



UNIVERSITY OF CALCUTTA

Notification No. CSR/59/2025

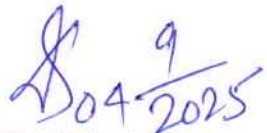
It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in the exercise of her powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 28.08.2025, approved the syllabus of Tourism & Travel Management (TTMV- Core Vocational Subject), for semester-5 & 6 of TTMV , Courses of Studies under CCF,2022.

The above shall take effect for BA/BSc/BCom (Honours with a Core Vocational subject) Courses of Studies which was introduced from the academic session 2023-2024.

SENATE HOUSE

Kolkata-700073

04.09.2025


Prof.(Dr.) Debasis Das

Registrar

UNIVERSITY OF CALCUTTA

Four Year BA/B.Sc/B.Com on Tourism & Travel Management-(Vocational) (Under CCF'2022)

Syllabus 5th and 6th Semester

Course Structure: (For 5th & 6th Semester) (Under Curriculum & Credit Framework-CCF, 2022)

Semester	Core Vocational Paper	Minor(m1 and m2)	IDC	AEC	SEC	Total Credit
5 th Semester	4x4=16 4x(3TH+1P/TU)	*m1 or m2 2x4=8 2x(3TH+1P/TU)	-----	-----	-----	24
6 th Semester	3x4=12 3x(3TH+1P/TU)	*m1 or m2 2x4=8 2x(3TH+1P/TU)	-----	-----	-----	20

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. **Minor:** Minor courses will come from two subjects (m1, m2) other than the core vocational subject
3. **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

Detailed Syllabus:

Core Vocational Course (CVC): Tourism and Travel Management (Under CCF'2022)

YEAR-III
SEMESTER-V

CVC-9: Hospitality & Customer Relationship Management

Marks: 100

Tutorial Examination: 25 marks

Semester-end Examinations: 75 marks

Unit I: Introduction: Overview of accommodation industry in India - Types of accommodation: Conventional, supplementary and customized accommodation, classification and star categorization of hotel, Types of Plan

Unit II: Front Office Management: Organization structure - Functions - Attributes and skills of manager & executives

Unit III: House Keeping: Organization structure - Functions - Works of executive house keeper - Rooms and floor cleaning practices and interior decorations - Types of Rooms

Unit IV: Food and Beverage Services: Organization structure - Department - Food Production - Organization, Kitchen, Buffets - Beverages operation: - Functions and Outlets of F & B – different meal plans

Unit V: CRM- Definition, Factors responsible for CRM growth, Benefits of CRM, Types of CRM, Customer Value, Customer Expectation, Customer Satisfaction, Customer Loyalty, CRM in Services Sector

Suggested Readings:

- Negi. J - Professional Hotel Management
- Tewari, J.R. (2009)-Hotel Front Office Operations and Management
- B.K Chakravarti, Technical Guide to Hotel Operations
- S K Bhattnagar Professional FO Management
- Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”
- JagdishN.Sheth, AtulParvatiyar&G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”

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

CVC10: Transport Services in Tourism

Marks: 100

Tutorial Examination: 25 marks

Semester-end Examinations: 75 marks

Unit-I: Evolution of tourist transport system, Importance of Transport in Tourism industry, Different types of Transport system in India

Unit-II Road Transport- Importance, Role of Tourist Vehicle, Luxury Tourist Coach, Inter State Bus Services, Tourist Taxi, OLA, UBER, Yatri Sathi, Rapido, Indrive

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:

- A.K.Bhatia, International Tourism Management
- 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
- P.N. Seth, Successful Tourism Management
- Kamra& Chand- Basics of Tourism, Theory Operation and Practice,

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

CVC11: Sustainable & Eco Tourism

Marks: 100

Tutorial Examination: 25 marks

Semester-end Examinations: 75 marks

Unit I: Sustainable Tourism: Evolution, Concepts, Principles, Sustainability as a development and management Approach, Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980, Rio Declaration 1992, World Summit on Sustainable Development (WSSD) 2002

Unit-II: Environmental Impact Assessment (EIA), Responsible Tourism - Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community based Tourism and Global Climate change-issues and challenges

Unit-III: Fundamentals of Ecology, Functions of Ecotourism, Mass Tourism Vs Eco tourism, Typology of Eco-tourists, Ecotourism Activities & Impacts

Unit-IV: Ecotourism Policies, Planning and Implementation, Carrying Capacity, Conservation of Ecotourism Protected Area Management through Ecotourism - Community Participation, Role of the International Ecotourism Society – UNWTO, UNDP, WWF ,Department of Forest and Environment - Government of India

Suggested Readings:

- Swarbrooke, J. Sustainable Tourism Management
- Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development
- Ramesh Chawla (206), Ecology and Tourism Development
- Rao, P.K., Sustainable Development – Economics and Policy

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

CVC12: Emerging Trends and Contemporary issues in Tourism

Marks: 100

Tutorial Examination: 25 marks

Semester-end Examinations: 75 marks

Unit-I: Heritage Tourism- Concept, Importance, Important Heritage tourism places in India, Protection & Preservation of Heritage place, UNESCO World Heritage Status, Case study World Heritage sites in West Bengal- like Darjeeling Himalayan Toy Train, Sunderban Biosphere Reserve, Shantinikan

Unit-II: Nature and Scope of **Pilgrim Tourism**, Current scenario and initiatives for development of Pilgrim tourism in India, Popular Religious and Pilgrimage Destinations-Char dham Yatra, Vaishno Devi, Kashi, Prayag, Ayodhya, Mathura– Vrindavana, Allahabad, Ujjain, Hardwar, Gangasagar, Fatehpur Sikri, Bodhgaya, Sarnath etc.

