

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

FIRST SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-101	Tourism – Principles & Practices	3	1	0	4	4
2.	TTM-102	Principles of Marketing-I	3	1	0	4	4
3.	TTM-103	Computer Fundamentals	3	0	0	3	3
4.	TTM-104	Communicative English	3	1	0	4	4
5.	TTM-105	Tourism Geography	3	1	0	4	4
Total of Theory						19	19
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-186	Computer Lab	0	0	3	3	2
Total of Sessional						3	2
Total of 1ST Semester						22	21

SECOND SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-201	Transport In Travel & Tourism	3	0	0	3	3
2.	TTM-202	Travel Agency & Tour Operation	3	1	0	4	4
3.	TTM-203	Principles of Marketing-II	3	1	0	4	4
4.	TTM-204	Business Communication	3	0	0	3	3
5.	TTM-205	International Tourism	3	1	0	4	4
6.	TTM-206	Basic Accounting	3	0	0	3	3
Total of Theory						21	21
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
Total of Sessional						0	0
Total of 2nd Semester						21	21

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

THIRD SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-301	Tourism Product - I	3	1	0	4	4
2.	TTM-302	Principles of Management	3	0	0	3	3
3.	TTM-303	Tourism Economics	3	1	0	4	4
4	TTM-304	Eco Tourism & Sustainable Development	3	0	0	3	3
5.	TTM-305	Understanding Hotels	3	1	0	4	4
Total of Theory						18	18
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
6	TTM 386	Foreign Language(French) I	3	1	0	4	3
Total of Sessional						4	3
Total of 3rd Semester						22	21

FOURTH SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-401	Tourism Product II	3	1	0	4	4
2.	TTM-402	Organizational Behavior & Human Resource Management in Tourism	3	1	0	4	4
3.	TTM-403	Environment & Ecology	3	1	0	4	4
4	TTM-404	Tourism Planning and Policy	3	1	0	4	4
5.	TTM-405	Financial Management	3	0	0	3	3
Total of Theory						19	19
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
6	TTM 486	Foreign Language (French) II	3	1	0	4	3
Total of Sessional						4	3
Total of 4th Semester						23	22

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

FIFTH SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-501	Tourism Marketing	3	1	0	4	4
2.	TTM-502	Legal & Ethical Issues in Tourism	3	0	0	3	3
3.	TTM-503	Entrepreneurship Development in Tourism	3	1	0	4	4
4.	TTM-504	Specialization Paper I A/B/C/D	3	0	0	3	3
5.	TTM- 505	Specialization Paper II A/B/C/D	3	0	0	3	3
Total of Theory						17	17
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
6.	TTM 586	Field Trip Report					8
Total of Sessional							8
Total of 5th Semester						17	25

SIXTH SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM 601	Specialization Paper III A/B/C/D	3	0	0	3	3
Total of Theory						3	3
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
2.	TTM 684	Application of IT in Tourism	3	1	0	4	4
3.	TTM 685	Project & Viva-Voce					8
4.	TTM 686	Comprehensive Viva-Voce					8
Total of Sessional						4	20
Total of 6th Semester						7	23

West Bengal University of Technology
BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

There are areas of specialization to be offered to the students and each students will have to opt for 1 area. Paper I & Paper II will be covered in 5th Semester and Paper III in 6th Semester.

	AREA	SUBJECT	CODE
A.	Travel Agency Management	1.Travel Agency Management I	TTM 504A
		2. Travel Agency Management II	TTM 505A
		3.Travel Agency Management III	TTM 601A
B.	Tour Package Operation	1. Tour Package Operation I	TTM 504B
		2.Tour Package Operation II	TTM 505B
		3.Tour Package Operation III	TTM 601B
C.	Air Fare & Ticketing	1.Air Fare & Ticketing I	TTM 504C
		2. Air Fare & Ticketing II	TTM 505C
		3. Air fare & Ticketing III	TTM 601C
D.	Event Management	1. Event Management I	TTM 504D
		2.Event Management II	TTM 505D
		3.Event Management III	TTM 601D

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

TTM 101: TOURISM – PRINCIPLES & PRACTICES

Unit – 1

Introduction: concepts, definitions and historical development
Types of tourists: tourist, traveler, excursionists, forms of tourism: inbound, outbound, domestic, international.

Unit - 2

Nature and forms of Travel, its components and elements.
Tourism system & push-pull factors.

Unit -3

Introduction to demand for tourism patterns. Patterns and characteristics of the supply of tourism.
Seasonality & tourism
Organizations in tourism- need & factors, National Tourist Organizations,

Unit - 4

Impacts of tourism at the destination. its impact : sociocultural, environmental and economic
Factors affecting the future of tourism business.

Unit - 5

Determinants and motivations of tourism demand
Motivation for travel- basic travel motivators, early travel motivators, sociology of tourism

Suggested Books:

1. Introduction to Tourism : A.K.Bhatia
2. Tourism System : Mill R.C & Morrison
3. Tourism Development : R.Garther
4. Successful Tourism Management : Pran Nath Seth

TTM 102 : PRINCIPLES OF MARKETING-I

Unit – 1

Definition, need and scope of Marketing. Approaches of Marketing, modern concepts of marketing.

