

Department of Tourism & Travel Management (Vocational)

Lesson Plan of the Teachers in the Department of Tourism & Travel Management (TTMV) (Under CCF'2022)

Semester-II (January- June)

<u>Paper</u>	<u>Course Title: DSCC-2 : Tourism History of India</u>	<u>Hours</u>	<u>Faculty</u>	
	Unit-I: ❖ Reason for Early travel in India; travel in ancient time; ❖ Silk Route; ❖ Pilgrim tourism; ❖ travel for trade and business; ❖ past educational tourism like Nalanda, Taxila etc	3hrs 2 hrs 3hrs 2hrs 2hrs	SB	
	Unit-II: ❖ Factors influencing for the development of Tourism in India – Social conditional changes; ❖ Technological Advancement; ❖ Infrastructure development; ❖ Industrial Revolution; ❖ Paid with Holidays concept; Basic travel Motivations.	3hrs 2hrs 2hrs 2hrs 3hrs	SB	
	Unit-III ❖ Development of Automobile; ❖ Rail transport; ❖ Air Transport; ❖ Sea transport in India; ❖ Foundation of Modern Tourism- Mass tourism in the 19th Century.	2hrs 3hrs 3hrs 2hrs 3hrs	DB	
	Unit- IV ❖ Tourism and Five Year Plans; ❖ Public & Private sector involvement in tourism development; ❖ Globalization & Tourism: its impacts; ❖ Tourism policy of Government of India.	3hrs 2hrs 3hrs 3hrs	DB	

<u>Paper</u>	<u>Course Title:SEC-2</u> Application of Information Technology in Tourism	<u>Hours</u>	<u>Faculty</u>	
	<u>Module-I (Theory)</u> Unit-I ❖ Definition of a Computer; Evolution and Different Generations of computers; ❖ Basic structure of a computer; types of Computer; ❖ Computer Language; CPU; Main memory; Secondary Memory; ❖ Input -output Device - Monitor, Printer, Key Board, Mouse, Scanner, Magnetic Disk, Optical Disk, CD-ROM.	2 hrs 2hrs 2hrs 3hrs	NN	
	Unit-II ❖ Concept of operating system; ❖ MS Office- MS Word, Excel, Power Point; ❖ Data Base Management System; Word processing; ❖ Electronic spreadsheets.	2hrs 2hrs 2hrs 2hrs	PM	
	Unit-III ❖ Management Information System (MIS); ❖ Internet- Concept; IP Address; URL; ❖ Internet Protocol-TCP, HTML, HTTP; Network-LAN, WAN, Broadband; E-mail; World Wide Web (WWW); ❖ Internet and various Tourism related Websites.	2hrs 2hrs 2hrs 1hr	PM	

	Unit-IV ❖ Global Distribution System (GDS); ❖ CRS- concept, uses of CRS in Airlines, Railways, ❖ Hotel booking; E-Ticketing concept- Importance of E-ticketing; ❖ uses of various social media for tourism promotion.	2hrs 2hrs 2hrs 2hrs	PM	
	<u>Module II (Practical)</u> Unit-I : Understanding about various parts of Computer; Operating system of Computer; MS office; MS-Excel; MS-PowerPoint Unit-II Understanding about data management; word processor; Spreadsheet etc Unit-III Use of Internet; E-mail; searching of various tourism related websites	3hrs 3hrs 3hrs 3hrs	NN PM PM PM	

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Semester-IV (January- June)

<u>Paper</u>	<u>Course Title: DSCC-5 : Natural Resources of India</u>	<u>Hours</u>	<u>Faculty</u>	
	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, Kodaikanal, Nainital, Mussoorie etc.	3hrs 2hrs 4hrs 5hrs	PM	
	Unit-II: ❖ Sea Beach Tourism Resources in India, ❖ Desert Tourism Circuit in India, ❖ Desert Festival	4hrs 4hrs 3hrs	PM	
	Unit-III ❖ Island Tourism- Special reference to Sunderban Islands ❖ Andaman & Nicobar Islands	4hrs 4hrs	PM	
	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.	3hrs 4hrs 4hrs 4hrs	PM	

<u>Paper</u>	<u>Course Title:DSCC-6</u> Cultural Resources of India	<u>Hours</u>	<u>Faculty</u>
	Unit-I ❖ Concept of Cultural Tourism, Significance, ❖ Architectural HeritageMonuments, ❖ Stupa- Sanchi Stupa, BodhGaya, 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.	3hrs 2hrs 3hrs 3hrs 2hrs 4hrs	DB
	Unit-II ❖ Performing Arts- Classical Music, musical instruments, ❖ Classical Dance- various formations, ❖ Theatre, ❖ Visual Arts- Paintings, Sculpture, and ❖ Art Galleries. ❖ Libraries –importance in tourism	3hrs 3hrs 2hrs 2hrs 2hrs 2hrs	DB
	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.	2hrs 2hrs 2hrs 3hrs 2hrs 2hrs	DB