Unit-III: Adventure Tourism: Definition, Concepts, Classification (Surface/Air/Water), Facilities required – equipments, clothing, instructors; Guiding Principles for adventure activities

Unit-IV: Health Tourism- Growth of health tourism in India, Role of Government in health tourism, benefits of Yoga, Meditation

Suggested Readings:

- A.K.Bhatia, Tourism Development – Principles & Practices
- R.N.Kaul, Dynamics of Tourism
- K.K. Sharma, Planning for Tourism
- Ravee Chauhan, Heritage & Cultural Tourism
- A. Sharma & S. Arora – Event Management & Marketing Theory, Practical & Approaches

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-VI

CVC 13: Tourism Marketing & Sales Management

Marks: 100

Tutorial Examination: 25 marks

Semester-end Examinations: 75 marks

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

Unit-II: Market Research -Definition, Importance, Market research technique, Definition of Market Segmentation, Benefits, Bases for Market Segmentation

Unit-III: Selection of Target Market, Marketing Mix in Tourism, Product Life Cycle (PLC), Marketing strategy

Unit –IV: Promotion: Major tools of Promotion Mix- Advertising, Personal selling, Sales Promotion Public Relation, Concept of Digital Marketing, Search Engine Optimization (SEO), Social media marketing, Mobile Marketing, E-mail Marketing

Unit-V: Introduction to sales management: Meaning, Importance, Selling skills, sales presentation, Handling customer objections, qualities of sales manager, Sales force motivation

Suggested Readings:

- Philip Kotler, Marketing Management
- A.K.Bhatia, International Tourism Management
- Bhawati Pillai, Marketing Management
- NamaKumari and Rama Swami, Marketing Management
- S.M.Jha, Tourism Marketing
- Sales & Retail Management, an Indian perspective by Dr.S.L Gupta
- Salesmanship and Sales Management-P.KSahu& K C Raut

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=6

CVC 14: Fundamentals of Management & Human Resource Management

Marks: 100

Tutorial Examination: 25 marks

Semester-end Examinations: 75 marks

Unit-I: Concepts, Objectives, and Significance of management, Evolution of Management thought-Contribution of F.W. Taylor, and Henry Fayol , Levels of Management.

Unit-II- Planning: Concept, Objectives, Process of planning, Decision Making- Meaning, Steps in Decision Making

Unit-III: Nature, Benefit & Types of Organization, Organization structure in Tourism / Travel agency, Motivation- Meaning, Maslow's theory of Need Hierarchy, Leadership- meaning, functions of Leadership, Qualities of a Leader.

Controlling: Concept, Relationship between planning and controlling.

Unit-IV: Concept of HRM, Objectives, Human Resource Planning: - Job Analysis - Job Description and Job Specification,

Unit-V: Manpower planning - Recruitment - Selection in tourism industry, Performance appraisal - Career development - Promotions and transfers, Training and Development - Methods

Suggested Readings:

- Koontz, Weirich&Cannice, Management
- J.Mitra&N.Somani, Principles of Management& Business Communication
- Kaul, Principle & Practice of Management
- AmritTiwana, The Essential Guide to Knowledge Management
- Bhatia A K: Business Organization and Management
- PramodVerma: Personnel Management in Indian Organisations
- Madhukar, M., Human Resource Management in 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

CVC15: Tourism Policy Planning & Development

Marks: 100

Tutorial Examination: 25 marks

Semester-end Examinations: 75 marks

Unit-I: Concept of Policy, Planning, Importance, level of tourism Planning -international, national, regional, and local

Unit-II: Tourism Destination Plan- Concept, Need, Process to develop a Tourism Destination Plan
Unit-III: Tourism Policy (Latest) –Govt. of India Ministry of Tourism, National Action Plan- 1992, Five year Tourism Plan (Latest)

Unit-IV: West Bengal Tourism Policy (Latest), Role of Private sector for the development of Tourism

Unit-V: Regulations governing tourism businesses Formation and management of tourism enterprises Intellectual Property Rights and licensing in the tourism sector, Role of government and international organizations in regulating tourism Environmental regulations and sustainability in tourism Consumer protection

Suggested Readings

- Sharma, J.K., Tourism Planning and Development- A New Perspective.
- Chopra &Suhita, Tourism and Development in India,
- A.K.Bhatia, International Tourism Management
- A.K.Bhatia, Tourism Development – Principles & Practices
- BezbaruahM.P. , Indian Tourism beyond the Millennium
- K.K. Sharma, Planning for Tourism • 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: $3 \times 5 = 15$

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