Unit – 2

Different environments of marketing: Micro & Macro
Meaning and dimensions of market, Marketing opportunities

Unit – 3

Market Segmentation : meaning, types,
Target market, Positioning

Unit – 4

Consumer behavior : Meaning and importance, Consumer buying process
Determinants of Consumer behavior,
Market research: meaning ,scope and limitations,Techniques of market research
Marketing mix elements

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Unit – 5

Product : Meaning, role and types

Product mix, Product Life Cycle (PLC), New product development

Branding, packaging

Suggested Books:

1. Marketing Management : Philip Kotler
2. Marketing Management : Rajen Saxena
3. Marketing for Hospitality and Tourism : Philip Kotler,Jon Bowen and James Maken

TTM 103 : COMPUTER FUNDAMENTALS

Unit 1

AUTOMATION IN THE HOSPITALITY INDUSTRY

- i) Data processing
- ii) Electronic data processing
Advantages of electronic data processing, types of data, binary coding
- iii) Types of computers
Mainframe computers, mini computer, Portable computers
- iv) Computer & its application in the hospitality industry
- v) The internet & the hospitality industry, internet application, world wide web
- vi) Networks & networked computers
- vii) Internet hardware components

Unit – 2

ESSENTIAL OF COMPUTER SYSTEMS

- i) INPUT/OUTPUT UNITS, Keyboards, Touch screen terminals, Other Input devices, Monitors, Printers, Common i/o units in the hospitality industry
- ii) The central processing unit, Read Only Memory (ROM), Random access Memory (RAM)
- iii) External storage devices , Magnetic tapes, floppy disks , hard Drives , , CD TECHNOLOGY
- iv) Anatomy of a microcomputer, microprocessor characteristics, CPU speed, , bus system, system architecture, computer add-ONS

Unit – 3

SOFTWARE ITS CLASSIFICATIONS

- i) Generic application software
Word processing software, working with soft copy, on-screen editing techniques, formatting documents, special features, desktop publishing
- ii) The operating system
Electronic spreadsheet software, spreadsheet design, creating a spreadsheet, updating data a & recalculations, common spreadsheet commands, graphics capability, special features
- iii) Accounting in hospitality business transaction (use spreadsheet)
Use of word processors in preparing simple forms, use of spreadsheet in maintaining & balancing accounts, mechanics of double-entry accounting, general ledgers & journals, recording changes in assets, liabilities & owners equity, recording changes in revenue & expenses, trial balance

Unit – 4

GENERIC APPLICATION SOFTWARE PART-2

Database management software use of ms-access

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Files, records & fields, database structures, input criteria & output specifications, common database management commands

Suggested Books:

1. Computer Fundamentals : V.Rajaraman
2. Computer Today : S.K.Basandra

TTM 104 : COMMUNICATIVE ENGLISH

Unit - 1

Basic languages: Tenses, one word substitution, Synonym & antonym, special terms related to management studies

Unit - 2

Basic letter writing: Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests & replies from hotels point of view, Demy official letters, Circulars, Letters connected with sales, Letters for financial arrangements

Unit - 3

Extempore speaking :Elocutions, etiquettes & manners, phonetics

Unit - 4

Report writing : Basic format of reports, investigate reports on accidents, evaluation & appraisal reports, miscellaneous reports connected with hotel industry

Unit- 5

Writing bio-data, interviews

Suggested Books:

1. Elementary Grammar : Wren & Martin

TTM 105 : TOURISM GEOGRAPHY

Unit – 1

Importance of Geography in Tourism. Latitude, Longitude. International Data Line. How to read maps

Unit – 2

Major tourist attractions around the world – America-North, South- Europe, Asia, Africa and Australasia.

Unit – 3

Elements of weather and climate. Itinerary planning by Air. Factors affecting global and regional tourist movements. Time Zones, Time differences, GMT variations, concept of Elapsed time and Flying time.

Unit – 4

Physical geographic features of India- Mountainous features of India, Plain Area, Coastal area, Deccan ,major rivers, lakes, plateaus, deserts

Unit – 5

Tourism network map, maps of India showing the major tourist circuits.

Case studies of selected Indian states like Rajasthan, Kerala, West Bengal and Uttaranchal.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Suggested Books;

1. A Geography of Tourism – Robinson HA
2. The Geography of Travel & Tourism – Burton Rosemary
3. The Geography of Travel & Tourism – Boniface B. & Cooper C.
4. Encyclopedia of World Geography

TTM 201 : TRANSPORT IN TRAVEL & TOURISM

Unit – 1

Evolution of Transport Systems, Importance of Transport in Tourism, Major transport systems – rail , road, water transport

Unit -2

Air transport and its evolution, present policies and regulations pertaining to airlines, limitations of weights and capacities. Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India, A case study of Indian Airlines, and AirIndia. Marketing strategies, emergence of no-frill airlines.

Unit – 3

Surface Transport System, Approved Transit Transport, Document connected with Road Transport, RTO, Recreational Vehicles, Road Taxies Fitness Certificates. Major Highways across India and abroad.

Unit – 4

Rail Transport System, Major Railway System of world, Amtrak, Eurail, Brit Rail, Indian Railways. Past, Present, Future Tourist Trains, viz Palace on wheels, Royal Orient, Himalayan Queen. Facilities offered by Indian Railways ..

International Luxury trains : The Orient Express , Trans Siberian railway

Unit – 5

Water Transport System, Historical Past, Cruise ship, River Canal boats. Future prospects and growth of Water Transport in India. A case study of : Kerala & Venice

Suggested Books :

1. Transport for tourism: Stephen Page
2. Tourism system : Mill, R.C. and Morrison

TTM 202 : TRAVEL AGENCY & TOUR OPERATION

Unit – 1

History and growth of Travel, Emergence of Thomas Cook & American Express. Definition of Travel Agency, Tour operation Unit. Brief History and development of Travel Trade in India and abroad.

