

WEST BENGAL STATE UNIVERSITY



Department of Commerce & Management **DRAFT OUTLINE OF THE SEMESTER-WISE COURSE STRUCTURES**

Final Draft Syllabus **B.A./B.COM (Honours) Courses** **[in Tourism & Travel Management]**

UNDER THE CHOICE BASED CREDIT SYSTEM (CBCS)
Recommended by the University Grants Commission (UGC)

[to be implemented from the Academic Session 2018-19]

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**Three year B.A./B.Com (Honours) Course
[in Tourism & Travel Management]
Semester wise Structure of Syllabus CBCS
To be effective from the Academic Session 2018-19**

Year 1 : Semester 1

Code	Paper	Credit	Remarks
ENVSAEC01T	Environmental Studies	2	Ability Enhancement - Compulsory
BATACOR01T	History of Tourism I	6	Core Discipline
BATACOR02T	Fundamentals of Tourism Management	6	Core Discipline
	To be selected from other Arts/Commerce Departments	6	Generic Elective
		20	

Year 1 : Semester 2

Code	Paper	Credit	Remarks
ENGSaec01M	English Language and Business Communication	2	Ability Enhancement - Compulsory
BATACOR03T	History of Tourism II	6	Core Discipline
BATACOR04T	Concept and Impact of Tourism	6	Core Discipline
	To be selected from other Arts/Commerce Departments	6	Generic Elective
		20	

Year 2 : Semester 3

Code	Paper	Credit	Remarks
BATACOR05T	Profile of Modern Tourism	6	Core Discipline
BATACOR06T	Tourism Product Culture of India	6	Core Discipline
BATACOR07T	Financial Accounting in Tourism	6	Core Discipline
BATSSEC01M	Computer Application in Tourism	2	Skill Enhancement Course
	To be selected from other Arts/Commerce Departments	6	Generic Elective
		26	

Year 2 : Semester 4

Code	Paper	Credit	Remarks
BATACOR08T	Tourism Marketing	6	Core Discipline
BATACOR09P	On the Job Training Report and Project	6	Core Discipline
BATACOR10T	Entrepreneurship and Small Business in Tourism	6	Core Discipline
BATSSEC02M	Real Field Study and Project Viva	2	Skill Enhancement Course
	To be selected from other Arts/Commerce Departments	6	Generic Elective
		26	

Year 3 : Semester 5 (any two DSE to be selected by a student)

Code	Paper	Credit	Remarks
BATADSE01T	Globalization, Conservation and Preservation of Nature and Culture	6	Discipline Specific Elective
BATACOR11T	Recent Trend and Issues in Trade and Frontier Formalities	6	Core Discipline
BATACOR12T	Eco-Tourism and Sustainable Development	6	Core Discipline
BATADSE02T	Corporate Laws & Culture In Indian Subcontinent I	6	Discipline Specific Elective
BATADSE03T	Adventure Tourism	6	Discipline Specific Elective
		24	

Year 3 : Semester 6 (any two DSE to be selected by a student)

Code	Paper	Credit	Remarks
BATACOR13T	Air Ticketing and Transportation in Tourism (Road, Rail & Air)	6	Core Discipline
BATADSE04T	Introduction to Package tours Operations Management	6	Discipline Specific Elective
BATADSE05T	Business Laws & Culture in Indian subcontinent II	6	Discipline Specific Elective
BATACOR14T	Introduction to Travel Management	6	Core Discipline
BATAGEC06T	Food Tourism	6	Discipline Specific Elective
		24	
Grand Total		140	

DETAILED SYLLABUS

Year 1 : Semester 1

History of Tourism – I

Paper 1 : Semester 1

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR01T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I

[30 L]*

History of Tourism as a new discipline, Evolution of Tourism as an academic subject, Tourism and other social sciences, Methodology for History of Tourism, Primary and secondary sources for studying History of Tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval World. Tourism – basic concepts: Tourism- Definition, types and determinants, Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism, Tourism Products - definition and Characteristics.

Unit – II

[30 L]

Ancient Civilization, Social conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece Middle Ages: Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations. Tourism activity in the ancient and medieval world: Seven Wonders of the World Tourism. Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Tramping Royal Tourism and Educational tours

Unit – III

[15 L]

Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of Nationalism- Japan and China, Grand Tour: Classical, Romantic Tour to the East.

Unit – IV

[15 L]

Four major dimensions of tourism. Factors necessary for the development of travel and tourism. Development of spas. Growth of seaside resorts. Tourism today.

Suggested Readings

- ❖ A Farouqui“ Early Social Formations”- Manak, Delhi-2001.
- ❖ A.L. Rouse “The Use of History”- 1971
- ❖ Burkhardt and Madlik”Tourist Past, Present and Future”-Butterworth Heinemann, several editions Collingwood “The Idea of History”-Oxford, 1073
- ❖ Franck and Brwonstone “The Silk Road, A history.
- ❖ Gilbert Sigeauxz “History of Tourism”.
- ❖ Herbert “Heritage Tourism and Society”.
- ❖ J. Christopher Holloway “The Business of Tourism.
- ❖ Maisels “Early Civilisations of the Old World”- Business Books Communica, 1978
- ❖ McIntosh, Goldner, Ritchie “Tourism: Principles, Practices, Philosophy”- John Wiley, New York, 1995

- ❖ Nisbet "Social Change and History"- Oxford University Press, 1972
- ❖ Nora Starr. "Viewpoint"- Prentice Hall, 1997
- ❖ Ratnagar "Trading Encounters"- Oxford Univ. New Press, 2004
- ❖ Roger Housden "Sacred Journeys in a Modern World"- Simon & Schuster, New York, 1979
- ❖ T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978

* L = 1 Hour.

