UNIVERSITY OF CALCUTTA

Notification No.CSR/30/2023

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in exercise of her powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 21.08.2023 approved the syllabus of the under mentioned subjects semester wise Four-year (Honours with core Vocational) programme of U.G. courses of studies, under CCF,2022, under this University, as laid down in the accompanying pamphlet.
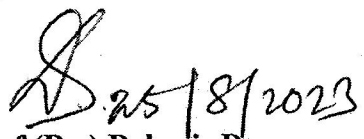
Name of Subject

1. **Advertising Sales promotion and Sales Management (Core vocational)**

2. **Tourism and Travel Management (Core vocational)**

The above shall take effect from the academic session 2023-2024.

25/8/2023

SENATE HOUSE   Prof.(Dr.) Debasis Das

Kolkata-700073   **Registrar**

The 25th , August, 2023

UNIVERSITY OF CALCUTTA

SEMESTER WISE FOUR YEARS
(Under Curriculum & Credit Framework, CCF 2022)

B.A/B.Sc (Honours) Degree in Tourism and Travel Management

Course Structure:

(Under Curriculum & Credit Framework-CCF, 2022)

(For 1st& 2nd Semester)

Semester	Core Paper	Minor (m1& m2)	IDC	AEC	SEC	CVAC	Total Credit
1st Semester	1x4=4 3TH+1P/TU	1x4=4 (m1) 3TH+1P/TU	1x3=3 2TH+1P/TU	1x2=2 2TH+0P/TU	1x4=4 3TH+1P/TU	2x2=4	21
2nd Semester	1x4=4 3TH+1P/TU	1x4=4 (m1) 3TH+1P/TU	1x3=3 2TH+1P/TU	1x2=2 2TH+0P/TU	1x4=4 3TH+1P/TU	2x2=4	21

Category of subjects:

1. **Core Vocational Course (CVC): Tourism and Travel Management**
2. **Skill Enhancement Courses (SEC):** Based on Tourism and Travel Management(Core subject) in first three semesters.
3. **Minor:** Minor courses will come from two subjects (m1, m2) other than the core vocational subject.
4. **Inter Disciplinary Course (IDC)**: There shall be three IDCs of 3 credits each, other than core and Minor course
5. **Ability Enhancement Course (AEC):**
   a) Compulsory English
   b) MIL/ Alternative English
   MIL includes Bengali, Hindi & Urdu
6. **Common Value Added Course (CVAC):** In the 1st semester, there shall be one compulsory CVAC in ENVS & one compulsory CVAC in Constitutional Values. In the2nd semester, there shall be one compulsory CVAC in ENVS & the students shall select the other CVAC from a pool of courses.

Detailed Syllabus:

Core Vocational Course (CVC): Tourism and Travel Management

YEAR-I

SEMESTER-I

CVC-1: TOURISM CONCEPT
Total Marks: 100
Semester-end Examinations: 75 marks
Tutorial -25 marks

Unit-I
Definition of Travel; Tourism; Visitor; Excursionist;Domestic Tourism; International Tourism; Inbound Tourism; Outbound Tourism.

Unit-II
Significance of Tourism; Motivation for Travel; Classification of Traveller; Concept of Leisure & Business Tourism;Push & Pull Factors; Typology of Tourism; Travel Motivation.

Unit-III
Differences between Domestic & International Tourism; Difference between Tourist & Traveller; Difference between Tourist & Excursionist.

Unit-IV
Tourism as an Industry; Recent trends in Domestic Tourism in India; Factors influencing for the development of Domestic Tourism in India; InternationalTourism trends in India; Factors influencing for the development of International Tourism in India.

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*
- *Jagmohan Negi: Tourism & Travel - Concepts & Principles*
- *R.K. Sinha: Growth and Development of Modern Tourism*

Question Pattern (*Semester*-end Examinations): 75 marks

Group-A: Answer three questions out of five questions each carrying 5 Marks: 3x5=15

Group- B: Answer four questions out of six questions each carrying15 Marks: 4x15=60

SEC-1: TOURISM RESOURCES IN WEST BENGAL

Total Marks: 100
Semester-end Examinations: 75 marks
Tutorial -25 marks

Unit-I: - Location and general information about West Bengal; Geographical information about West Bengal like Latitude,Longitude, Temperature, Rainfall.