Unit – 2

Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO. Tourism Intermediaries (direct & indirect) .

Unit – 3

Different types of Tour operators , Different partners of tour operators , Brief study of ASTA, TAAI, IATO

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Unit – 4

Modern day travel agents and tour operators. Short study of Thomas cook, American express, Cox & Kings, SOTC, TCI. Scope & role of retailers, travel organization.

Guide – function , approval , problems of touts.

Unit – 5

Handling a client -WATA guidelines, your relation with service suppliers, Travel agency appointments, and International regulations.

Suggested Books:

- 1.Successful Tourism Management : J.M.S.Negi
2. Travel &Tourism : Jagmohan Negi

TTM 203 : PRINCIPLES OF MARKETING-II

Unit – 1

Pricing ,Meaning & role of pricing, Factors determining pricing. Pricing strategies and approaches, Decisions on pricing,

Unit – 2

Channels of distribution ,Meaning & role , Classification of distribution channels & intermediaries, factors governing choice of channels (s) & intermediaries, distribution channel policies & strategies, other aspects of channel management, conflict & co-operation in distribution channel ,Physical distribution.

Unit – 3

Promotion :- definition, role , methods and Mix tools – Advertising : Meaning & role of advertising, Types of media. Decisions in advertising, Personal selling : meaning & importance, The selling job: nature & methods, Management of sales force .

Unit – 4

Public Relation : meaning, roles, activities, process and tools, need for PR
Sales promotion: meaning, objective, developing sales promotion program

Suggested books:

1. Marketing Management : Philip Kotler
2. Marketing Management : R. Saxena

TTM 204 : BUSINESS COMMUNICATION

Unit – 1

COMMUNICATION

meaning and definition ,objectives of communication ,principles of communication
scope of communication ,limitations of communication ,evaluation of ommunication effectiveness

THE ROLE OF COMMUNICATION IN THE BUSINESS ORGANISATION – introduction, the frequency of communication, main forms of organisational communication ,communication network in the organization, effects of changing technology

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Unit – 2

COMMUNICATION PROCESS - communication is a two way process , process of communication,elements of communications, importance of effectiveness,
BARRIERS TO EFFECTIVE COMMUNICATION – introduction, types of barriers,external barriers,organisational barriers,personal barriers, STEPS TO MAKE COMMUNICATION EFFECTIVE

Unit – 3

COMMUNICATION : CHANNELS & NETWORKS - types of communication, communication on the basis of direction, communication on the basis of way of expression, communication on the basis of organisational structure, communication network, effects of communication network on work performance,
MANAGEMENT COMMUNICATION, meaning,importance of management communication, improving management communication, downward communication, upward communication, communication in specialised groups, the role of union in communication.

Unit – 4

EFFECTIVE WRITTEN COMMUNICATION – INTRODUCTION, GUIDELINES FOR EFFECTIVE WRITING, WRITING PROPOSALS, FORMAT OF THE CONTRACT PROPOSALS, SALES REPORT,BUSINESS REPORT,BUSINESS LETTER WRITING
EFFECTIVE ORAL COMMUNICATION - FACTORS INHIBITING EFFECTIVENESS, PROBLEMS IN ORAL COMMUNICATION, GATEWAYS TO MORE EFFECTIVE COMMUNICATION, PRINCIPLES OF INFORMATION EXCHANGE IN A COMPANY, ORAL COMMUNICATION SKILLS, LISTENING , PROBLEMS IN LISTENING, GUIDE TO EFFECTIVE LISTENING, COMMITTEES & MEETINGS, GUIDE TO GOOD ORAL COMMUNICATION

Unit – 5

COMMUNICATION FEED BACK SYSTEMS

- 1.1 INTRODUCTION
- 1.2 FEED BACK DEFINED
- 1.3 THE FUNCTIONS OF FEED BACK
- 1.4 THE PROCESS OF INTERPERSONAL FEED BACK
- 1.5 EFFECTIVE FEED BACK

TTM 205 : INTERNATIONAL TOURISM

Unit – 1

Definition, Nature and scope of Domestic and International Tourism. Role of Government in promotion of Domestic and International tourism in India. Types of International and Domestic Tourism

Unit – 2

Economic determinants of international tourism. Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements, Characteristics of Inbound tourism and patterns of India's major international market. Long -term tourism growth trends, tourism growth in major regions.

Alternative tourism

Unit – 3

Political aspects of the international travel, tourism . Barriers to travel, Political Risk and Crisis management.

Tourist typology

Unit – 4

Patterns and characteristics of India's outbound tourism. Domestic tourism in India, major tourist generating states in India

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

International Conventions: Warsaw 1924, Chicago 1944, Brussels 1961, 1966 & 1970, Athens 1974, Helsinki 1976.

