of Target Market, Marketing Mix in Tourism, Product Life Cycle (PLC)

L-20/Marks-20

### **Unit-IV**

Need for Advertisement, Publicity, Digital Marketing-concept, uses of social media for marketing

L-15/Marks-15

**Suggested Readings:**

- Philip Kotler, Marketing Management
- A.K.Bhatia, International Tourism Management
- Bhawati Pillai, Marketing Management
- NamaKumari and Rama Swami, Marketing Management
- S.M.Jha, Tourism Marketing

**CC-12: TOURISM POLICY, PLANNING & DEVELOPMENT**

**Marks: 100**

**Internal Assessment: 20 marks**  
**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

**Unit-I**

**Concept of Policy, Planning, Importance, level of tourism Planning**  
**L-15/Marks-15**

**Unit-II**

**Tourism Destination Plan- Concept, Need, Process to develop a**  
**Tourism Destination Plan**  
**L-20/Marks-20**

**Unit-III**

**Tourism Policy (Latest) –Govt. of India Ministry of Tourism, National**  
**Action Plan- 1992, Five year Tourism Plan (Latest)**  
**L-25/Marks-25**

**Unit-IV**

**West Bengal Tourism Policy (Latest), Role of Private sector for the**  
**development of Tourism**  
**L-20/Marks-20**

**Suggested Readings :**

- A.K.Bhatia, International Tourism Management

- **A.K.Bhatia, Tourism Development – Principles & Practices**
- **Bezbaruah M.P. , Indian Tourism beyond the Millennium**
- **K.K. Sharma, Planning for Tourism**
- **R.N.Kaul, Dynamics of Tourism**

**DSE A (1): EMERGING TRENDS IN TOURISM**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

**Unit-I**

**Sustainable Tourism- Meaning, Benefits, Dimension of sustainability, Global Warming & Sustainable development, Rio-Declaration 1992, Carrying Capacity measurement, UNWTO Guidelines for development of Sustainable Tourism**

**L-25/Marks-25**

**Unit-II**

**Eco-Tourism- Concept, Importance, Environmental Impact & Eco-Tourism, Eco-Tourism Resources in India**

**L-20/Marks-20**

**Unit-III**

**Heritage Tourism- Concept, Importance, Important Heritage tourism places in India, Protection & Preservation of Heritage place, UNESCO World Heritage Status**

**L-20/Marks-20**

**Unit-IV**

**Responsible Tourism- Concept, Importance, Duties of Responsible Traveller, Wellness Tourism- Yoga, Meditation**

**L-15/Marks-15**

**Suggested Readings :**

- **A.K.Bhatia, Tourism Development – Principles & Practices**
- **P.S. Manhas, Sustainable and Responsible Tourism: Trends, Practice & Cases**
- **R.N.Kaul, Dynamics of Tourism**
- **K.K. Sharma, Planning for Tourism**
- **Ravee Chauhan, Heritage & Cultural Tourism**

### **DSE B (1): INTERNSHIP**

**Marks: 100**

**Internal Assessment: 20 marks**

**Project Report-50 marks**

**Viva –Voce-30 marks**

**The objective of this training is to understand about activities and working environment of the organization. Each student shall be required to undergo practical training in any tourism organization (Government / Private).**

**After completion of the training, every student shall be required to submit two bounded copies of typed training report (one for Institution & other for Candidate) to the concerned college prior to the semester examination. The report will be jointly evaluated by one external and one internal examiner.**

#### **Report writing Guidelines:**

**Acknowledgement**

**Objective of the study**

**Introduction**

**Description about the organization**

**Organization structure**

**Organization activities**

**Brief summary of the work done**

**Conclusion**

**References**

**YEAR-III SEMESTER-VI**  
**CC-13: PRINCIPLES OF MANAGEMENT**  
**Marks: 100**

**Internal Assessment: 20 marks**  
**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester-end Examinations**

**Unit-I**

**Meaning of Management, Importance of Management, Function of Management, Principles of Management- F.W.Taylor & Henry Fayol, Levels of Management** **L-20/Marks-20**

**Unit-II**

**Meaning of Planning, Importance of Planning, Types of Plans, Decision Making- Meaning, Steps in Decision Making** **L-15/Marks-15**

**Unit-III**

**Concept of organizing, benefit of organizing, Organization structure in a Tourism / Travel organization, Delegation of Authority- Meaning, Decentralization of Authority - Concept, Staffing- meaning, & functions** **L-15/Marks-15**

**Unit-IV**

**Motivation- Meaning, Maslow's theory of Need Hierarchy, Leadership- meaning, functions of Leadership, Qualities of a Leader** **L-15/Marks-15**