Unit-II:- Natural tourist places in West Bengal; Hill tourism; Sea Beach tourism; Island tourism; Flora and fauna; Wild life tourism

Unit-III: Cultural tourism of West Bengal- Monuments; Museums; National Library;Handicrafts; Fairs and Festivals; Folk Art of Bengal; Pilgrimage places of West Bengal.

Unit-IV: - Role of WBTDC in promoting tourism; Recent initiatives taken by West Bengal Heritage Tourism Promotion Board.

Suggested Readings:
- *West Bengal: Travel Guide: Eicher Goodearth Ltd*
- *Journeys into the Past Historical and Heritage Tourism in Bengal- Suman Mukherjee*
- *Growth and Development of Tourism in India: With Special Reference to West Bengal- Ananta Mohan Mishra and D.N. Konar*
- *Basham, A.L, :A Cultural History of India.*
- *Brown, P. : Indian Architecture*

Question Pattern (*Semester*-end Examinations): 75 marks

Group-A: Answer three questions out of five questions each carrying 5 Marks: 3x5=15

Group- B: Answer four questions out of six questions each carrying 15 Marks: 4x15=60

SEMESTER-II

CVC-2: TOURISM HISTORYOF INDIA

Total Marks: 100
Semester-end Examinations: 75 marks
Tutorial -25 marks

Unit-I
      Reason for Early travel in India; travel in ancient time; Silk Route; Pilgrim tourism; travel for trade and business; past educational tourism like Nalanda, Taxila etc

Unit-II
    Factors influencing for the development of Tourism in India – Social conditional changes; Technological Advancement; Infrastructure development; Industrial Revolution; Paid with Holidays concept; Basic travel Motivations.

Unit-III
      Development of Automobile; Rail transport; Air Transport; Sea transport in India;Foundation of Modern Tourism- Mass tourism in the 19th Century.

Unit- IV
      Tourism and Five Year Plans; Public & Private sector involvement in tourism development; Globalization & Tourism: its impacts; Tourism policy of Government of India.

Suggested Readings:

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

Question Pattern (*Semester*-end Examinations): 75 marks

Group-A: Answer three questions out of five questions each carrying 5 Marks: 3x5=15

Group- B: Answer four questions out of six questions each carrying 15 Marks: 4x15=60

SEC-2: APPLICATION OF INFORMATION TECHNOLOGY IN TOURISM
(Theory-50+Practical-50)

Module-I (Theory)

(Theory Marks: 50)

Unit-I
    Definition of a Computer; Evolution and Different Generations of computers; Basic structure of a computer; types of Computer; Computer Language; CPU;Main memory; Secondary Memory; Input –output Device - Monitor, Printer, Key Board, Mouse, Scanner, Magnetic Disk, Optical Disk,CD-ROM.

Unit-II
        Concept of operating system; MS Office- MS Word, Excel, Power Point; Data Base Management System; Word processing; Electronic spreadsheets.

Unit-III
    Management Information System (MIS); Internet- Concept; IP Address; URL; Internet Protocol-TCP, HTML, HTTP; Network-LAN, WAN, Broadband; E-mail; World Wide Web (WWW); Internet and various Tourism related Websites.

Unit-IV
         Global Distribution System (GDS); CRS- concept, uses of CRS in Airlines, Railways, Hotel booking; E-Ticketing concept- Importance of E-ticketing; uses of various social media for tourism promotion.

Module II (Practical)

SEC-2: APPLICATION OF INFORMATION TECHNOLOGY IN TOURISM

(Practical Marks: 50)

Unit-I
        Understanding about various parts of Computer; Operating system of Computer; MS-office; MS-Excel; MS-PowerPoint.

Unit-II

Understanding about data management; word processor; Spreadsheet etc.

Unit-III
Use of Internet; E-mail; searching of various tourism related websites.

Suggested Readings:
- *P.K.Sinha- Computer fundamental*
- *Thareja-IT & Application*
- *Akash Saxena, Kratika Gupta : Fundamental of Computers*
- *V.Rajraman-Introduction to I.T.*
- *Ritender, G and Kakkar, D.N : Computer Application in Management*
- *Jaggi V P and Jain, S : Computers for Everyone, New Delhi*
- *Saxena S: and Chopra, P : Computer Applications in Management,*
- *Saxena, S :First Course in Computers*
- *William S. Davis: Fundamental Computer Concepts*

Question Pattern (*Semester*-end Examinations): 50 marks

Answer five questions out of seven questions each carrying 10 Marks: 5x10=50

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