Fundamentals of Tourism Management

Paper 2 : Semester 1

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR02T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit 1 – Concepts and Significance of Tourism

[15 L]*

Definitions, Tourist, Tourism, Leisure, Recreation, Definitions and Terminology, An overview of Tourism, Elements, Nature and Characteristics, Typology of Tourism, Classification of Tourists, Tourism network, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel.

Unit 2 – Historical Background of Tourism

[15 L]

Historical Development of Tourism, A historical perspective of travel, The antiquity of travel, Famous travellers, The Industrial revolution and travel, History of transport and its impact on tourism development, History and development of hotels and travel accommodations, travel and tourism through ages, early travels, Renaissance and age of grand tours.

Unit 3 – Tourism Systems, Types and Scope

[30 L]

Tourism Industry; Structure and Components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., Ideals of Responsible Tourism, Alternate Tourism, International Tourism, Tourism Impacts, Tourism Area Life Cycle (TALC), Demonstration Effect, Push and Pull Theory, Tourism System, Mathieson and Wall Model & Leiper's Model, Stanley Plog's Model of Destination Preferences, major types and forms of tourism-list/definitions.

Unit 4 – Tourism Organizations and Associations

[30 L]

Role and Functions of International Organizations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC), National Tourism Organizations Ministry of Tourism, Govt. of India, ITDC, State Tourism Departments of Tourism, FHRAI, IH & RA, IATA, TAAI, IATO, UFTAA.

Suggested Readings:

- ❖ Bhatia A.K. (2001), *International Tourism Management*, Sterling Publishers, New Delhi.

- ❖ Sunetra Roday, et al (2009), *Tourism Operations and Management*, Oxford University Press.
- ❖ Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), *The Travel Industry*, Van Nostrand Reinhold, New York
- ❖ Ghosh Bishwanath (2000), *Tourism and Travel Management*, Vikas Publishing House, New Delhi.
- ❖ Michael M. Coltman (1989), *Introduction to Travel and Tourism- An International Approach*, Van Nostrand Reinhold, New York.

* L = 1 Hour.

Year 1 : Semester 2

History of Tourism – II

Paper 1 : Semester 2

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR03T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit – I [15 L]*

Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, social Tourism and Middle class Tourism

Unit – II [30 L]

1841 – 1914: Rise of International Tourism, World Cruises, Automobile and Coach Tours, Resort Tourism, Role of Infrastructure, Tourism as an Industry, 1914 – 1950: Tourist boom between the World Wars, Tourism and Economy and Crises, Social Changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism, League of Nations, IUOTO, Bermuda Agreement, IATA, Emergence of Tourism Services, Organizations and Civil Aviation.

Unit – III [15 L]

1950 – 2000: Tourism Phenomenon: Long Hauls, Thomas Cook and Package Tours Charters, Role of escorts and guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of services.

Unit – IV [15 L]

Tourism as a Globalized System .Early Forms of Travel and Types of Journey, Precursors of Modern Tourism .The Foundations of Modern Tourism, The Boom in Mass Tourism in the 19th Century. Holidaying Practices in the Interwar Period, The Expansion of Tourism and Globalization, Approaches to Travel and Tourism, Tourism and Five-year Plans in India, SWOT analysis of National Tourism Policy 2002.

Unit – V

[15 L]

Accommodations: Early inns, The grand hotels, Motels, Hotels today. The dimensions of tourism: Attraction, Facilities, Transportation, Hospitality. The role of transportation in shaping tourism.

Suggested Readings

- ❖ A Farouqui “Early Social Formations”- Manak, Delhi-2001.
- ❖ A.L. Rouse “The Use of History”- 1971
- ❖ Burkhardt and Madlik” Tourist Past, Present and Future”-Butterworth Heinemann, several editions, Collingwood “The Idea of History”-Oxford, 1073
- ❖ Franck and Brwonstone “The Silk Road, A history.
- ❖ Gilbert Sigeauxz “History of Tourism”.
- ❖ Herbert “Heritage Tourism and Society”.
- ❖ J. Christopher Holloway “The Business of Tourism.
- ❖ Maisels “Early Civilisations of the Old World”- Business Books Communica, 1978
- ❖ McIntosh, Goldner, Ritchie “Tourism: Principles, Practices, Philosophy”- John Wiley, New York, 1995
- ❖ Nisbet “Social Change and History”- OxfordUniversity Press, 1972
- ❖ Nora Starr. “Viewpoint”- Prentice Hall, 1997
- ❖ Ratnagar “Trading Ecounters”- OxfordUniv. New Press, 2004
- ❖ Roger Housden “Sacred Journeys in a Modern World”- Simon & Schuster, New York, 1979
- ❖ T. Walter Wallbank “Civilisations Past and Present”- Scott Foresman, London, 1978.