Unit – 5

International organizations viz. WTO, WTTC,IATA .
National tourism organizations viz DOT, TAAI,
Global competition & the future . Development of transportation, technology & automation world wide.
Developmental issues, tourism & the environment

Suggested books :

1. International Tourism : A.K.Bhatia
2. Tourism System : Mill R.C. & Morrison

TTM 206 : BASIC ACCOUNTING

Unit – 1

Nature of Accounting , Accounting Concepts, Principles and Standards, Basic Accounting Records and Books of Accounts

Unit – 2

Double Entry System, Journal, Ledger, Trial Balance

Unit – 3

Cash Book, Depreciation Accounting, Final Accounts with Adjustments

Unit – 4

Cost Accounting objective concepts and terminology , Cost sheet/Tender

Unit – 5

Process Costing, Marginal costing and break even Analysis, Profit volume Analysis

Suggested Books :

1. Advanced accounts -Shukla & Grewal
2. Management accounting – Lal & Jawahar
3. Business accounting for Hospitality and tourism – H.Atkins, A.Bary & M.Cohan

TTM 301 : TOURISM PRODUCT OF INDIA – I

Unit – 1

Definition, Concept and classification of tourism product. Different categories of tourism product natural and man made

Unit – 2

Understanding of Indian History – ancient , medieval & modern importance of history in tourism.Study of Religion and its relevant Centers-Hindu, Buddhist, Jain, Sikh, Muslims, Parses and Christians .

Unit – 3

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Man made products- Indian Architecture- different styles- Study of Important Architectural sites of India- Temple architecture- North Indian styles-Khajuraho, Konark, Lingaraja Temples, South Indian- Halebid & Hampi, Meenakshi temple, Buddhist style, Stupa- Sanchi, Mughal Architecture - TajMahal,Red fort, Fatehpur Sikri, The Rock-Cut monuments- Ellora--colonial Architecture – Victoria Memorial, Jain temple – Dilwara, Bahai Temple – Lotus Temple

Unit – 4

Paintings- Indian Paintings-Ajanta paintings, Types & Characteristic features- Medieval and Modern Paintings.

Unit – 5

Indian rituals, dresses, cuisine with regional variations. Importance of cultural heritage in tourism

Suggested books :

1. The Wonder that was India : A.L.Basham
2. Cultural Heritage of India : R.Acharya
3. Indian Architecture : Percy Brown

TTM 302 : PRINCIPLES OF MANAGEMENT

Unit – 1

Introduction to Management, its meaning , nature , scope
Functions of management, definitions of Management, roles of a manager, managerial skill. Key elements of Managerial skill in Tourism & hospitality Industry

Unit – 2

Development of management theories. Early management approaches. Modern management approaches

Unit – 3

Managerial process , Planning – Nature, importance, forms, types, making planning effective.
Organising – Meaning, process,principles of organizing, Organisation structure.
Staffing – importance , need. MPP, recruitment, selection placement , induction,training and development.
Controlling – control process, need for control, essentials of effective control

Unit – 4

Decision Making – meaning, types of decisions, rationality in decision making, environment of decision making.

Leadership – Difference between leader and manager. Functions of a leader. Leadership assessment, leadership style in Indian Organisation

Unit – 5

Social Responsibility of Business – meaning of social responsibility, Social Responsibility of business towards different groups, Social performance of business India, problems of public enterprise in India. Management challenges in service sector .

Suggested Books :

1. Principles and Practices of Management : P.C.Tripathy
2. Principles and Practices of Management : Rao & Narayanan
3. Management : Stoner, Freeman, Gilbert Jr.
4. Principles of management : Bayeis & Rue

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

TTM 303 : TOURISM ECONOMICS

Unit – 1

Definition of Economics, Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View.

Unit – 2

Nature, scope and importance of economic analysis .Foundations of tourism demand, changes in demand – short term & long term effects.

Unit - 3

Theory of tourism supply and changes. Elasticity and its application, Demand forecasting

Unit – 4

Cost of production, Pricing methods of tourism. Price discrimination, Multiplier process

Unit – 5

The impact of macro economy on tourism industry. Banking systems, International trade, land , labour and capital

Suggested Books :

1. The Economics of tourism : M.Thea Sinclair & Mike Stabler
2. Managerial Economics : Chopra OP
3. Micro Economics : Jeoldean
4. Elementary Economics : Sampat mukherjee

TTM 304 : ECO TOURISM & SUSTAINABLE DEVELOPMENT

Unit – 1

Introduction to Eco Tourism : Definition, Concept , Growth & Principles

Emerging Concepts: Eco / rural / agri/ farm/ green/ wilderness/ country side/ special interest tourism.

Unit - 2

Tourism : Environmental Relevance ,Eco – tourism in 3rd World Countries – Problems , and proposed solutions, key steps to maintain tourism Eco- Friendly. Protected areas and ecotourism.

Unit – 3

Concept of carrying capacity, Sustainable development. Eco – tourism and community development.

Geographic Information System (GIS). Environmental Protection Act (EPA) of India

Unit - 4

Eco – tourism as a world wide phenomena

Concept and planning of eco – tourism destinations. Developing and implanting Eco tourism guidelines for wild lands and neighboring communities. Environment Impact Assessment (EIA),

Unit - 5

International considerations, International Organisation dealing with preservation and conservation.

Conference, convention & declaration related to environments

- o Johannesburg
- o Rio – declaration (Agenda 21)
- o Quebec declaration
- o Environmental Code of conduct

Suggested Books:-

Title	Author	Publisher
Global Eco Tourism	Prabhas Chandra	Kaniskha Publication

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Codes-Protocol & Charter

International Eco Tourism Environment Probhas Chandra Kaniskha Publication

Rules & Regulation

Travel & Tourism Cottman VNR

Tourism System- Introductory Text Mik & Morrivon

Tourism & Sustainability Mowforth Routh Udge

TTM 305 : UNDERSTANDING HOTELS

Unit – 1

Introduction to hotels, Accommodation Industry, Types ,Evolution of lodging industry, Need, Importance, role of hotels , FHRAI, Star Hotels and classification. International Scenarios and trends.

