

UNIVERSITY OF KALYANI

REVISED SYLLABUS

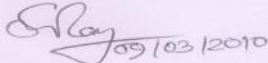
FOR THREE YEARS B.A./B.Com. (MAJOR) COURSE

IN

TOURISM AND TRAVEL MANAGEMENT

**According to the New Examination Pattern
Part – I, Part- II & Part- III**

**WITH EFFECT FROM THE SESSION
2010 – 2011**

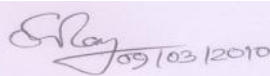

*Secretary, Faculty Councils (U.G.)
University of Kalyani
Kalyani, Nadia*

University of Kalyani

Revised Syllabus for Three Year Degree Course In Tourism and Travel Management (Major)

Contents

Part – I		Full Marks – 200	
Paper I : Tourism Business	100	Page- M-1
Paper II : Tourism Product	100	Page- M-2
Part II	Full Marks – 200	
Paper III : Tourism Marketing and Tour Business operation.	100	Page- M-3
Paper IV : Emerging Concept of Effective Tourism	100	Page- M-4
Part – III		Full Marks – 400	
Paper V : Information, Communication and Automation Group A – Theoretical	...	50	Page- M-5
Group B – Practical (Application of Computer in Tourism.	50	Page- M-6
Paper VI : Practical (Field Trip Report)	...	100 (Report = 70 Viva-voce= 30)	Page- M-6
Paper VII : Practical (on- the- job-Training Report	...	100 (Report = 70 Viva-voce= 30)	Page- M-8
Paper VIII : Entrepreneurship Development	100	Page- M-10


09/03/2010
Secretary, Faculty Councils (U.G.)
University of Kalyani
Kalyani, Nadia

PART – I

Paper - I Tourism Business

Full Marks – 100

INTRODUCTION :-

This paper covers the history of Tourism both International and Domestic, its development with organizational and regulatory methodology and also its concept, trends world over and its futuristic study.

Definition, nature, importance and components of Tourism are also included in the study. This paper is designed to cover the potentiality and prospects of Tourism and also the role of Institutional organizations, both National and International, for promotion and development of Tourism.

Definition of Tourism. Taxonomies of Tourists, Visitors, excursionists.

Concept of Domestic and International Tourism : Recent Trends.

Tourism as an Industry. Its distinct characteristics.

Impact of Tourism: Economic, Social, Cultural, Physical and Environmental.

Growth and Development of Tourism in India.

Destination Development .

Role of DOT, ITDC, IATO, ICPB, IOTO, NTO, WTO, IATA, PATA, WTO, UNESCO, UNCTAD, UNEP, OECD, WATA, WTTC, SAARC, YHAI etc.

Books Recommended :-

Holloway, J.C.- The Business of Tourism

Bhatia,A.K.- International Tourism : Fundamentals and practices.

Burkart, A.J. and Medlik,S. - Tourism : Past, Present and Future.

Cooper,C., Fletcher J, Gilbert,D, and Wanhill,S. - Tourism Principles and Practices.

Lundberg, D.E. - The Tourist Business.

Hodgson,A. - The Travel and Tourism Industry.

Brown, F. - Tourism Reassessed : Blight or Blessing ?

Mill,R.C. - The Tourism Business : An Introductory Text.

McIntosh, R.W. - Tourism Principles, Practices and Philosophies.

Seth,P.N. Tourism Promotion in Asia.

I.I.T.T.M – Growth of Modern Tourism.

Paper II : Tourism Product

Full Marks – 100

INTRODUCTION :

This paper is for the study of Tourism Product –India covering the Resources - both Nature and Man-made. Historical and Geographical background. The People, the Heritage, Arts and Crafts, Flora and Fauna.

Tourist Resources :

Definition, Differentiation, and Classification :-

Tourist Resources of India – Types and Typologies.

Cultural Resources : Art and Architecture, Historical Buildings and Monument, Sites and Remains of Archaeological interest : Religious and Spiritual Institutions, Museums and Libraries. Traditional Fairs and Festivals, and Handicrafts, Classical Dance and Music, Folk culture. Beaches and Mountains, Deserts and Islands, Forests, Flora and Fauna, Rich Diversity in Land form, Landscape & Climate. Outstanding water bodies.