* L = 1 Hour.

Concept and Impact of Tourism

Paper 2 : Semester 2

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR04T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I

[30 L]*

Definition and Concept of Tourism, Leisure and Recreation, Excursionist, Business Tourism, VFR, Mass Tourism, Adventure Tourism, Sports Tourism, Rural Tourism, Tourism education, Typology of Tourism, Tourism Statistics. Difference between visitors,, tourists and excursionists, Tourism as an industry.

Unit II

[30 L]

Tourism Impacts- Political, Social, Cultural, Environmental and Economic, Tourism multiplier, National and international concerns and problems.

Unit III

[30 L]

Demand- Supply Characteristics-Concepts, definitions and indicators of demand, Measuring demand for tourism-International and Domestic Tourism, Technological progress and Globalization, Concept and resources for Ecotourism, Motivation for tourism.

Suggested Readings

Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
Kamra, Krishan, Basics of Tourism: Theory, Operation, Kanishka Publishers, New Delhi, 2002.
Bhatia, A.K. International Tourism Marketing, Sterling, New Delhi, 2008
Dr. S. K. Kabia-Tourism and Environment
Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010.

* L = 1 Hour.

Year 2 : Semester 3

Profile of Modern Tourism

Paper 1 : Semester 3

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR05T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit-I

[30 L]*

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism. Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

Unit II

[30 L]

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism. Fairs and festivals. Counter seasonal policy. Special interest tourism and its resources. Wild life sanctuaries and national parks, Wildlife tourism.

Unit III

[30 L]

Motivation and Nature of consumption. Tourism Products and services, Salient features of Tourism Product. Public sector and Private Sector partnership in tourism sector. Small and medium enterprises in tourism industry. Principle of resort development. Mass Tourism and New Destinations.

Suggested readings

- ❖ Abraham, Pizen and YoelMansfiel, Ed. Consumer Behaviour in Travel and Tourism
- ❖ Butterworth and Heineman Burkhardt and Medlik -Tourism Past Present and Future.
- ❖ Jones and Radcllfe” Leisure and Tourism- Longman Harlem
- ❖ K. Ghimire” The Native Tourist”- Earthscan, London,
- ❖ Pearce and Butler Ed. “ Contemporary Issues in Tourism Development- Routledge, London,
- ❖ Robinson- “ The Geography of Tourism”

* L = 1 Hour.

Tourism Product Culture of India

Paper 2 : Semester 3

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR06T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

UNIT I

[15 L]*

Approaches to environmental history: the emergence of a field and its multi-disciplinary orientations, Asian landscapes, Environmental thought and environmentalism, Colonialism and environmental change.

UNIT II

[15 L]

The politics of resource control and extraction over forests, Water politics, The city and its environment, Disasters and vulnerability.

UNIT III

[15 L]

Defining national and regional culture, Rediscovering Religion, Tradition and Myth, Language, Literature and state, Unity in diversity

UNIT IV

[15 L]

Tangible and intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement.

UNIT V

[15 L]

Intellectual Property Rights and Human Right, Development of International Environmental Law, Indian Environment laws.

UNIT VI

[15 L]

Cultural Heritage Sites of India, Related Regulations, Policy and Steps taken by the Government for the protection and conservation of the Cultural Heritages of India, Policy Implications, Cultural Tourism, Beach Festivals, Carnivals, Fests, related issues.

Suggested Readings:

Arnold, David and Ramachandra Guha, eds. *Nature, Culture and Imperialism: Essays on the Environmental History of South Asia*. New Delhi: Oxford University Press, 2001.

Mahesh Rangarajan & K. Sivaramakrishnan, eds. *India's Environmental History* vol. I & II. Permanent Black 2012.

Burke III, Edmund, and Kenneth Pomeranz, eds. *The Environment and World History*. Berkeley: University of California Press, 2009.

Grove, Richard and Vinita Damodaran. 'Historiography of Environmental History.' In *Does Environmental History Matter: Shikar, Subsistence, Sustenance and the Sciences*, ed. by Ranjan Chakrabarti. Kolkata: Readers Service, 2006.

Geertz, Clifford. *The Interpretation of Cultures*. New York, 1997.

Barbara T. Hoffman, Art and cultural heritage: law, policy, and practice, Cambridge University Press, 2006.

* L = 1 Hour.

Financial Accounting in Tourism

Paper 3 : Semester 3

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR07T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I: [10 L]*

Nature of accounting: Nature of accounting and Generally accepted accounting principles. Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements. Preparation of Trial Balance.

Unit II: [20 L]

Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanised system of accounting. Cash flow statement (AS -3 Revised)

Unit III: [20 L]

Meaning, Role, Scope and Importance of Financial Management: Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function. Financial Planning, Capitalisation and Capital Structure: Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization.

Unit IV [20 L]

Optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets.

Unit V [20 L]

Working Capital Management: Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Financial Statements and Analysis: Meaning, Analysis – Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.