Unit – 2

Evolution, Different groups of hotels in India, Hotel Groups, ITDC – role, importance ,ASHOKA group, WELCOME group, Taj Group- role in Indian Tourism

Unit – 3

Key Departments :

- Front Office Management -- Introduction to Front Office Department, Advantages, Formalities and formats, Types of rooms and plans. Organisation Chart and duties and responsibilities, Qualities of a front-office staff
- House Keeping – Introduction to House keeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities. Cleaning- different equipments & agents, Daily routine systems, Laundry, Linen& Uniform, Interior Decoration & facilities, Special decorations.
- Food & Beverage Service – Introducing to food & beverage Service, types of services, organizational charts and duties, Menus , Idea about Beverages -- Alcoholic & Non Alcoholic
- Food Production – Introduction, Hierarchy, Idea about different cuisines – national and international, Specific menus according to festivals & other facilities.

Unit – 5

Marketing of hotels - Meaning and concept of Hospitality Marketing—importance & its future
Great Leaders in hospitality –Ellsworth Statler, Ralph Hitz, J.Willard Marriot.
Marketing concept, Marketing Mix, Hotel Market and new trends.

Suggested Books:-

- 1.Theory of Cookery -- Krishna Arora
2. Modern Cookery Vol-I & II – T.E.Philip
3. Food & Beverage Service – Denis Lilicrap
4. Managing Front Office Operations – Michael L Kasarana & Richard Brooks
5. Operations Management – Stainley Phornco
6. Hotel, Hostel & hospital housekeeping – M.Lauren & J.C. Branson
7. Introduction to Hospitality - I & II – Dennis Foster
- 8.Marketing of Hospitality ---- Kotler , Bowen , Makens.

West Bengal University of Technology
BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

TTM 306 : FRENCH -I

Unit – 1

Alphabets, Concept of number and gender, numbers, Days, Months, Time, nationality and profession, Self Introduction in French

Unit – 2

Definite article and indefinite article, Introduction of Verbs- Etre and Avoir and its' uses. Quantitative and Qualitative adjectives, Prepositions,

Unit – 3

Possessive and Demonstrative adjectives. Regular & irregular verbs- its conjunction in present tense, formation of affirmative,

Unit – 4

Negative and interrogative sentences in Present tense. Pronominal verbs, Imperative sentences, partitive article

Unit – 5

Translation , Common tourism related terms

TTM 401 : TOURISM PRODUCT OF INDIA – II

Unit – 1

Study about Performing Arts of India - Indian Classical Dances-Folk Dances
Music of India- classification-Marg & Desi, Karnatic style, North Indian Music- Musical instruments

Unit – 2

Role of Performing Art in Tourism Development, Indian Theatre- Different Theatrical forms
Indian Cinema- Evolution- Role in Tourism Development. Heritage tourism

Unit – 3

Handicrafts & Craft Melas of India – A case study of Suaj Kund Craft Fair
Fairs and festivals of India – a brief study of the types

Unit – 4

Natural Tourism products : Hills & Beaches , Lakes of India.
National Parks and Wild Life Sanctuaries of India. A brief study of Jim Corbett National Park , Sunderbans , Gir National Park , Jaldapara etc.

Unit – 5

Adventure Tourism – Definition , Different types of adventure sports and their brief study.
New age tourism products – Medical tourism , Health Tourism , Tea tourism , Highway Tourism , Space Tourism , Wine Tourism

TTM 402 : ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

Unit – 1

Introduction to Organizational Behavior , challenges and opportunities for OB.
Individual Behaviour: Biographical characteristics, Ability, Learning, Values, Attitudes
Personality: Definition, determination, Traits, attributes, Locus of control

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Perception: Meaning and Significance, factors influencing perception,
Motivation: Meaning and importance, Theories of motivation - Maslow, Herzberg's, McClellandis, Vroom .
Management by objectives. Job enrichment
Interpersonal Behaviour , Leadership.

Unit – 2

HRM – Meaning , Importance, Functions, Challenges and opportunities.
Need for HRM in tourism Industry
Objective of human resource planning , Need for human resource planning in tourism

Unit – 3

Recruitment --Meaning ,Sources, methods ,Selection -- selection methods
Placement , induction and performance appraisal – meaning and relevance in tourism industry
Training and development – meaning and its requirements

Unit – 4

Job Evaluation - Concept, scope and limitation,
Job Analysis and job description :- definition, uses of job analysis and job description, job description, job specifications and job analysis linkages

Unit – 5

Human Resource Development (HRD) –An Overview , What is HRD , Why HRD , HRD process and outcome
, An overview of HRD practices : Trends
HRD in Service Industry : Importance and role of HRD in Service Sector ,HRD in Tourism Sector

Suggested Books -

- | | |
|---------------------------------|--------------|
| 1.Human Resource Management --- | Gary Dessler |
| 2.Human Resource Management--- | P.Subba Rao |
| 3.Human Resource Management --- | Millokovich |

TTM 403 : ENVIRONMENT & ECOLOGY

Unit – 1

Brief discussion on the components of the environment, Effect of environmental degradation with example and effect on population.

Brief outline of the Environment (Protection) Act 1986 should be discussed including effect on companies, contravention, penalties and return requirement.