	Unit-IV: ❖ Pilgrim Tourism places in India, ❖ Museum- Special reference to Indian Museum, Kolkata	2hrs 2hrs	DB
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<u>Paper</u>	<u>Course Title:DSCC-7</u> Business Tourism (MICE) & Event Management	<u>Hours</u>	<u>Faculty</u>
	Unit-I: ❖ Definition & ❖ Nature of Business Tourism, ❖ its Significance	2hrs 2hrs 2 hrs	SB
	Unit-II: ❖ Introduction to MICE, ❖ Steps for preparing a Tourism Trade Fair	2 hrs 3 hrs	SB
	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	2 hrs 4 hrs 3 hrs 2 hrs 2 hrs 2 hrs 3 hrs	SB
	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	2 hrs 2 hrs 2 hrs 2 hrs 3 hrs 2 hrs 2 hrs	SB
	Unit-V: ❖ Various Tourism Event in India, ❖ Role of ICPB for promotion of Event in India	2 hrs 2 hrs	SB

<u>Paper</u>	<u>Course Title:DSCC-8</u> E-Commerce & Business Communication	<u>Hours</u>	<u>Faculty</u>
	<u>E-COMMERCE</u> 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	1hr 1 hr 2hrs 2 hrs 2hrs	NN
	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	2hrs 1hr 2hrs	NN
	Unit-III: ❖ E-Commerce security, ❖ security threats like Hacking, Cyber Crime, and ❖ Threats in Computer Systems-Virus etc.	1hr 2hrs 2hrs	NN
	Unit-IV: ❖ E-Commerce application in tourism, ❖ Digital Marketing- Definition, objectives	2hrs 2hrs	NN

	<u>Business Communication</u> 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	<u>Hours</u> 1hr 1hr 1hr 2hrs 1hr	<u>Faculty</u> SPR
	Unit-II: ❖ Business Correspondence- Letter writing, ❖ presentation, circular, minutes, report, ❖ Preparation of C.V.	1hr 1hr 1hr	SPR
	Unit-III: ❖ Meeting, seminar, conference, ❖ Major activities of Public Relation of an organization	1hr 1hr	SPR
	Unit-IV: ❖ Modern forms of communication- Fax, E-mail & Video Conferencing, ❖ online meeting (Google Meet, Zoom Meet)	1hr 1hr	SPR

	Unit-V: ❖ Introduction to sales management: Meaning, ❖ Importance, ❖ Selling skills, ❖ sales presentation, ❖ Handling customer objections, ❖ qualities of sales manager, ❖ Sales force motivation	1hr 1hr 1hr 1hr 1hr 1hr	NN

<u>Paper</u>	Course Title: DSCC-14 : Fundamentals of Management & Human Resource Management	<u>Hours</u>	<u>Faculty</u>
	Unit-I: ❖ Concepts, Objectives, and ❖ Significance of management, ❖ Evolution of Management thought- Contribution of F.W. Taylor, and Henry Fayol , ❖ Levels of Management.	2hrs 2hrs 4hrs 2hrs	PM
	Unit-II- ❖ Planning: Concept, ❖ Objectives, ❖ Process of planning, ❖ Decision Making- Meaning, ❖ Steps in Decision Making	2hrs 1hr 2hrs 2hrs 2hrs	PM
	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.	1hr 2hrs 2hrs 2hrs 2hrs 1hr 2hrs 2hrs 2hrs 2hrs	PM
	Unit-IV: ❖ Concept of HRM, ❖ Objectives, Human Resource Planning: - ❖ Job Analysis – ❖ Job Description and ❖ Job Specification	2hrs 2hrs 2hrs 2hrs 2hrs	SPR

	Unit-V: ❖ Manpower planning - Recruitment - ❖ Selection in tourism industry, ❖ Performance appraisal - ❖ Career development - Promotions and transfers, ❖ Training and Development - Methods	2hrs 2hrs 1hr 1hr 2hrs	NN
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<u>Paper</u>	<u>Course Title:DSCC-15</u> Tourism Policy Planning & Development	<u>Hours</u>	<u>Faculty</u>
	Unit-I: ❖ Concept of Policy, ❖ Planning, Importance, ❖ level of tourism Planning -international, ❖ national, ❖ regional, and ❖ local	2hrs 2hrs 1hr 2hrs 2hrs 1hr 1hr	DB
	Unit-II: ❖ Tourism Destination Plan- Concept, ❖ Need, ❖ Process to develop a Tourism Destination Plan	2hrs 2hrs 2hrs	DB
	Unit-III: ❖ Tourism Policy (Latest) -Govt. of India Ministry of Tourism, ❖ National Action Plan- 1992, ❖ Five year Tourism Plan (Latest)	2hrs 2hrs 2hrs	DB
	Unit-IV: ❖ West Bengal Tourism Policy (Latest), ❖ Role of Private sector for the development of Tourism	2hrs 2hrs	NN
	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	2hrs 2hrs 2hrs 2hrs 2hrs 2hrs 2hrs	DB