Suggested readings

- ❖ Anthony and Reece, Management Accounting Principles : Text and Cases
- ❖ Singh, Surrender and Kaur, Rajeev. *Fundamentals of Financial Management*. Book Bank International.
- ❖ Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
- ❖ Davis D., The Art of Managing Finance, McGraw Hill.
- ❖ Pandey, I.M., Financial Management, Vikas Publication
- ❖ Van Horne, Financial Management and Policy, Prentice Hall.

- ❖ Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.

* L = 1 Hour.

Computer Application in Tourism

Paper 4 : Semester 3

Core Discipline Course

Total Number of Credits : 2

COURSE CODE : BATSSEC01M

Total Marks : 25

Internal Assessment: 15 marks

Semester-end Examinations: 10 marks

[TOTAL CLASS HOURS : 45 [LECTURE HOURS 15 & PRACTICAL HOURS 30]

Unit I [05 L]*

Basic Concepts: Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

Unit II [05 L]

Components of Computers: Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader.

Unit III [15 L]

Operating System: Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

Unit IV [10 L]

Introduction to Networks and Internet: Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet. Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

Unit V [25 L]

Office Applications: Meaning and applications of word processing, **MS-Word** – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. Meaning and applications of spreadsheets.

MS-Excel – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.

MS-PowerPoint – creating simple presentation including slide transitions, bullets, etc.

Notes : The Theory paper will be based on Units 1-4 only and the practical component will be based on Unit 5 only.

Suggested Readings

- ❖ Absolute Beginner's Guide to Computer Basics by Michael Miller
- ❖ Fundamental of Computers by Akash Saxena, Kratika Gupta
- ❖ Fundamentals of Information Technology, Alexis and Mathew
- ❖ Computers Today, Donald H. Sanders.
- ❖ Basic Financial Accounting, J.R. Monga
- ❖ Computer Fundamentals, P.K. Sinha
- ❖ Double Entry Book-Keeping, T.S. Grewal and Grewal.

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION

Time: 60 Minutes Practical 20 Maximum

Marks: 15

Practical

Maximum Marks : 15

Question No.	Description of Question	Marks	Time Allowed
1	Lab Testing of various concepts of MS Word, PPT and Excel as mentioned in Unit V	15	60 minutes

Note 1. There will be no internal assessment in Practical component of this Paper.

2. 10 minutes time may be given to the examinees for adjustment of computers before the practical.

3. Hard Copy of evaluation sheet and question paper will be given to examinees And they will produce soft copy as answer sheet for evaluation.

* L = 1 Hour.

Year 2 : Semester 4

Tourism Marketing

Paper 1 : Semester 4

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR08T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I

[30 L]*

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market-concept, justification, importance and bases, Market Research-methods, research problem areas, marketing research in the tourism industry, Tourism life cycle.

Unit II

[30 L]

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

Unit III

[30 L]

Destination Planning and Product Diversification, Destination, Marketing, Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing, Complementary Marketing, Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

Suggested Readings:

- ❖ Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.
- ❖ Brigs, Susan, Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.
- ❖ Middleton, Victor T.C Marketing in Travel and Tourism, Oxford, 1994
- ❖ Brunt, Paul, Market Research in Travel and Tourism, Butterworth Heinemaun, 1997.
- ❖ Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)
- ❖ Namakumari and Rama Swami- Marketing Management.

On-the-Job Training and Project

Paper 2 : Semester 4

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR09TP

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

Objectives: to provide basic and hand on understanding of the industry.

Note:

Each student of this Honours Course shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 75 marks, where Dissertation/Project will carry 25 Marks and the Grand Viva-voce Examination, on the basis of Dissertation/Project submitted, including presentation, if any, will carry 50 Marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the Fourth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.

Entrepreneurship and Small Business in Tourism

Paper 3 : Semester 4

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR10T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I

[20 L]*

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society's problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Unit II

[20 L]

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. . The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalisation of management of small business in India.

Unit III

[20 L]

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit IV

[10 L]

Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit V

[20 L]

Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Input-analysis, throughput analysis and output analysis. Basic awareness of inventory methods. Basic awareness about the need for and means of environment (eco-) friendliness and energy management. Organization of business office. Basic awareness of manual and computerized office systems and procedures. Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

Suggested Readings

- ❖ Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
- ❖ Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
- ❖ Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. McGraw Hill.
- ❖ Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
- ❖ Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva Books Limited
- ❖ Panda, Shiba Charan. *Entrepreneurship Development*. New Delhi, Anmol Publications.
- ❖ Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
- ❖ SIDBI Reports on Small Scale Industries Sector.
- ❖ Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.

* L = 1 Hour.

Real Field Study and Project Viva

Paper 4 : Semester 4

Skill Enhancement Course

Total Number of Credits : 2

COURSE CODE : BATSSSEC02M

Total Marks : 25

Internal Assessment: 15 marks

Semester-end Examinations: 10 marks

Unit – 1 : Real Field Study [1 Credit]

Topics for the Project Work : Students have to select a topic related to any aspect of Tourism interest. The following are the areas from which the candidate may choose a topic.