Relevance of environment legislation to Business Enterprise. Legislation vs. Social obligation of business.

Role of NGO's like green peace in Environmental protection.

Unit – 2

Ecology : Brief outline on Elements of Ecology; brief discussion on Ecological balance and consequences of change, principles of environmental impact assessment. Environmental Impact Assessment report (EIA) and requirement of EIA for startup manufacturing Enterprise.

Unit – 3

Air Pollution and Control : Brief outline of Atmospheric composition, Brief understanding of energy balance, climate, weather, dispersion. Sources and effects of pollutants in the industrial context, primary and secondary pollutants, acid rain, green house effect, depletion of ozone layer, global warming, standards and control measures required by industry in compliance to The Air (Prevention and Control of Pollution) Act 1989.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Unit – 4

Water Pollution and Control : Brief Discussion on Hydrosphere, natural water, pollutants: their origin and effects, river/lake/ground water pollution, The financial implication of water pollution control and steps required to be taken by industry e.g. Sewerage treatment plant, water treatment plant. Standards and control in relation to the effect of legislation by Central and State Boards for prevention and control of Water Pollution.

Unit – 5

Land Pollution: Brief understanding of lithosphere, Pollutants(municipal, industrial, commercial, agricultural, hazardous solid waste); their original effects, collection and disposal of solid waste, recovery & conversion methods in relation to an industrial enterprise with discussion about the financial implication in a business enterprise.

Suggested Books:

1. Environmental Science, Cunningham, TMH
2. Environmental Studies, A.K.De & A.K.De, New Age International
3. Environmental Pollution Control Engineering, C.S.Rao, New Age International
4. Environmental Management, N.K. Oberoi, EXCEL BOOKS
5. Ecosystem Principles & Sustainable Agriculture, Sithamparanathan, Scitech

TTM 404 : TOURISM PLANNING & POLICY

Unit – 1

Introduction to Tourism planning. Objectives, methods, Steps of tourism planning.

Unit – 2

Importance, role, and responsibilities of various stake holders in the development and growth of tourism. Elements of tourist destination and their influence on tourism planning.

Unit – 3

Planning for new thrust areas in tourism (like eco, sustainable, responsible tourism): Process, catalysts, and hindering factors.

Unit – 4

Tourism Policy: need, and principles. Factors influencing tourism policy . Incentives and concessions for tourism projects. TFCI – A brief study, Policy formulation in India – National Tourism Policy 2002.

Unit – 5

Tourism planning at international , national, regional, state and local level.

Planning for Destination development in tourism – objectives , methods , steps and factors influencing planning. DLC introduction.

Suggested Books:

1. Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism Planning : Gunn, Clare A.
3. National & regional Planning : Inkeep E .

TTM 405: FINANCIAL MANAGEMENT

Unit – 1

Introduction to Financial Management.

Meaning and scope of financial management. Concept of raising funds, capital structure, capital budgeting, current asset management

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Unit – 2

Raising Funds—sources of funds, managing the overall cost of capital, levels of a firm borrowing, cost of a debt, capital and tax implication of the borrowing.

Fundamentals of financial control- meaning and importance of NPV, IRR, Foreign exchange management

Unit – 3

Cost management in Hospitality industry

Classification of cost, importance of control, indirect cost allocation.

Unit – 4

Inventory control , Internal financial control- meaning, problems unique to hospitality industry, Establishing cost standard

Unit – 5

Cost management by Budgeting- Meaning of budgeting, types of budget, preparation of budget, Zero based budgeting

Working capital Management-importance of working capital management, cash management, Role of information system in financial management

Suggested Books :

1. Financial Management -V.K.Bhalla
2. Financial Management – M.Y.Khan & P.K.Jain
3. Financial management – John Wiley

TTM 486 : FRENCH II

Unit – 1

Conjugation of verbs in Past Tense, Formation of affirmative, Negative and interrogative sentences in past tense with Etre and Avoir.

Unit – 2

Formation of sentences in imparfait, comparison of 'Passe compose' with Imparfait, Expression of duration in Past tense

Unit – 3

Formation of sentences in Future tense, immediate future and Recent past tense structure

Unit – 4

Comparative and Superlative degree, Adverbs and its formation

Unit – 5

Pronoun: Personal pronoun, Pronoun complements, COD & COI, Relative Pronoun, Pronoun and en.

TTM 501 : TOURISM MARKETING

Unit – 1

Introduction to Service marketing, Marketing of Tourism & travel services, Tourism Marketing : special features, Service Characteristics Concept of service : Types of service, Classifications of services & impact of service in daily life

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Unit – 2

Market segmentation, Market identification & selection, 8P's of Marketing

Unit – 3

Product decision & Formulation, Destination Life Cycle, Service Quality. Quality management in tourism, The Concept of TQM in tourism, Branding & packaging decisions

Unit – 4

Pricing Policies & practices, Advertising & publicity

Unit – 5

Distribution channels in Travel and Tourism, Marketing destinations

Suggested Books:

1. Marketing for Hospitality and Tourism : Philip Kotler, Jon Bowen
2. Tourism Marketing : Lumsdon

TTM 502 : LEGAL & ETHICAL ISSUES IN TOURISM

Unit – 1

Indian Contract Act, 1972, partnership Act, 1932. Companies Act 1956 . Nature and types of companies. Memorandum and Article of Association, Prospectus.