Popular Religious shrines / centres : Hindu, Buddhist, Jain, Sikh Christian and others. Yoga, Meditation and other centres.

Symbolic / contrived Tourism Product :- Promotional Tourism Fairs.

National Parks, Theme Parks, Amusement and Leisure Parks etc.

Sports Tourism including Adventure sports.

Books Recommended :-

Bhatia, A.K. - Tourism in India – History and Development.

Burton, R. - Travel Geography.

Cecchi and Co.- The Future of Tourism in the Far East.

Cosgrove, Isabel and Jackson, R. - The Geography of Recreation and Leisure.

Davis, H.D.- Potentials for Tourism of Developing Countries.

Pearce, D.G. - Tourism Today : A Geographical Analysis.

Ian M. Matley - The Geography of International Tourism.

Joh, Lea. - Tourism Development in the Third World.

Pigram, J.- Outdoor Recreation and Resource Management.

Shaw, G. and Williams, A.M. - Critical Issues in Tourism : A Geographical Perspective.

Seth, P.N. Successful Tourism Management.

PART – II

Paper – III : Tourism Marketing and Tourism Business Operation.

Full Marks 100

1. Concept of Marketing : Nature, Classification and Characteristics of Services.
Definition & Features of General Marketing and Tourism Marketing.
2. Linkages between Tourism and other economic sectors.
3. Travel Agency and Tour operators, Types, Functions and Responsibilities.
Procedure to set up a Travel Agency Business in India.
4. Role of Airlines, Railways, Road and Water Transport in the growth of Tourism in India.
5. Accommodation. Types, Organisation and Management.

Books Recommended :-

Crampon, L.T. - An Analysis of Tourist Markets.

Donald, E. - Tourism Marketing and Management Issues.

Edwards, Francis, G. - How to focus your Marketing Efforts.

Engel, James F. (Eds) – Market Segmentation : Concepts and Applications.

Heath, E - Marketing Tourism Destination.

Hollander, S. - Passenger Transportation.

Jefferson, A - Marketing Tourism, A practical Guide.

Kartler, P. – Introduction to Marketing Management, Analysis, Planning and Control.

Bhatia, A.K. - Tourism Management and Marketing.

Hammarskjold, K. - Economics of Air Transport and Tourism.

Medlic, S. and Middleton V.T.C. – ‘The Tourist product and its Marketing implications’,
International Tourism Quarterly (1973).

Anand, M.M – Tourism & Hotel Industry in India

Paper – IV: EMERGING CONCEPTS OF EFFECTIVE TOURISM DEVELOPMENT .

Full Marks 100

1. Role of Tourism in Modern Society.
 - (i) Its Socio-cultural veneer
 - (ii) Significance of Tourism in the Economy.
 - (iii) World Scenario (Statistics based).
 - (iv) Indian Scenario (Statistics based).

2. History of Tourism in India.
Recommendations of Sargent Committee, Jha Committee, Unis Committee,
Formation of GTO, WTDC, TFCI etc.

3. Tourism Policy and strategy of Development
 - (i) Report of National Development council.
 - (ii) National Action Plans
 - (iii) Tourism Policies as envisaged in Different
Five year Plans and Comment on their enactment.

4. Parameters of Tourism Development
 - (i) The Rio Declaration of Environment and Development, 1992.
 - (ii) Sustainable Development of Tourism and the Concept of Carrying
Capacity.
 - (iii) Destination Development vis-à-vis Development of Infrastructure and
Logistics.

5. Emerging Concepts of Tourism.
Eco-tourism and Development of Ecotel, Eco-tourism, Green Tourism, Rural
Tourism, Medical Tourism, Tea tourism. Convention Tourism , Backwater
Tourism, Spice Tourism Social Tourism, Farm tourism.

6. Civil Aviation Policy, India.
 - i) Importance of Civil Aviation in the Growth of Tourism
(Statistics based study).
 - ii) Airport Management and the Issue of Privatization.

7. Tourism Development in West Bengal
- i) Tourism Policy of the Govt. of West Bengal, its critical appreciation.
 - ii) Survey of West Bengal's tourism potentials, Scope of developing new Sites.
 - iii) Manpower Development.