**Unit-V**

**Co-ordination & Control- Meaning of Co-ordination, Importance Technique of effective Co-ordination, Control- Meaning, Types of Control, Span of control** **L-15/Marks-15**

**Suggested Readings:**

- **Koontz, Weirich & Cannice, Management, McGraw Hill**
- **J.Mitra & N.Somani, Principles of Management & Business Communication**
- **Kaul, Principle & Practice of Management**
- **Amrit Tiwana, The Essential Guide to Knowledge Management**
- **Bhatia RC: Business Organization and Management**

## **CC-14: ENTREPRENEURSHIP DEVELOPMENT**

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

**Marks shown against the units indicate marks for Semester–end Examinations**

### **Unit-I**

**Definition of Entrepreneurship, Entrepreneur, features of Entrepreneurship, functions of Entrepreneurship, Entrepreneurship & Creativity, Definition of Innovation, Personal Ethics in Business**

### **Unit-II**

**Evolution of Entrepreneurship in India, Different forms of Entrepreneurship, Small business Entrepreneurship, Roll of small business Entrepreneurship in Indian Economy, Problems of small business Entrepreneurship in India**

### **Unit-III**

**Entrepreneurship in Service Industry, Nature of Service, Importance of Finance in Tourism Business, Financial Institution –SIDBI, TFCI, Commercial Bank etc.**

### **Unit-IV**

**Project Report: concept, objective, preparation of a Project Plan, Project Cost Components, Break-Even Analysis, Working Capital Management**

### **Unit-V**

**Human Resource Management- Importance, Role of HRD, Planning, Recruitment, Training and Development.**

### **Suggested Readings:**

- **Vasant Desai, Dynamics of Entrepreneurial Development and Management**
- **Arya Kumar, Entrepreneurship,**
- **David H. Holt, Entrepreneurship: New Venture Creation**
- **C B Gupta, Entrepreneurship Development in India**
- **SS Khanka, Entrepreneurial Development**



- E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Stephen R. Covey; The seven habits of highly effective people
- Entrepreneurship Development Dilip Gangopadhyay

### DSE A (2): TOURISM REGULATION

**Marks: 100**

**Internal Assessment: 20 marks**

**Semester-end Examinations: 80 marks**

#### Marks shown against the units indicate marks for Semester–end Examinations

#### Unit-I

Objective, Need for regulation for inbound & outbound travel  
 Passport- concept, types of Passport, services offered by Passport office,  
 Documents for Passport application, Special permits for foreigners to entry  
 Andaman& Nicobar Islands, Arunachal Pradesh, Sikkim etc., Emigration &  
 Immigration-concept

L-25/Marks-25

#### Unit-II

VISA- Definition, Need for VISA, Types of VISA, Documents for  
 VISA

L-20/Marks-20

#### Unit-III

Economic Regulation- Currency, Inland Air travel Tax, Foreign  
 Travel Tax, Passenger Service Fees, Airport tax

L-15/Marks-15

#### Unit-IV

Custom Regulation- Custom clearance of Incoming Passenger,  
 Outgoing Passenger Regulation

L-10/Marks-10

#### Unit-V

Health Regulation- Compulsory Vaccination for International Travel,  
 Travel Insurance

L-10/Marks-10

#### Suggested Readings :

- A.K.Bhatia, International Tourism Management
- Kamra K.K. & M.Chand, Baics of Tourism, Theory & Practice

- J.Negi, Travel Agency & Tour operation
- Ram Acharya, Civil Aviation & Tourist Administration in India
- A.K.Bhatia, The Business of Travel agency & Tour operation Management

**DSE B (2): PROJECT WORK**

**Marks: 100**

**Internal Assessment: 20 marks**

**Project Report-50 marks**

**Viva –Voce-30 marks**

The objective of ‘Project Work’ is to enable the students to record their experiences & observations along with suggestions regarding the destination visited from the point of view of a tourism student.

Every student shall be required to undertake One Tour to important Natural / Cultural Tourist Destination either in West Bengal/ Outside the State.

Each student shall be required to submit two bounded copies of typed Tour Report (one for Institution & other for Candidate) on specific tourist destination to the concerned college prior to the commencement of Semester Examination. The report will be jointly evaluated by one external and one internal examiner.

**Field Work:**

The student will also conduct Hotel Survey and Tourist Survey during the time of tour to the concerned tourist place.

**Report writing Guidelines:**

**Tour Certificate from the concerned College Authority**

**Acknowledgement**

**Objective of the study**

**Introduction**

**Description about the tourist place (mention Tourist Map)**

**Accessibility**

**Accommodation**

**Attraction places with photograph**

**Survey Report**

**Suggestion**

**References**