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

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

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

SENATE HOUSE
KOLKATA-700073
The 4th June, 2018

(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

<table>
<thead>
<tr>
<th>COURSE TYPE</th>
<th>TOPIC NAME</th>
<th>MARKS</th>
<th>CREDIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC-1</td>
<td>Tourism Concept</td>
<td>100</td>
<td>6</td>
</tr>
<tr>
<td>CC-2</td>
<td>Evolution of Tourism &amp; Modern Tourism in India</td>
<td>100</td>
<td>6</td>
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<tr>
<td>GE-1</td>
<td>GE from Humanities/Science/Commerce (General) Division</td>
<td>100</td>
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<tr>
<td>AECC-1</td>
<td>Language</td>
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<tr>
<td></td>
<td>Communicative English/ MIL</td>
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</table>

4X100=400     | 20     |
### YEAR-I
#### SEMESTER-II

<table>
<thead>
<tr>
<th>CODE</th>
<th>TOPIC NAME</th>
<th>MARKS</th>
<th>CREDIT</th>
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<tbody>
<tr>
<td>CC-3</td>
<td>Tourism Organisation &amp; Association</td>
<td>100</td>
<td>6</td>
</tr>
<tr>
<td>CC-4</td>
<td>Tourism Components &amp; Impacts</td>
<td>100</td>
<td>6</td>
</tr>
<tr>
<td>GE-2</td>
<td>GE from Humanities/Science/Commerce (General) Division</td>
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<tr>
<td>AECC-2</td>
<td>Environmental Studies</td>
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\[
4 \times 100 = 400
\]

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

<table>
<thead>
<tr>
<th>CODE</th>
<th>TOPIC NAME</th>
<th>MARKS</th>
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<tbody>
<tr>
<td>CC-5</td>
<td>Cultural Tourism Resources of India</td>
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<tr>
<td>CC-6</td>
<td>Natural Tourism Resources of India</td>
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<tr>
<td>CC-7</td>
<td>Business Tourism (MICE)</td>
<td>100</td>
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<tr>
<td>GE-3</td>
<td>GE from Humanities/Science/Commerce (General) Division</td>
<td>100</td>
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<tr>
<td>SEC-A(1)</td>
<td>E-commerce -50 &amp;</td>
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<tr>
<td>CODE</td>
<td>TOPIC NAME</td>
<td>MARKS</td>
<td>CREDIT</td>
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<tr>
<td>CC-8</td>
<td>Accommodation &amp; Tourism</td>
<td>100</td>
<td>6</td>
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<tr>
<td>CC-9</td>
<td>Transport System in Tourism</td>
<td>100</td>
<td>6</td>
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<tr>
<td>CC-10</td>
<td>Travel Agency &amp; Tour Operations</td>
<td>100</td>
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<tr>
<td>GE-4</td>
<td>GE from Humanities/Science/Commerce (General) Division</td>
<td>100</td>
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<tr>
<td>SEC-B(2)</td>
<td>Information Technology and its Application in Tourism (Theory-50 + Practical-50)</td>
<td>100</td>
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</table>

TOTAL: 5x100=500

**YEAR-III SEMESTER-V**

<table>
<thead>
<tr>
<th>CODE</th>
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<tbody>
<tr>
<td>CC-11</td>
<td>Tourism Marketing</td>
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<tr>
<td>CC-12</td>
<td>Tourism Policy, Planning &amp; Development</td>
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<tr>
<td>DSE-A(1)</td>
<td>Emerging Trends in Tourism</td>
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</tbody>
</table>
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

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YEAR-III SEMESTER-VI

<table>
<thead>
<tr>
<th>CODE</th>
<th>TOPIC NAME</th>
<th>MARKS</th>
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<tbody>
<tr>
<td>CC-13</td>
<td>Principles of Management</td>
<td>100</td>
<td>6</td>
</tr>
<tr>
<td>CC-14</td>
<td>Entrepreneurship Development</td>
<td>100</td>
<td>6</td>
</tr>
<tr>
<td>DSE-A(2)</td>
<td>Tourism Regulations</td>
<td>100</td>
<td>6</td>
</tr>
<tr>
<td>DSE-B(2)</td>
<td>Project Work</td>
<td>100</td>
<td>6</td>
</tr>
</tbody>
</table>

4x100=400  24
Unit-II
Significance of Tourism, Motivation for Travel, Classification of Traveller, Concept of Leisure & Business Tourism, Typology of Tourism

Unit-III
Differences between Domestic & International Tourism, Distinguish between Tourist & Traveller, Tourist & Excursionist

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.

Suggested Readings:
- 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

Unit-II
Factors influencing for the development of Tourism – Social condition changes, Technological Advancement, Infrastructure development, Industrial Revolution, Paid with Holidays concept.
Unit-III
Development of Automobile, Air Transport, Foundation of Modern Tourism- Mass tourism in the 19th 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
- 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 :
- 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

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

Unit-III
Different fairs & festivals in India, Various Handicrafts items in India, folk culture in India

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

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
Unit-II
Sea Beach Tourism Resources in India, Desert Tourism Circuit in India, Desert Festival

Unit-III
Island Tourism- Special reference to Sunderban & Andaman & Nicobar Islands

Unit-IV
Adventure Tourism-different formation, Wild life Tourism places in India

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

Unit-II
Introduction to MICE, Steps for preparing a Travel & Tourism Trade Fair

Unit-III
Meaning of Event, Various types of Event, Elements of Event

Unit-IV
Event Manager & their qualities, Pre Event Activities, During Event Activities & Post Event Activities

Unit-V
Various Tourism Event in India, Role of ICPB for promotion of Event in India

Suggested Readings:
1. A.K.Bhatia, The business of Travel Agency & Tour Operation Management
2. R. Davidson, Business Tourism
3. P.Sethi, Business Tourism
4. J. Negi, Tourism & Travel – Concepts and Principles
5. 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

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

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

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

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

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

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

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

**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,  

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**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  

**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& Hotelering
• 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
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

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

Unit-V
Role of water transport for the development of tourism, Cruise tourism

Suggested Readings:
- 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

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

Unit-III

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

Unit-IV

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

Suggested Readings:
- Jagmohan Nehi, Travel Agency & Tour Operation
- Mohinder Chand, Travel Agency 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
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
- 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 :
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:
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

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

Unit-IV

Unit-V

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
- 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 :**
- Kamra K.K. & M.Chand, Baics of Tourism, Theory & Practice
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