Books Recommended :-

- Butler, R.W. - "The Social Implication of Tourism Development", Tourism Research 2,2 (1974).
- Cleverdon, Robert. - The Economic and Social Impact of International Tourism on Developing Countries.
- Edmunds - Environmental Administration.
- Heath, E. - Marketing Tourism Destination.
- Hunziker, W. – Social Tourism, Its Nature and Problems.
- Laws, E.C. – Tourist Destination Management : Issues, Analysis and Policies.
- Mathieson, A. - Tourism : Economic, Physical and Social Impacts.
- Medlik, S. – Economic Importance of Tourism.
- Nicholson, M. – The Environmental Revolution.
- Ram Acharya – Civil Aviation and Tourism Administration in India.
- (Eds.) R. Sharpley, D.J. Telfer, - Aspects of Tourism, Tourism and Development. Concepts and Issues.

PART – III

Paper – V

Group – A: (Theoretical) – Information – Communication and Automation
.... 50 Marks.

Tourist expectation and service. Protection of the interest of tourists. Important Existing Regulation in National and International context. The need of tourism legislation. – Consumer protection Act 1986.

● **Information technology :**

Devices of Computers and Communication : CPU, memory –primary and auxiliary (RAM, ROM, Cache, Floppy disk, Hard disk, tape, CDROM) : I/O

devices –VDU, printer (dot matrix, inkjet, laser, line), Keyboard, mouse, scanner (Interconnection, Characteristic and description). Types of Computers – PCs, workstations and large systems, software, system and application. Computer Languages –machine, assembly, high level. Major applications – word processing & DTP, spreadsheet, database, graphics, choosing a computer – Criteria for selection.

- Computer networks – LAN and WAN : Communication media. Networks in India.
- Information Technology in tourism and travel management – e-mail : tourist reservation system (railway, airlines, hotels) use of database, internet. Use of multimedia in tourism information system.
- Market research, data collection : interview, concept of system analysis and design, basic idea related to the creation of information system on tourism.

Group : B (Practical) – Application of Computer in Tourism ... 50 marks.

- a) Familiarity with PC's - hardware and software (/ operating system – DOS/Unix/Windows, other packages).
- b) Use of data management, spreadsheet and word processor packages for developing simple tourism information systems. (Works should include but may not be limited to the following :-
'Reservation of tickets, accommodation, tariff chart, routes and maps, tours, market price, products, business and marketing, report generation and weather '
- c) Familiarity with a national / international network related to tourism as well as packages available.

Paper – VI Field Trip Report

Full Marks 100

Every student shall be required to undertake field trip for two weeks either at a stretch or in phases during the study course to important tourist destinations covering at least 2 tourist spots.

Group – I :**Metropolitan cities, sea beaches, Health Resorts, River banks, forests and Wild life Parks and Sanctuaries****Places of Historical and Cultural Importance.**

- a) Calcutta and its suburbs.
- b) Digha
- c) The Sunderbans
- d) Gadiara
- e) Sagar Deep
- f) The Doars
- g) Jaldapara
- h) Bishnupur, Mukut Manipur
- i) Maldah, Gour, Pandu,
- j) Murshidabad
- k) Bankura
- l) Santiniketan
- m) Antpur

Group - II : Mountains and Hills.

- a) Darjeeling
- b) Kalimpong, Kurseong
- c) Sandakphu
- d) Ayodhya Hills (Purulia).

Field trip may also be undertaken to any well established tourist spot / complex outside the state of West Bengal. The study tour may be a particular spot or to a whole complex already existing or to a potential Tourist complex.

Every student shall be required to submit to the concerned college at least seven days prior to the commencement of University examination two bound copies of typed or legibly hand-written Field Trip Report consisting of not less than 50 pages. The Report shall have two parties, one for each tourist spot covered. Each part shall have following sub-sections :-

- 1] Introduction – A brief history of the spot / complex – its location and topography.
- 2] How to reach the Spot / Complex – Road / Railway / Air connections with Calcutta and also with other major cities (alternative routes to be indicated as far as possible).

