



UNIVERSITY OF CALCUTTA

Notification No. CSR/122/2024

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in the exercise of her powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 25.09.2024 approved the syllabus (Sem 3 & 4) of Tourism & Travel Management (Core Vocational) under CCF.

The above shall take effect from the Odd semester Examinations, 2024 and onwards.

SENATE HOUSE

Kolkata-700073

03.10.2024

A handwritten signature in blue ink, appearing to read 'D03 10 / 2024'.

Prof.(Dr.) Debasis Das

Registrar

UNIVERSITY OF CALCUTTA

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

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

Course Structure: (For 3rd & 4th Semester)

(Under Curriculum & Credit Framework-CCF, 2022)

Semester	Core paper	Minor (m1 & m2)	IDC	AEC	SEC	Total Credit
3 rd semester	2x4= 8 2x(3TH + 1P/TU)	1x4= 4 (m2) 3TH+1P/ TU	1x3= 3 2TH +1P/ TU	1x2= 2 2TH +0P/ TU	1x4= 4	21
4 th semester	4x4= 16 4x(3TH + 1P/TU)	1x4= 4 (m2) 3TH+1P/ TU	-----	1x2= 2 2TH +0P/ TU	-----	22

(Marks= 25 marks per credit)

Minor courses will come from two subjects (m1, m2) for B.A. / B.Sc

Category of subjects:

1. **Core Vocational Course (CVC):** Tourism and Travel Management
2. **Skill Enhancement Courses (SEC):** Based on Tourism and Travel Management (Core subject) in 3rd semester
3. **Minor:** Minor courses will come from two subjects (m1, m2) other than the core vocational subject
4. **Inter Disciplinary Course (IDC):** There shall be one IDC of 3 credits, other than core and Minor course
5. **Ability Enhancement Course (AEC):**
 - (a) Compulsory English
 - (b) MIL/ Alternative English
MIL includes Bengali, Hindi & Urdu
6. **Practical/ Tutorial:** All courses other than AEC will have one Practical/ Tutorial. Wherever there is a practical, there will be no Tutorial and vice-versa. Inclusion of P/TU component in SEC is mentioned in the syllabus.

Detailed Syllabus:

Core Vocational Course (CVC): Tourism and Travel Management

YEAR-II

SEMESTER-III

CVC-3: Tourism Components & Impacts

Total Marks: 100

Semester-end Examinations: 75 marks

Tutorial -25 marks

Unit-I: Components of Tourism: accessibility, accommodation, attraction, amenities, activities; concept of Infrastructure & its' importance for the development of a tourist destination

Unit-II: Tourism Impacts-Economic Impact- Employment, Tax Revenue, GDP, foreign Exchange earnings, Multiplier Effect

Unit-III: Socio-Cultural Impact- Tourist-host relationship, Demonstration effect, Attitude, Cultural Authenticity

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

Suggested Readings:

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

Question Pattern (Semester-end Examinations): 75 marks

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

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

CVC-4: Tourism Organisation & Association

Total Marks: 100

Semester-end Examinations: 75 marks

Tutorial -25 marks

Unit-I: Need for tourism organization, various levels of tourism organization- International level, National level, State level etc.

Unit- II: International level-UNWTO, WTTC, UFTAA IATA, PATA, ICAO- full form, headquarter, and activities for the development of tourism in the world wide

Unit-III: National level- Ministry of Tourism, Govt. of India, ITDC, DGCA and ASI-full form and functions for the development of tourism in India

Unit-IV: State level (West Bengal) - Department of Tourism, Govt. of West Bengal, WBTDC- role plays for the tourism development in West Bengal

Unit-V: Private Association- TAAI, IATO, FHRAI – full form & their activities for promotion of tourism in India

Suggested Readings:

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

Question Pattern (Semester-end Examinations): 75 marks

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

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

SEC-3: Travel Agency & Tour Operations Management

Total Marks: 100

Semester-end Examinations: 75 marks

Tutorial -25 marks

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 in India

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 in India

Unit-III: Concept of Package tour, Design & format of a Package tour, Types of Package tour- Independent package tour, Hosted Package tour, Escorted package tour, Preparation of a tour Itinerary, tour costing, concept of FIT, GIT

Unit-IV: Concept of Tour Brochure, design & format of a Tour Brochure, various types of tour brochure