Unit- 2

Consumer Protection Act and Tourism. MRTP Act applicable to tourism as consumers , FEMA – 1999, The passport Act, Foreigners' Act, Foreigner's Registration Act.

Unit – 3

Tourism Bills of Right, Manila Declaration , Acapulco Document . Travel Insurance, Passport , Visa and Health regulations. Custom and currency regulations.

Unit – 4

Unseen Monuments (Sites and Remains) Act 1958

Antiquities and Art Treasure Act 1972

Convention concerning the Protection of the World Cultural and Natural Heritage 1972, UNESCO.

Unit – 5

Ethics in Tourism, Tourism Code of Conduct , Bermuda Agreement, Five Freedom Agreement

Do's and Don'ts in Tourism. Responsibilities of all the stake holders of Tourism

Suggested Books :

- 1.The Business of Travel agency Operation & administration – D.L.Foster
2. The Indian Travel agents – Malik, harish & Chandra

TTM 503 : ENTREPRENEURSHIP DEVELOPMENT IN TOURISM

Unit – 1

Entrepreneurship Development –Definition of entrepreneurship-emergence of entrepreneurial classes-theories of entrepreneurship-role of socio-economic environment-characteristics of entrepreneur-leadership, risk taking, decision-making & business planning.

Scope in tourism. Introduction to entrepreneur and entrepreneurship.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Unit – 2

Opportunity analysis - external environmental analysis (economic, social & technological)-competitive factors-legal requirements for establishment of a new unit related to tourism & raising of funds-venture capital sources & documentation required.

Unit – 3

Entrepreneurial Behavior: Innovation & entrepreneur –entrepreneurial behavior & psychological theories.

Unit – 4

Entrepreneurial Development Programme (EDP): EDPs & their role, relevance and achievements-role of Government in organizing EDPs-evolution of EDPs.
Social responsibility in business

Unit – 5

Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing economic growth, bringing about social stability & balanced regional development of industries with emphasis on tourism , foreign earnings etc.

Suggested Books:

1. Innovation of Entrepreneurship – P.F.Drucker
2. Elements of Entrepreneurship – Holt
3. Entrepreneur & Environment – A.N.Desai

TTM 504 : SPECIALIZATION PAPER I **Travel Agency Management – I** **TTM504A**

Setting up of a Travel agency :

- Definition , Concept , Origin of Travel Agency, Development of Travel agency Business.
- Functions and Organizational structure of travel agency.
- Approval of Travel agency – rules – IATA, Dept. of Tourism , Govt. of India (DOT),
- Sources of funding, related documentations, sources of earnings: commissions , service charges.

Suggested Books :

1. Travel Agency & Tour Management – J.M.S.Negi
2. The Indian Travel agent – Malik, Haris & Chatterjee
3. Travel agency & tour Operation; concepts & principles – J.M.S.Negi
4. Travel industry – C.Y.Gee

Tour Package Operations I **TTM504B**

Tour Package designing :

- Definition of tour package , types & forms of Package Tours,
- Planning for a tour package, Components of a tour package. Product oriented package tours : Special interest tours : Advantages & limitations of tailor-made tour packages. Factors in tour package designing
- Steps in Tour package designing – Destination Survey, properly survey, seasonal consideration, confidential tariff arrangements, payment procedures, Ground handling etc. Limitations of a package tour. Case study of Tour packages for Golden triangle of India.

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

- Designing and importance of brochures. Presentation Skills

Suggested books:

1. Travel Agency & Tour Operations – J.M.S.Negi
2. The Business of travel agency Operation and tour Management – D.L.Foster
3. Group Travel Operating Procedure – Susan Webstar
4. The Professional Tour Guiding - Kathleen Lingle Pond

Air Fares & Ticketing I

TTM504C

Introduction to Ticketing:

- Brief study of Air India & Indian Airlines , Jet Airways , Sahara , No Frill Airlines – meaning , case study of no frill air lines in India, airlines marketing strategies.
- International Airlines and their brief study
- Definition of ticketing, Types of tickets, Reading a flight schedule
- Aviation Geography, IATA sub Areas , IATA regulations , Short Note : IATA
- City Code , Airport Code , Minimum Connecting time
- Global Indicators ,
- Map Pointing practices with OAG codes

Suggested books:

1. Travel information Manual – IATA
2. OAG/ABC – IATA
3. Travel agency management – Mahinder Chand
4. Airport Business – R. Doganis

Event Management I

TTM504D

Introducing Events:

- Definition, Scope of Event Management. Characteristics and complexities of events
- Growth and development of event industry, Trade fairs and their roles
- Typology of planned events,
- Varieties & importance of events -
- Key steps to successful events

Suggested books:

1. Event Management in leisure & tourism – David Watt
2. Conferences – Tomy Rogers

TTM 505 : SPECIALISATION PAPER II

Travel Agency Management – II

TTM505A

Travel Agency Products & Functions:

- Different products of a travel agent
- Services of Travel Agents – Liasoning, Counseling, Organizing & Distributing
- Functions of Travel Agents – Itinerary planning, reservations, hotel booking, car rental services and others
- Marketing of travel ,

Suggested Books :

1. Travel Agency & Tour Management – J.M.S.Negi

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

2. The Indian Travel agent – Malik, Haris & Chatterjee
3. Travel agency & tour Operation; concepts & principles – J.M.S.Negi
4. Travel industry – C.Y.Gee

Tour Package Operations II **TTM505B**

Itinerary & Costing :