- 3] Accommodation available in the tourist spot :-
Guest Houses, Resorts, Lodges and Hotels. Classification of accommodation in terms of tariff, location and facilities available should be made in a tabular form.
- 4] Main attractions of the Spot / Complex. This should have a detailed note on local fair, festivals, cultural traits, customs, handicrafts and industries.
- 5] Capacity and potentialities of developing tourist traffic in the area with special reference to the needs of foreign tourists. The note should be critical appraisal of the activities of Government and Non-Government tourists agencies in the area. There should also be discussion if such activities are adversely affecting the ecological balance of the tourist spot / complex.
- 6] Conclusion – The report has to be in the form of a dissertation certified by the teacher-guide and endorsed by the course Co-ordinator and the Principal. The report will be jointly evaluated by internal and external examiner. The distribution of marks shall be as follows :-

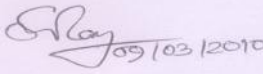
Written Report - **70 marks.**

Viva-voce - **30 marks.**

Paper – VII : On- the- job Training Report

Full Marks 100

Every student shall be required to undergo at least 2 weeks of Practical Training in a Tourism enterprise, travel agency of repute or any other competent organization at the end of the third year of his/her study. He shall work under a suitable guide from the organization where he will work. One Faculty member from the college concerned shall work as a co-guide and shall maintain liaison with the said organization, if necessary. The student shall be under the administrative control of the organization imparting training to him/her regarding duty hours, attendance, nature of work etc. The student shall have to maintain a diary of his attendance and work performed in the organization. The Head of the Organisation shall have to furnish a confidential report on attendance and performance of the candidate. The report should be sent to the Principal upon the completion of training.


09/03/2010
Secretary, Faculty Councils (U.G.)
University of Kalyani
Kalyani, Nadia

Every student shall be required to submit two bound copies of typed / legibly handwritten report on the training undergone to the college concerned at least seven days prior to the commencement of the university examination. The report should be accompanied by a certificate from the teacher – guide and endorsements from the Course Co-ordinator and the Principal of the college concerned.

Suggested format of the Report :

- 1] Introduction.
- 2] A short profile of the organization including its location and service network.
- 3] A detailed account of the training undergone particularly with reference to the following points :
 - a) Furnishing information to tourists and effecting sales a cross the counter-hotel/transport booking – F.I.T's/ Request Groups.
 - b) Broad acquaintance with the working of a Govt. Tourists Office specially in furnishing information to tourists.
 - c) Requirements of Foreign Travel – Visa formation – Foreign Exchange Schemes.
 - d) The operation of the TOURNET.
 - e) Ticketing – A B C Guide Book.
 - f) Preparing a Package and Costing.
 - g) Marketing contacts for booking / packages.

The report shall be jointly evaluated by internal and external examiners. The distribution of marks shall be as follows :-

Written report - 70 marks.

Viva-voce - 30 marks.

PAPER-VIII**Full Marks - 100****ENTREPRENEURSHIP DEVELOPMENT**

[Common paper for Three-Year B.A./B.Sc./B.Com.(Major) Degree Course subjects.]
Six Questions to be answered taking three from each group.

Group A**50 Marks****No. of periods.****1. ENTREPRENEURSHIP BUILDING :**

- | | | |
|----|--|---|
| a) | Meaning-Importance-Psychological Sociological Factors and Distinctive Competence. Entrepreneurship Process. Identification of Opportunities -Choice of Technology- Make or Buy Decision-Biography of Indian Entrepreneurship – Status of Worldwide Entrepreneurship. | 3 |
| b) | Need, Scope and Characteristics of Entrepreneurship, Special Schemes for Technical Entrepreneurs, STED. | 2 |
| c) | Social responsibility and business ethics. | 1 |
| d) | Environmental Awareness. | 1 |
| e) | Human Resource Management, Management of self and understanding human behavior. Leadership, Motivation Attitude – Belief, Communication, Group Dynamics, Delegation, Setting of Goals, Self assessment, Organizational / Psychology- Transactional approach and Analysis Creativity, Problem Solving – Strength Weakness Opportunity and Threat (SWOT) Techniques – Decision Making –Stress Management – Positive Reinforcement, Recruitment, Selection, Training. | 5 |

Total : 12

SOURCE OF FACULTY :

- i) In house experts and faculty members of the College.
- ii) Director, Cottage & Small Scale Industries, W.B., New Secretariat Building (9th floor), 1, Kiron Sankar Roy Road, Calcutta – 700 001.
- iii) SISI, Calcutta, 111 & 112, B.T. Road, Calcutta – 35.
- iv) GM / DIC of respective District.
- v) GNCCI / NEBCON.
- vi) Any successful Entrepreneur of the locality.
- vii) IIM, Calcutta.
- viii) Experts from Bengal Engineering & Science University.
- ix) IISWBM, Calcutta.

