

## NORTH BENGAL UNIVERSITY

### Career Oriented Programme (COP)

#### Syllabus for the Tourism Courses

<u>Certificate Course in Tourism (1<sup>st</sup> year)</u>	<u>Annual Examination</u>	<u>Internal Evaluation</u>	<u>Practical</u>	<u>Total</u>
I. Tourism Business	70	30	---	100
II. Tourism Product	70	30	---	100
III. Field Trip Report ( 70 marks and viva 30 marks)			---	100
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				300
				=====

#### Diploma in Tourism Management (2<sup>nd</sup> Year)

IV Tourism Marketing	70	30	---	100
V Tourist Services, Operations and Management	70	30	---	100
VI. Information, Communication and Automation	70	30	---	100
VII. On-the-Job Training (4 Weeks)			---	50
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				350
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#### Advance Diploma in Tourism Management (3<sup>rd</sup> Year)

VIII. Management Principles and Practices	50	---		50
IX Strategic Tourism Management	70	30		100
X Travel Agency, Tour Business & Accommodation	70	30		100
XI. A). On-the-Job Training (4 weeks) & Report		--		50
B). Project on any one:( Report to be submitted)		--		50
i.) Destination Development				
ii.) Establishment of Hotel, Motel, Resort etc.				
iii.) Establishment of Travel Agency				
iv.) Positioning North Bengal as a destination for Conference & Conventions thereby, developing tourism in & around the region.				
v.) Developing Eco-tourism in the Region.				
vi.) Behavioural Studies of Foreign Tourists Opertaining to Budget Category.				
vii.) Buddhist circuit-potential & marketing strategy for Eastern Region.				
viii.) Marketing of Tourism products.				
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				350
GRAND TOTAL ... ..				1000

## Certificate in Tourism Management (1<sup>st</sup> Year)

### **I. Tourism Business**

1. Definition, Nature, Importance, Components and typology of Tourism.
2. Concepts of Domestic and International Tourism recent trends.
3. Tourism as an industry, visitor, tourist, excursionist.
4. Growth and development of Tourism in India
5. Impacts of Tourism-Economics, Social, Physical and Environmental

### **II. Tourism Products**

#### Group A

1. Socio-Cultural Resources-Important historical/ archaeological / biological sites.
2. Popular Religious Shrines/Centres- Hindu/Buddhist, Jain, Sikh, Muslim, Christian and others. Yoga, Meditation and other centre.
3. Classical Dances and Dance Styles- Centre of learning and performances. Indian folk dances.
4. Music and musical instruments- Different schools of Indian music, status of vocal and instrumental music: new experiments
5. Handicrafts of India as potential tourist resources.
6. Fair and Festival-Social, religious and commercial falls, festivals, promotional (Tourism) fairs, viz., kite festival, white water festival, snake best race etc.
7. Created tourist destinations: Academic, Scientific and Industrial Institutions.

#### Group B

1. Tourist resource potential in mountain with special reference to Himalayas: Resources and resource use-patterns in the past, present and future perceptive.
2. India main desert areas, their geological structure: development as desert tourism existing trends and facilities available; desert safari and desert festival.
3. Coastal areas, beaches and Islands: Resources and resource use pattern.
4. Resources in Islands with special reference to Andaman and Nicobar Islands. Overview on Tourism Development Strategies.

### **III. Field Trip Report**

#### **Report Writing (50 marks):**

(Candidates shall submit the report with the following format).

#### **FORMAT OF FIELD REPORT:**

1. MAP OF THE LOCATION

2. ACKNOWLEDGEMENT

- i. Introduction of the area/object visited.
- ii. Detailed Description.
- iii. Discussion of importance of the place/object from the point of views of Tourism/framing tour-circuits in the area visited.
- iv. Concluding section with some suggestion to Promote Tourism.

- Note :**
1. Minimum number of Pages Should be 25.
  2. Neatly typed/ Computer Printed Pages.
  3. Font size should be 12; Font – Times New Roman.
  4. Plagiarism is strictly Prohibited
  5. This report shall be signed by the candidates and forwarded by the Course Coordinator and Principal/Lecturer-in-charge to the College.