- Itinerary preparation – necessary requirements , do's and don'ts of itinerary preparations
- Costing , Quotation , Tariff , Confidential Tariffs , Commissions , Markup Service charges & other remuneration for tour operation.
- Tour operation Documentation : Hotel & airline Vouchers, Pax docket, daily sales record, AGT statements, Communication for Reservation & Cancellation. Importance & significance of credit cards.
- Closing the sales : Client complaint handling, Concept selling Indicators, hurdles & solution of closing a sale

Suggested books:

1. Travel Agency & Tour Operations – J.M.S.Negi
2. The Business of travel agency Operation and tour Management – D.L.Foster
3. Group Travel Operating Procedure – Susan Webstar
4. The Professional Tour Guiding - Kathleen Lingle Pond

Air Fares & Ticketing II **TTM505C**

Familiarization :

- Air Tariff , OAG , TIM , Journeys : OW & RT (One Way & Return Trip)
- Currency Regulation , NUC conversation Factors
- Fare Construction , Mileage Principles, EMS (Extra Mileage Surcharge)
- EMA (Extra Mileage Allowance) , HIP (Higher Intermediate Point) , CTM , BMC
- Sums to be practiced and accordingly Tickets to be issued.

Suggested books:

1. Travel information Manual – IATA
2. OAG/ABC – IATA
3. Travel agency management – Mahinder Chand
4. Airport Business – R. Doganis

Event Management II **TTM505D**

MICE Tourism :

- Components of MICE Tourism –Meeting , Incentive , Conference & Exposition/ exhibition definition
- Nature and demand of Conference market : A brief study of MICE market in India
- Event planning, Checklist for different events, planning schedule & actions agenda
- Conference program designing,Pre & Post event responsibility
- Sponsorship , sponsors , organizers, customers & guests.
- Risk Management, Safety and Global Issues in Event Management

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Suggested Books:

1. Event Management in leisure & tourism – David Watt
2. Conferences – Tomy Rogers

TTM 586 : FIELD STUDY TOUR

Students are required to submit a field trip report on any destination or on any specific topic from the visited place.

Each student will have to make presentation before a duly constituted board for the said purpose.

TTM 601 : SPECIALIZATION PAPER III

Travel Agency Management – III

TTM601A

Travel Service distribution :

- Types , techniques, automated Sales ,Global Distribution System , CRS
- Introduction to Air Ticketing & Air Cargo Operations

Suggested Books :

1. Travel Agency & Tour Management – J.M.S.Negi
2. The Indian Travel agent – Malik, Haris & Chatterjee
3. Travel agency & tour Operation; concepts & principles – J.M.S.Negi
4. Travel industry – C.Y.Gee

Tour Package Operations III

TTM601B

Tour Guiding & Escorts :

- Tour guide & definition, grooming and personal hygiene , Defining an Escort.
- Tour guiding requirements – Tour departure list , checklist for different purposes : vehicle , point of arrival & departure etc.
- Guiding techniques , Functions of a tour escort
- Leading a tour group , Code of conducts, Qualities required to be a tour guide, Govt. approved guide. Role of a guide

Suggested books:

1. Travel Agency & Tour Operations – J.M.S.Negi
2. The Business of travel agency Operation and tour Management – D.L.Foster
3. Group Travel Operating Procedure – Susan Webstar
4. The Professional Tour Guiding - Kathleen Lingle Pond

Air Fares & Ticketing III

TTM601C

Special Fares:

- Special fare Calculations , Add-On ,
- Round Trip ,
- Computerized Reservation System (CRS)- Galileo/ Amadeus (training either online or offline according to the choice of Institution)

Suggested books:

1. Travel information Manual – IATA
2. OAG/ABC – IATA
3. Travel agency management – Mahinder Chand
4. Airport Business – R. Doganis

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Travel & Tourism Management Syllabus Revised (To be applicable for the students who admitted in the session 2004-2005,2005-2006 & 2006-2007)

Event Management III

TTM601D

Events and Tourism :

- Marketing Events – Marketing mix , segmentation, event tourism packaging
- Crisis management & Public Relation in Events ,
- Short study of ICPB , ICCA
- International event markets --- Germany, London, Hong Kong, Singapore etc.

Suggested books:

1. Event Management in leisure & tourism – David Watt
2. Conferences – Tomy Rogers

TTM 684 : APPLICATION OF IT IN TOURISM

Unit – 1

Tourism and Information technology, Information flows in the tourism industry, Typologies of tourism information

Unit – 2

IT in Airlines Industry, Passenger Reservation system – introduction to CRS (in brief) SABRE, GALILEO, AMADEUS and ABACUS.

Unit – 3

Electronic immigration Control. Travel Access & use of IT – its functions in travel agency operation. LAN & WAN .
IT in the railways – A case study of IRCTC. Electronic Ticketing and ticket delivery network.

Unit – 4

MIS applications in tourism, hotels, travel etc.(Introduction to Information Systems)

Unit – 5

IT in the service sectors, Internet and service sectors
NET Banking, mode of payment through internet

TTM 685 : PROJECT ON INDUSTRIAL TRAINING

Each student is required to undergo a training in a reputed Tourism Organization for a minimum duration of **8 weeks** and has to submit a project along with a certificate of completion issued by the competent authority of the said agency.

Each student will have to make presentation before a duly constituted board for the said purpose.

TTM 686 : Comprehensive Viva-Voce

Each students are required to appear for a comprehensive viva-voce on the entire course content before a duly constituted board for the said purpose.