2. <u>TECHNOLOGY MANAGEMENT :</u>	<u>No. of periods.</u>
a) Criteria for principles of product, selection and development.	2
b) Choice of technology, plant and equipment.	2
c) Energy requirement & utilization.	1
d) Resource Management –Men, Machine and materials.	1
e) Critical Path Method (CPM) & Project Evaluation Re view Techniques (PERT) as planning tools for establishing SSI.	3
f) Plant Layout & Process Planning for the product.	1
g) Quality control/quality assurance and testing of product.	1
h) Production Management : Elements of production process, production planning and control, product development testing facilities, patents, Quality Assurance, Time control and Cost control, Total Quality Management.	3
i) Materials – Purchasing Management : Materials Planning and budgeting, Source selection, Public buying, Value engineering, Value analysis, Economic ordering quantity, Inventory control, Linkage with Import & Export Management.	2
Total :16	

SOURCE OF FACULTY :

- i) In house experts and faculty members of the College.
- ii) Experts from Bengal Engineering & Science University
- iii) Experts from Jadavpur University.
- iv) SISI, Calcutta, 111 & 112, B.T. Road, Calcutta – 35.
- v) IIM, Calcutta.
- vi) IISWBM

3. <u>PROJECT FORMULATION :</u>	<u>No. of periods.</u>
a) Needs, scopes and approaches.	1
b) Stages and methodology in project Identification -, selection of a project format, Project Report Writing.	1
c) Analysis and evaluation of a project report.	1
d) Critical decision making areas- Money-Market-People.	1
e) Interaction with appraisal authority and Financial Institutions, project outline of relevant professions.	1
f) Economic viability and financial feasibility.	2
g) Business and industrial laws, labour relations.	1
h) Entrepreneurs and society, changing concept of social responsi bility, shift to ethics, institutionalizing & challenge of relativism.	2
Total : 10	

SOURCE OF FACULTY :

- i) In house resource persons and faculty members of the College.
- ii) SISI, Calcutta
- iii) GM/DIC of respective district.
- iv) Directorate of Cottage & Small Scale Industries, W.B.
- v) Experts from Bengal Engineering & Science University
- vi) Experts from Jadavpur University.

Group B**50 Marks**

1. <u>FINANCIAL MANAGEMENT :</u>	<u>No. of periods</u>
a) Institutions, financing procedure and financial incentives, Banking norms as in vogue.	2
b) Financial ratios & their significance.	2
c) Costing and pricing.	2
d) Knowledge of capital market and mobilization thereof	1
e) Funds flow & cash flow concept.	1
	Total : 8

SOURCE OF FACULTY :

- i) In house experts and faculty members of the College.
- ii) Cost Accountant Institutes.
- iii) Training Institutes of Bank.
- iv) Directorate of Cottage & Small Scale Industries, W.B., New Secretariat Buildings (9th floor), 1, Kiron Sankar Roy Road, Calcutta – 700 001.
- v) Reputed consultants.
- vi) BNCCI / WEBCON.
- vii) Business Management Deptt., C.U.

2. <u>MARKETING MANAGEMENT :</u>	<u>No. of periods</u>
a) Exposure to demand based, resource based, service based, Import substitute & Export promotion Industries.	3
b) Market survey techniques.	1
c) Elements of marketing & Sales management.	1
d) Nature of product and market strategy- Packing & advertising – After sales service.	2
e) Touch an Import-Export procedure & methods.	1
f) Analysing marketing opportunities, planning marketing strategy, forecasting, marketing mix, advertising the marketing programme & sales management.	4
	Total : 14

SOURCE OF FACULTY :

- i) In house experts and faculty members of the College.
- ii) IIM, Calcutta.
- iii) Deptt. of Business Management, C.U.
- iv) Experts from Bengal Engineering & Science University
- v) SISI, Calcutta.
- vi) GM/DIC of respective district.
- vii) IISWBM

3. <u>MONITORING & FOLLOWUP :</u>	
a) Sickness in small scale industries and their remedial measures.	1
b) Coping with uncertainties and managing the situation.	1
	Total : 2

SOURCE OF FACULTY :

- i) In house experts and faculty members of the College.
- ii) Directorate of Cottage & Small Scale Industries, W.B.
- iii) Experts from Bengal Engineering & Science University
- iv) Experts from Jadavpur University.