1. Centres of Tourist Attraction: a) Religious b) Socio-Cultural c) Tradition Oriented.
2. Abodes of Worship: a) Hindu Temples b) Mosques c) Churches
3. Religious Institutions
4. Fine Arts
5. Architecture
6. Monuments
7. Museums/Art Galleries/ Sanctuaries
8. Dams/lakes/ Water Falls
9. Picnic Spots and Hill Stations
10. Culinary Arts
11. Fairs and Festivals
12. Flora and Fauna
13. Accommodation Sector
14. Transportation Sector
15. Promotional Activities

Unit – 2 : Viva-Voce [1 Credit]

[Based on the Field Study Report submitted]

Year 3 : Semester 5

Globalization, Conservation and Preservation of Nature and Culture

Paper 1: Semester 5

Total Number of Credits : 6

COURSE CODE : BATADSE01T

Discipline Specific Elective Course

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I

[15 L]*

Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit II

[10 L]

Role of globalisation in reducing inequality and poverty. Distribution of benefits of globalisation shared by developed and developing countries.

UNIT III

[15 L]

Approaches to environmental history: the emergence of a field and its multi-disciplinary orientations, Asian landscapes, Environmental thought and environmentalism, colonialism and environmental change.

UNIT IV

[15 L]

The politics of resource control and extraction over forests, Water politics, The city and its environment, Disasters and vulnerability.

UNIT V1

[15 L]

Defining national and regional culture, Rediscovering Religion, Tradition and Myth, Language, Literature and state, Unity in diversity.

UNIT VI

[10 L]

Tangible and intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement.

UNIT VII

[10 L]

Intellectual Property Rights and Human Right, Development of International Environmental Law, Indian Environment laws.

Suggested Readings

- ❖ Arnold, David and Ramachandra Guha, eds. Nature, Culture and Imperialism: Essays on the Environmental History of South Asia. New Delhi: Oxford University Press, 2001.
- ❖ Mahesh Rangarajan & K.Sivaramakrishanan, eds. India's Environmental History vol.I&II. Prmanent Black 2012.

- ❖ Burke III, Edmund, and Kenneth Pomeranz, eds. *The Environment and World History*. Berkeley: University of California Press, 2009.
- ❖ Grove, Richard and Vinita Damodaran. 'Historiography of Environmental History.' In *Does Environmental History Matter: Shikar, Subsistence, Sustenance and the Sciences*, ed. by Ranjan Chakrabarti. Kolkata: Readers Service, 2006
- ❖ Geertz, Clifford.. *The Interpretation of Cultures*. New York, 1976
- ❖ Barbara T. Hoffman, *Art and cultural heritage: law, policy, and practice*, Cambridge.

* L = 1 Hour.

Recent Trend and Issues in Trade and Frontier Formalities

Paper 2: Semester 5

Total Number of Credits : 6

Core Discipline Course

COURSE CODE : BATACOR11T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit-I [30 L]*

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism. Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

Unit II [30 L]

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism. Fairs and festivals. Counter seasonal policy. Special interest tourism and its resources. Wild life sanctuaries and national parks, Wildlife tourism.

Unit III [30 L]

Motivation and Nature of consumption. Tourism Products and services, Salient features of Tourism Product. Public sector and Private Sector partnership in tourism sector. Small and medium enterprises in tourism industry. Principle of resort development. Mass Tourism and New Destinations.

Suggested readings:

Abraham, Pizen and YoelMansfiel, Ed. *Consumer Behaviour in Travel and Tourism*
Butterworth and Heineman Burkhardt and Medlik -*Tourism Past Present and Future*.
Jones and Radcllfe” *Leisure and Tourism- Longman Harlem*
K. Ghimire” *The Native Tourist”- Earthscan, London,*
Pearce and Butler Ed. “ *Contemporary Issues in Tourism Development- Routledge,*
London,
Robinson- “ *The Geography of Tourism”*

* L = 1 Hour.

Eco-Tourism and Sustainable Development

Paper 3 : Semester 5

Core Discipline Course

Total Number of Credits : 6
COURSE CODE : BATACOR12T
Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit-1: [15 L]*

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

Unit-2: [15 L]

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

Unit-3: [05 L]

Tourism : Environmental Relevance

Unit-4: [15 L]

Eco – tourism in 3rd World Countries – Problems , prospects for sustainability
Concept of carrying capacity, Eco – tourism as a world wide phenomena
Concept and planning of eco – tourism destinations.

Unit-5: [15 L]

Developing and implanting Eco tourism guidelines for wild lands and neighbouring communities.

Unit-6: [25 L]

Eco – tourism and community development, Conference, convention & declaration related to environments o Johansberg o Rio – declaration (Agenda 21) o Quebec declaration Travel & Tourism Management Syllabus (Old) 19 o Environmental Code of conduct.

Suggested Readings:

- ❖ Global Eco Tourism Codes-Protocol & Charter Prabhas Chandra Kaniskha Publication
- ❖ International Eco Tourism Environment Rules & Regulation Probhas Chandra Kaniskha Publication
- ❖ Travel & Tourism Cottman VNR
- ❖ Tourism System- Introductory Text Mik & Morrivon Tourism & Sustainability Mowforth Routh Udge.

* L = 1 Hour.

Corporate Laws & Culture In Indian Subcontinent I

Paper 4 : Semester 5

Total Number of Credits : 6

COURSE CODE : BATADSE02T

Discipline Specific Elective Course

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I: The Indian Contract Act, 1872 [20 L]*

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts

Unit II: The Indian Contract Act, 1872: Specific Contracts [10 L]

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency.