Unit-V: Passport & Visa- concept, types of Passport, documents required for Passport, VISA, Types of VISA, Documents required for VISA, Travel Insurance

Suggested Readings:

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

Question Pattern (Semester-end Examinations): 75 marks

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

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

SEMESTER-IV

CVC-5: Natural Resources of India

Total Marks: 100

Semester-end Examinations: 75 marks

Tutorial -25 marks

Unit-I: Concept of Natural Tourism, Significance, Hill tourism Resources in India- Himalayan & Non Himalayan Hill Tourism in India- Darjeeling, Gangtok, Shimla, Kullu & Manali, Ooty, Kodiakanal, Nainital, Mussorie etc.

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, National Parks & Wildlife Sanctuaries in India- Corbett National Park, Ranthambore National Park, Bandhavgarh & Kanha National Park, Nilgiri Biosphere Reserve etc.

Suggested Readings:

- *S.N. Mishra & S.K. Sadal- 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 Negi- Adventure Tourism & Sports*

Question Pattern (Semester-end Examinations): 75 marks

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

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

CVC-6: Cultural Resources of India

Total Marks: 100

Semester-end Examinations: 75 marks

Tutorial -25 marks

Unit-I: Concept of Cultural Tourism, Significance, Architectural Heritage Monuments, Stupa- Sanchi Stupa, Bodh Gaya, Temple Architecture- various style , Some well known Indo-Islamic Architecture, Indo-British Architecture, Some well known World Heritage Sites in India - Taj Mahal, Red fort, Ajanta & Ellora caves, Sun temple Konark, Khajuraho temple, Mahabalipuram temple, Viswa Bharati at Shantiniketan as a World Heritage Site etc.

Unit-II: Performing Arts- Classical Music, musical instruments, Classical Dance- various formations, Theatre, Visual Arts- Paintings, Sculpture, and Art Galleries. Libraries –importance in tourism

Unit-III: Different fairs & festivals in India, Various Handicrafts items in India, folk culture in India, Indian Cuisines- North Indian dish, South Indian dish, Bengali Dish, Rajasthani Dish, Indian Street Food , Soft Drinks etc.

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*
- *Brown Percy- Indian Architecture*
- *Romilla Chawla- Tourism Cultural Heritage*
- *R.K. Mukherjee- Cultural Art of India*

Question Pattern (Semester-end Examinations): 75 marks

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

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

CVC-7: Business Tourism (MICE) & Event Management

Total Marks: 100

Semester-end Examinations: 75 marks

Tutorial -25 marks

Unit-I: Definition & Nature of Business Tourism, its Significance

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

Unit-III: Meaning of Event, Various types of Event like Cultural, Social event, Festive event, Business event, Sports event etc; Elements of Event, Design and Decor at the Site, Budgeting in Event Management, sponsorship and subsidies, Interrelation between event and tourism industry

Unit-IV: Event Manager & their qualities, Pre Event Activities, During Event Activities & Post Event Activities, Arrangements for stay, Transport, Recreation of the guests; Food & Soft drinks, Event promotion- marketing

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

Suggested Readings:

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

Question Pattern (Semester-end Examinations): 75 marks

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

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

CVC-8: E-Commerce & Business Communication

Total Marks: 100

Semester-end Examinations: 75 marks

Tutorial -25 marks

E-COMMERCE

Unit-I: Meaning of –E-Commerce, advantages and disadvantages of e-commerce, Types of E-Commerce like Business-to-Business (B2B), Business-to- customer (B2C), Customer-to-customer (C2C), customer-to-business(C2B), and 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, and Threats in Computer Systems-Virus etc.

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

Business Communication

Unit-I: Communication -Definition, Importance of communication, Elements of Communication, Types of Communication like Formal & Informal, One-way & Two way; Verbal & Non-verbal; Importance of Gestures in Communication, Body Language; and Barrier of Communication

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

Unit-III: Meeting, seminar, conference, major activities of Public Relation of an organization

Unit-IV: Modern forms of communication- Fax, E-mail & Video Conferencing, online meeting (Google Meet, Zoom Meet)

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*

Question Pattern (Semester-end Examinations): 75 marks

(Teachers are requested to set questions in a single question paper)

(Students should answer in a single answer script)

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

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