4. <u>DATA BASE MANAGEMENT :</u>	<u>No. of periods</u>
a) Books of accounts, financial statements.	2
b) Creation of data base/Management Information System (MIS)	2

Total : 4

SOURCE OF FACULTY :

- i) In house experts and faculty members of the College.
- ii) Experts from Bengal Engineering & Science University
- iii) Experts from Jadavpur University.
- iv) IIM, Calcutta.
- v) Business Management Deptt, C.U.
- vi) IISWBM, Calcutta.

5. <u>STATUTORY PROVISION :</u>	<u>No. of periods</u>
a) Licensing, registration – Municipal bye laws and Insurance coverage.	1
b) Important provisions of factory Act, Sales of goods Act, partnership Act.	1
c) Pollution control & Environmental Act.	2
d) Income Tax, Sales Tax and Excise Rules.	1

Total : 5

SOURCE OF FACULTY :

- i) Faculty with Industrial Relation Management / Experience background.
- ii) Tax Practitioner / Lawyer.
- iii) Member from WBPCB, Calcutta.

6. <u>KNOWLEDGE INPUT :</u>	<u>No. of periods</u>
a) Industrial and economic policy declared by Govt. from time to time.	2

SOURCE OF FACULTY :

- i) Directorate of Cottage & Small Scale Industries, W.B.
- ii) SISI, Calcutta.

N.B. : The students shall be required to visit to linked institutions & promotional agencies, like Commercial banks, WBFC, SISI, DIG, Commercial Tax Offices, WBPCB & some testing centers for getting practical exposure.

Suggested Reading Material :

1. Deshpande M.V. : Entrepreneurship of Small-Scale Industries : Concept, Growth & management , Deep & Deep Publication, D-1/24, Rajouri Garden, New Delhi-110027, 1984.
2. Mc Clelland DC : The Achieving Society, Princeton, NJD, Van Nostrand Co. N.Y. 1961.
3. Meredith GG, Nelson : Practice of Entrepreneurship, ILO, Geneva, 1982.
Be. et. al.
4. Pareek U & Rao TV : Personal Efficacy in Developing Entrepreneurship, Learning Systems, New Delhi, 1978.
5. Rao TV & Pareek U. : Developing Entrepreneurship - A Handbook, Learning Systems, New Delhi, 1982.
6. Vyas JN : Planning an Industrial Unit 1, Neelkunj Neelkanth Park Opp. Navrangpura , Ahmedabad.
7. Welsh JA & Jerry FW : Entrepreneurs Master Planning Guide –How to Launch a successful Business. Prentice Hall, Englewood Cliffs, 1983
8. Department of Industrial: Incentives & Concessions for Setting up Industries in Development. Backward Areas, Deptt. of Industrial Development, Govt. of India, New Delhi.
9. India Investment : Guide for Entrepreneurs, India Investment Centre, Industrial Centre. Jeevan Vihar Building, Sansad Marg, New Delhi.
10. Entrepreneurship : A handbook for New Entrepreneurs (with special Development reference to S & T group), Entrepreneurship Institute of India. Development Institute of India.
11. Philip Kotler Publisher: Marketing Management, Prentice Hall of India.
12. James C. Van Horne : Fundamentals of Financial Management, Publisher : Prentice Hall of India.
13. Edgar H. Schein : Organisation Psychology, Publisher : Prentice Hall of India.
14. A.K. Datta : Materials Management, Publisher : Prentice Hall of India.
15. Monthly Bullentin of Reserve Bank of India.
16. Industrial Survey of India, Hindu Group.
17. Business Today, Indian Express Group.
18. Economic Times.