Unit III: The Sale of Goods Act, 1930 [10 L]

a) Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit IV [15 L]

Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural, fresco paintings, Post classicism – Pallava – Cola.

Unit V [10 L]

Medieval idiom –Mughal paintings, painters and illustrated texts, Modern – company school, Ravi Varma, Bengal School, Amrita Shrengil and Progressive Artists.

Unit VI [15 L]

Popular Culture

- a) Folk Lore and Oral tradition of Kathas, narratives, legends and proverbs, Linkages of bardic and literary traditions.
- b) Festivals, fairs and fasts; Links with tirtha, pilgrimage and localities.
- c) Textile and Crafts; the Culture of Food.

Unit VII [10 L]

Nationalism and the issue of Culture; Institutions of Cultural Practices Colonial and Post Colonial.

Suggested Reading

- ❖ Kuchhal, M.C. and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
- ❖ Dagar Inderjeet & Agnihotri Anurag “Business Law” Galgotia Publishing Company, New Delhi
- ❖ Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.
- ❖ Maheshwari & Maheshwari, *Business Law*, National Publishing House, New Delhi.
- ❖ Goyal Bhushan Kumar and Jain Kinneri, *Business Laws*, International Book House
- ❖ K. T. Acharya, *A Historical Dictionary of Indian Food*, OUP.
- ❖ Banerjee J.N.: *The Development of Hindu Iconography*, Calcutta, 1956
- ❖ Bussagli M and Srivaramamurthy C.: *5000 Years of Indian Art*, New York, n.d.
- ❖ *History and Culture of the Indian People*, Bharatiya Vidya Bhavan Series.
- ❖ Huntington Susan L: *The Art of Ancient India*, Tokyo New York, 1985.
- ❖ Kramrisch, Stella, *The Art of India*, Orient Book Depot. Delhi, 1987.
- ❖ Miller Barbara Stoler: *The Powers of Art: Patronage in Indian Culture*, OUP, Delhi 1992.

* L = 1 Hour.

Adventure Tourism

Paper 5 : Semester 5

Total Number of Credits : 6

COURSE CODE : BATADSE03T

Discipline Specific Elective Course

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

UNIT-I

[15 L]*

Adventure- Meaning-Characteristics- Adventure Tourism- Meaning- Importance of Adventure Tourism, Classification of Adventure Tourism- Elements of Adventure Tourism.

UNIT-II

[20 L]

Land Based Adventure – Meaning- Types- Equipment used to Land Based Adventure Activities, Important Land Based Adventure Activity Places in India.

UNIT-III

[15 L]

Water Based Adventure- Meaning- Types- Equipment used to Water Based Adventure Activities, Important Water Based Adventure Activity Places in India.

UNIT-IV

[20 L]

Air Based Adventure- Meaning- Types- Equipment used to Air Based Adventure Activity- Important Air Based Adventure Activity Places in India.

UNIT-V

[20 L]

Adventure Activity Training Institutes- Its Role- Safety Measures in Adventure Activity- Future of Adventure Tourism in India.

Suggested Readings

Adventure Tourism- Ralf Buckley, CAB Publishing.

Adventure Tourism & Sports- Jagmohan Negi, Kanishka Publishers, New Delhi.

* L = 1 Hour.

Year 3 : Semester 6

Air Ticketing and Transportation in Tourism

(Road, Rail & Air)

Paper 1 : Semester 6

Total Number of Credits : 6

COURSE CODE : BATACOR13T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I [20 L]*
Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time.

Unit II [10 L]
Aviation organization: AAI, IATA and ICAO: Functions, Role, relevance in Aviation sector

Unit III [20 L]
Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations.

Unit IV [20 L]
Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passengers needing special attention.

Unit V [20 L]
Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Embarkation and Disembarkation Process. Mixed class journey, around the world fares (RTW) special fairs.

Suggested Readings:

Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, NewDelhi,
OAG, Consultant, IATA, Geneva
Air Tariff Book
Stephen Shaw, 'Airlines in Shifts &Mgt', Ashgate Pub, USA
R. Doganis, 'Airport Business'
K. Sikdar, All you wanted to know about airlines functions
Journal of Air Transport Management by Elsevier Science
Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002.

* L = 1 Hour.

Introduction to Package tours Operations Management

Paper 2 : Semester 6

Total Number of Credits : 6

COURSE CODE : BATADSE04T

Discipline Specific Elective Course

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I [30 L]*
Facilitation - passport, visas, immigration, customs, health requirements, travel insurance, Airport handling. Ticketing procedures, Credit and Commissions. Alliances and Loyalty programmes. CRS and GDS. Gist and Fits.

Unit II

[25 L]

Tourism Product and Services. New technologies. Role of Information Technology in tourism. Travel related services and business. Difference between travel agent and tour operator. Functions of travel agency. Organizational structure and various departments of a travel agency. Principles of management and its application in travel trade.

Unit III

[35 L]

Tour operational techniques-departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sight seeing, special interest, free time, emergency procedures, finance & accounting. Tourism trade and consumer protection acts. Issues relating to tourism laws and legislation. International Agreements viz. GATS. Tour escorting ethics.