#### **Viva-voce (30 marks)**



## **| V .Marketing in Tourism (100 Marks)**

### **Course Objectives:**

- ❖ To enable students to gain knowledge and understanding of marketing in general
- ❖ To enable students to gain knowledge understanding of tourism marketing
- ❖ To enable students to gain appreciation of typical characteristics of tourism marketing
- ❖ To acquaint and enable students to acquire knowledge on several activities and procedures of tourism marketing and application of tourism marketing methods
- ❖ Students at the end of this course should be able to appreciate appropriate strategic and marketing tools in travel / tourism

### **Course contents**

- General Marketing
- Marketing Philosophy in Tourism
- Definition of Tourism Marketing
- Fundamental characteristics of tourism and their implications in marketing
- Main types of tourism marketing
- Consumer behaviour and travel decision process
- Market segmentation in tourism
- Exploring the use of tourism marketing tools or marketing mix methods
- Tourism marketing research
- Formulation and development of tourism products
- Role and functions of different PSUs and Private Sectors in Tourism Marketing
- Distribution of tourist product
- Tourism Marketing, its means and methods
- Tourism Marketing situation of India

## **Diploma in Tourism Management (2<sup>nd</sup> Year)**

### **V. Tourist Services Operations and Management (100 Marks)**

#### **Course objectives:-**

\* Students at the end of this course should be able to:

- Formulate (tailor make), tour, trek, raft and other tourist services programmes (from already identified/ existing itinerary, tariffs)
- Work out quotation for such tailor-made programme
- Deal with special tours, conference and convention tours
- Plan new tours, trek and rafting programmes
- Establish contracts/ negotiate rates with accommodation establishments, transport and other tourists

#### **Course contents**

- Definition and analysis of concepts of "Inclusive Tours" (IT).
- Opening and completing guest file
- Preparation of tour, trek, rafting and other tourist services
- Dealing with tailor made tours, special tours and conference and convention
- Itinerary formulation
- Formulating tailor made programmes
- Preparing quotation of tailor made programme
- Assisting in laying out of Brochure and other publicity materials
- Handling clients complaints
- Costing of Package Tour

**VI. Information, Communication and Automation : (100 Marks)**

1. Consumer Expectation and Service legislation.
2. Computer Net Works - LAN and WAN, Communication media Net work in India.
3. Information technology: Fax, e-mail, use of data based Internet, Reservation (Air, Rail ways, Hotels).
4. Market research: data collection interview, concept of system analysis and design basic idea related to Creation of information system on tourism.
5. Devices of Computers and Communication, CPU, Memory Primary and auxiliary (Ram, Rom, Cache, Floppy disk, Hard disk, tape, CD Rom).
6. I/O devices -VDU Printer (Dot Matrix, Inkjet, Laser. Line) Key-board, Mouse. Scanner

**VII. On-the -Job Training (4 weeks) 50 Marks**

(A Report is to be furnished by the students while undergoing Training)

## **Advance Diploma in Tourism Management (3<sup>rd</sup> Year)**

### **VIII. Management Principles and Practices (50 marks)**

1. Nature and functions of management.
2. Development of Management thought.
3. Co-operation.
4. Planning.
5. Decision Making.
6. Organisation.
7. Staffing / HRD.
8. Recruitment and Selection.
9. Placement and Induction.
10. Training and Development.
11. Purpose of communication in Tourism

### **IX. Strategic Tourism Management (100 marks)**

1. Relevant concepts and preaches for effective tourism development
2. National Development Council Report on Tourism Development
3. National Action Plan 1992 and subsequent changes.
4. New Policies on Tourism and Civil Aviation.
5. Tourist traffic and its improvising.
6. Destination development.
7. Sustainable development.
8. Eco-Tourism Policy.
9. Tourism policy analysis.
10. Tourism legislation a necessary.
11. Consumer Expectation and Service legislation.

### **X. Travel Agency Tour Business and Accommodation (100 marks)**

1. Definition of Travel Agency/Tour Operators.
2. Main Functions.
3. Organisational structure of Travel Agency and the Tour Operators.
4. Different types of Travel Agency and their responsibilities.
5. Procedure to become a travel agent and tour operator in India.
6. Role of Indian Air Line and Air India on the growth and management of tourism.
7. Role of the private Air Lines namely Sahara, Jet Airways, Vayudoot etc, in the growth and management of tourism.
8. Role of Indian Railways in the growth and management of tourism.
9. Toru operators/ Travel Agents and the tourism business.
10. Accommodation- Types, Organisation and Management.



### **XI. A. On-the -Job Training (4 weeks) 50 Marks**

(A Report is to be furnished by the students while undergoing Training)

### **B. Project Report**

**(50 Marks)**

#### **Project Report:**

Each Candidate will be furnished with one project assignment by the Collage, while Selecting the topics are may be taken regarding the viability of the project, availability of information and maturity Level of an undergraduate student.

#### **PROFORMA:**

- MAP OF THE PROJECT SITE
- ACKNOWLEDGEMENT
- Introduction
- Site survey report
- Market survey report
- Details of the project:

- a) The tentative target
- b) Infrastructure needed
- c) Human resource requirement
- d) Cost estimate.

Conclusion explaining the vitality of the project and some suggestions (if possible for resource mobilization. The project may be written in 20 to 25 Typed/ Computer Printed pages.