Suggested Readings

- ❖ Bull, A. The Economics of Travel and Tourism, Longman: UK.
- ❖ Jagmohan Negi-Travel Agency & Tour Operations
- ❖ IATO Manuals and reports.
- ❖ Report of National Committee on Tourism, Know India, 1988.
- ❖ National Action Plan, 1992.
- ❖ Various Reports of United Nations World Tourism Organizations.
- ❖ Barbarian, M.P. Indian Tourism beyond the Millennium, Gina Publication, New Delhi, 1999.

* L = 1 Hour.

Business Laws & Culture in Indian subcontinent II

Paper 3: Semester 6

Total Number of Credits: 6

COURSE CODE : BATADSE05T

Discipline Specific Elective Course

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS: 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I

[15 L]*

Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural, fresco paintings, Post Classicism – Pallava – Cola.

Unit II

[10 L]

Medieval idiom –Mughal paintings, painters and illustrated texts, Modern – company school, Ravi Varma, Bengal School, Amrita Shregil and Progressive Artists.

Unit III

[15 L]

Popular Culture a) Folk Lore and Oral tradition of Kathas, narratives, legends and proverbs, Linkages of bardic and literary traditions. b) Festivals, fairs and fasts; Links with tirtha, pilgrimage and localities. c) Textile and Crafts; the Culture of Food.

Unit IV

[15 L]

Communication, Patronage and Audiences a) Court Merchant groups and communities.
b) Culture as Communication.

Unit V [10 L]

Nationalism and the issue of Culture; Institutions of Cultural Practices Colonial and Post Colonial.

Suggested Reading:

- ❖ K. T. Acharya, A Historical Dictionary of Indian Food , OUP.
- ❖ Banerjea J.N.: The Development of Hindu Iconography, Calcutta, 1956.
- ❖ Bussagli M and Srivaramamurthy C.: 5000 Years of Indian Art, New York, n.d.
- ❖ History and Culture of the Indian People, Bharatiya Vidya Bhavan Series.
- ❖ Huntington Susan L: The Art of Ancient India, Tokyo New York, 1985.
- ❖ Kramrisch, Stella, The Art of India, Orient Book Depot. Delhi, 1987.
- ❖ Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992 Mitter Partha: Much Maligned Monsters, Oxford, 1977.
- ❖ Mitter Partha: Art and Nationalism in Colonial India, OUP, Delhi.
- ❖ Mukherji: Folk Art of India
- ❖ Ramanujsan, A.K., Collected Papers OUP.
- ❖ Richman, Paula, Many Ramayanas OUP.
- ❖ Rizvi, S.A.A.: The Wonder that Was India: Volume II., New Delhi.
- ❖ Varadpande M.L. History of Indian Theatre: Invitation to Indian Theatre, New Delhi, 1987.
- ❖ Traditional Indian Theatre: Multiple Streams, Hindi translation: Paramparik Bharatiya
- ❖ Rangmanch: Anant Dharayed NBT, New Delhi.

* L = 1 Hour.

Introduction to Travel Management

Paper 4 : Semester 6

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BATACOR14T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

UNIT-I Travel Management- Meaning-Significance- Travel Business- Meaning- Types of Travel Business Travel Agency- Meaning and Definition- Role and Types- Functions of Travel Agency-Tour Operator, Meaning- Functions and Types. [15 L]*

UNIT-II Travel Formalities and Regulations- Travel Documents- Passport-VISA- Foreign Exchange- Tour Itinerary- Meaning- Steps to prepare Itinerary-Importance of Itinerary- Preparation of Tour Itinerary. [20 L]

UNIT-III Travellers- Meaning- Types of Travellers- Indian Travellers- Traits of Indian Tourists- Non-Resident Indian (NRI) - Person of Indian Origin (PIO)- Foreign National- Traits of Western Tourists- Preferences towards selection of Destination and attraction. [20 L]

UNIT-IV Allied Sectors connected to Tourism and Travel- Hotels-Transport Sector- Air-Rail- Cruises- Motor Coaches- Cab Operators- Formal and Informal Service providers. [15 L]

UNIT-V Strategies towards Tourism Development- Agencies Working towards Tourism Development- National Tourism Policy- Tourism Task Force- Destination Planning Guidelines. [20 L]

Suggested Readings

- ❖ Travel Agency Mgt- An Introductory Text, Mohinder Chand, Anmol Publications, New Delhi
- ❖ Travel Agency Operations- Concepts and Principles, Jagmohan Negi, Kaniskha Publishers, New Delhi.

* L = 1 Hour.

Food Tourism

Paper 5 : Semester 6

Discipline Specific Elective Course

Total Number of Credits : 6

COURSE CODE : BATAGEC06T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit-1: Non-alcoholic beverages – classification, types, service. Cold beverages – types and service. Alcoholic beverages - definition, classification. Fermentation process. Beer-introduction, ingredients used for production – types and brands -Indian and International. Other fermented and brewed beverages. [15 L]

Unit-2: Wines – introduction, definition, classification, methods. Sparkling, aromatized & fortified wines, wine diseases. Wines – France, Italy, Spain, Portugal, Germany, new World wines (South Africa, Australia, USA, Hungary and Indian). Categories, region, important wines with their qualities. Food and wine harmony. Storage and service of wines. Aperitifs – definition, types- wine based, spirit based. [20 L]

Unit-3: Introduction to spirits – distillation process, pot, still and patent still. Spirits, Whisky, Brandy, Rum, Vodka, Gin & Tequila – products, types, brands, - Indian and International. Other alcoholic beverages – Absinthe, Ouzo, Aquavit, Slivovitz, Arrack, Fenny, Grappa, Calvados, other fruit brandies. Liqueurs – types, production, brands and services, Indian and international. Tobacco – types – Cigars and Cigarettes, Cigar strengths and sizes – brands , storage and service. [20 L]

Unit-4: Cocktail – Introduction, history, methods of mixing, rules of mixing cocktails, classic cocktails, recipes, innovative cocktails. Mock tails – cocktails garnishes, decorative accessories, defining of other mixed drinks [15 L]

Unit-5: Banquets – organization structure, duties and responsibilities of banqueting staff, administrative procedure, formats maintained, banquets function prospects, types of functions (formal and informal) , seating arrangements, off premises/ out door

catering. Airline/Railway/Sea catering – Gueridon services – origin and definition, types of trolleys and layouts. **[15 L]**

Unit-6: Practicals **[30 L]**

- ❖ Taking an order – food and making a kot
- ❖ Points to be remembered while setting a cover and during
- ❖ Services. Service of foods (a la carte & table de hote) service of hot and cold non-alcoholic beverages
- ❖ Exercise of planning different menus.

Suggested Readings

- ❖ Food and Beverage Service: Lillicrap & Cousin,
- ❖ Elbs Modern Restaurant Service: John Fuller,
- ❖ Hutchinson Food And Beverage Service Training Manual : Sudhir Andrews.

SECTION – C
MEDIUM OF INSTRUCTION FOR THE EXAMINEES

Resolved unanimously that the Question Papers for the Honours Candidates will be set in English only. However, they may answer in English/Bengali Language.

SECTION – D
PROPOSED QUESTION PATTERN IN THE SEMESTER-END EXAMINATIONS
for
Three year B.A./B.Com Honours Course
in Tourism & Travel Management
Semester wise Structure of Syllabus CBCS
To be effective from the Academic Session 2018-19

Year 1: Semester 1

Subject Code	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
BATACOR01T	History of Tourism I	2	5	8
		5	4	6
		10	2	4
BATACOR02T	Fundamentals of Tourism Management	2	5	8
		5	4	6
		10	2	4

Year 1: Semester 2

Paper No.	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
BATACOR03T	History of Tourism II	2	5	8
		5	4	6
		10	2	4
BATACOR04T	Concept and Impact of Tourism	2	5	8
		5	4	6
		10	2	4

Year 2: Semester 3

Paper No.	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
BATACOR05T	Profile of Modern Tourism	2	5	8
		5	4	6
		10	2	4
BATACOR06T	Tourism Product Culture of India	2	5	8
		5	4	6
		10	2	4

BATACOR07T	Financial Accounting in Tourism	2	5	8
		5	4	6
		10	2	4
BATSSEC01M	Computer Application in Tourism	2	5	8
		5	4	6
		10	2	4
BATACOR05T	Profile of Modern Tourism	10	1	10
		15	Practical	

Year 2: Semester 4

Subject Code	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
BATACOR08T	Tourism Marketing	2	5	8
		5	4	6
		10	2	4
BATACOR09P	On the Job Training Report and Project	10	2	3
		15	2	3
BATACOR10T	Entrepreneurship and Small Business in Tourism	10	2	3
		15	2	3
BATSSEC02M	Real Field Study and Project Viva	10	1	10
		15	Practical	

Year 3: Semester 5

Subject Code	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
BATADSE01T	Globalization, Conservation and Preservation of Nature and Culture	2	5	8
		5	4	6
		10	2	4
BATACOR11T	Recent Trend and Issues in Trade and Frontier Formalities	2	5	8
		5	4	6
		10	2	4
BATACOR12T	Eco-Tourism and Sustainable Development	2	5	8
		5	4	6
		10	2	4
BATADSE02T	Corporate Laws & Culture In Indian Subcontinent I	2	5	8
		5	4	6
		10	2	4
BATADSE03T	Adventure Tourism	2	5	8
		5	4	6
		10	2	4

Year 3: Semester 6

Subject Code	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
BATACOR13T	Air Ticketing and Transportation in Tourism (Road, Rail & Air)	2	5	8
		5	4	6
		10	2	4

BATADSE04T	Introduction to Package tours Operations Management	5 2	3 5	5 8
BATADSE05T	Business Laws & Culture in Indian subcontinent II	2 5 10	5 4 2	8 6 4
BATACOR14T	Introduction to Travel Management	2 5 10	5 4 2	8 6 4
BATAGEC06T	Food Tourism	2 5 10	5 4 2	8 6 4

*Recommended by UG BOS in Commerce & Management
At its meeting held on 06.06.2018. with the CBCS Committee, WBSU.*

*Sd/-
Dr. Pranam Dhar
Chairperson.*