

West Bengal State Council of Technical &
Vocational Education and Skill
Development
(Technical Education Division)



Syllabus
of

Diploma in Travel and Tourism [TT]

Part-I (2nd Semester)

2022

CURRICULUM STRUCTURE FOR THE SECOND SEMESTER OF DIPLOMA IN TRAVEL & TOURISM

			Examination Pattern										Full Marks For				Full Marks	Credits	
		Subject Code	Contact Period Per Week			Internal Assessment (For Theoretical Sub)				External Assessment (For Theoretical sub)			Theoretical Subject	Sessional Subjects					
SL. No.	Subject		Lecture	Sessional	Tutorial	Mid Semester Exam (CT)	TA	Class Attendance	Total Internal	Obj	Subj	Marks Allotted For ESE		TW	PR	Class Attendance			Total
Theoretical																			
1	Communication Skills in English - 2		3	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	3
2	International Tourism		3	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	3
3	Tourism Management		3	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	3
4	Advanced Computer Fundamentals		3	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	3
5	Principles of Marketing - 2		3	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	3
6	Introduction to Accounting		3	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	3
Sessional																			
7	Advanced Computer Fundamentals Lab		-	2	-	-	-	-	-	-	-	-	-	40	50	10	100	100	1
8	Communication Skills in English Lab - 2		-	2	-	-	-	-	-	-	-	-	-	40	50	10	100	100	1
Audit Courses (Mandatory Non Credit Courses)																			
9	Indian Constitution		2	-	-	20	10	10	40	-	-	-	100	40	-	-	-	-	-
Total			20	4	-	100	50	50	240	100	240	360	700	80	100	20	200	900	20

Student contact hour per week is 24 hours.

List of abbreviation used: CT – Class Test (20 marks); TA - Quiz, Assignment etc. (10 marks) CA – Class Attendance (10 marks)

Obj - Objective; Subj - Subjective; Minimum passing marks for Theoretical and Sessional subjects will be 40%.

TW – Term work (to be evaluated by a board of departmental teachers) PR- Practical (to be evaluated by external teachers)

Communication Skills in English - 2

Course Code	
Course Title	Communication Skills in English - 2
Number of Credits and L-T-P	3 [L - 3,T - 0,P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

After completion of this course, the students will be able to:

1. Demonstrate use of basic grammar for sentence formation.
2. Write job descriptions, emails etc.
3. Understand the comprehensions better.
4. Show the use of various words by increasing vocabulary

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	1.1. FUNCTIONAL GRAMMAR & VOCABULARY: TENSE: FORMATION AND APPLICATION	06
	1.2.AFFIRMATIVE/ NEGATIVE/ INTERROGATIVE FORMATION	
	1.3.MODALS ANDTHEIR USAGE	
	1.4. CONDITIONAL SENTENCES	
	1.5.DIRECT AND INDIRECT SPEECH	
2.	2.1.ACTIVE AND PASSIVE VOICE	10
	2.2.USAGE OF COMMON PHRASAL VERBS	
	2.3. SYNONYMS & ANTONYMS.	
	2.4. ONE-WORD SUBSTITUTES	
	2.5. SENTENCES: SIMPLE SENTENCES, COMPOUND SENTENCES, COMPLEX SENTENCES	
	2.6.ADJECTIVES & ADVERB	
3.	3.1.COMPREHENSION PASSAGES	10
	3.2.READING AND UNDERSTANDING ARTICLES FROM TECHNICAL WRITING	
	3.3. INTERPRETING TEXTS: ANALYTIC TEXTS	
	3.4.DESCRPTIVE TEXTS, DISCURSIVE TEXTS	
	3.5.SQ3R READING STRATEGY 2	
4.	4.1.CONJUNCTION	10

	4.2.NON FINITES,QUESTION TAGS	
	4.3.EMPHATIC WITH DO/DOES/DID	
	4.4.SYNTHETIC OF THE SENTENCES	
	4.5.WORDS OFTEN CONFUSED	
	4.6.PREPOSITION	
5.	5.1.WRITING SKILLS: JOB APPLICATIONS, RÉSUMÉ,	06
	5.2.MEMO, NOTICE, AGENDA	
	5.3.E-MAIL ETIQUETTE, ADVERTISEMENTS	
	5.4. COMMON ERRORS: NOUNS AND PRONOUNS, ARTICLES, VERBS, CONCORD, ADJECTIVES, ADVERBS, PREPOSITIONS, VOCABULARY	
Total Number of Contact Hours		42

Course Outcome:

C01	Know the basic grammar to use them for formation of sentences
C02	Learn to enhance reading and writing skills
C03	Increased vocabulary

Text Books:

1. English Grammar in Use. Murphy, Raymond
2. Fundamentals of Business Communication, Mukesh Chaturvedi

Reference Books:

1. Technical Communication, Raman, M & Sharma, S

International Tourism

Course Code	
Course Title	International Tourism
Number of Credits and L-T-P	3 [L - 3, T - 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

After completion of this course, the students will be able to:

1. State the relation between globalization and tourism and list down factors affecting national and international tourism movement.
2. Tell the contemporary trends and historical aspects of International tourism.
3. Identify various international tourism organizations, international hotels.
4. Explain global marketing, political and cultural aspects related to international tourism and international tourism rules and regulations.
5. Showcase and point out the use of travel distribution systems and tourism related technologies.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	1.0. Globalization& tourism sector, Globalization& the business world	06
	1.1. The tourism industry challenges	
	1.2. Factors affecting Global & regional tourist movements,	
	1.3. Demand and origin factors, destination & resource factors.	
	1.4. Contemporary trends in international tourist movements.	
2.	2.0. The emergence of international hotels & tourisms (Historical aspects)	04
	2.1. Development of chains, development abroad, airline connection	
	2.2. International hotels	
3.	3.0. Political aspects of the international travel	10
	3.1. Tourism Barriers to travel, tourism investment & business, regulations	

	3.2. International organizations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism	
	3.3. National tourism organizations, political stability	
	3.4. Travel advisories, political risk, crisis management	
4.	4.0. Balancing global & local perspectives Operating in a multinational environment	08
	4.1. International rules & regulations -a brief study	
	4.2. Human resources & cultural diversity Understanding cultural diversity	
	4.3. Cultural perceptions, business protocol, cultural considerations in negotiations	
5.	5.0. International tourism sales & marketing Market research	04
	5.1. Developing an international marketing strategy	
	5.2. Understanding various travel distribution systems viz GDS, product positioning	
6.	6.0. Global competition & the future Long -term tourism growth trends	10
	6.1. Tourism growth in major regions	
	6.2. Transportation developments	
	6.3. Technology & automation	
	6.4. Development issues, tourism & the environment.	
Total Number of Contact Hours		42

Course Outcome:

C01.	Would receive and in-depth knowledge about International tourism
C02.	Will learn about the international tourism organisation and travel distribution systems
C03.	Would get educated about international sales and marketing, global competitions, political and cultural aspects as well.

Text Books:

1. International Tourism Management – A.K Bhatia
2. International Tourism and Hospitality in the Digital Age – Suresh Kumar

Reference Books:

1. International Tourism: Planning and Management –Trent Powell

Tourism Management

Course Code	
Course Title	Tourism Management
Number of Credits and L-T-P	3 [L - 3, T - 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

After completion of this course, the students will be able to:

1. To understand the basic concept and various components of management

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	MANAGEMENT THEORIES AND CONCEPTS	08
	1.1 Meaning and definitions of management;	
	1.2. Nature, Significance, objectives and functions of management	
	1.3. levels of management	
	1.4. Concept and Illustration	
	1.5 approaches to management	
2.	PLANNING AND DECISION MAKING	10
	2.1. Nature and purpose of planning	
	2.2. types of plans, planning process, advantages and limitations of planning	
	2.3. Objectives: Nature and types of objectives	
	2.4 Importance of Objectives	
	2.5. Management by objective -Decision-making: process of decision making	
3.	ORGANISING & STAFFING	08
	3.1. Nature and purpose of organizing	
	3.2. formal and informal organization	
	3.3. Delegation of Authority and responsibility	
	3.4 Decentralization, Methods of decentralization-Staffing: Nature and purpose of staffing	
	3.5 human resource planning	

	3.6 recruitment, selection, training, compensation and performance appraisal.	
4.	DIRECTING	04
	4.1. Nature and importance of direction; Motivation: meaning & importance	
	4.2 theories of motivation (Maslow's Need Hierarchy theory, Herzberg's motivation, Hygiene theory, room's Expectancy theory)	
	4.3 Leadership: Meaning, theories of leadership (Trait theory, Behavioural theories, Situation theories, The Path Goal Theory, Integrated Leadership Model). Communication: Meaning, process and barriers to communication.	
Total No. of Contact Hours		42

Course Outcome:

C01.	Fundamental of tourism management
C02.	Framework of travel and tourism system
C03.	Tourism management theories

Text Books:

1. Koontz Herold & Weihrich Heinz (2006), Essentials of Management, 7th edition, Tata Mc.Graw Hill Publishers, New Delhi.
2. Agarwal R.D (2001), Organization and Management, Tata Mc. Graw Hill Publishers, New Delhi.
3. Terry R George & Franklin G Stephen (1997), Principles of Management, 8th edition, AITBS Publishers and Distributors, New Delhi.

Reference Books:

1. Sherleker & Das Suresh (2011), Principles of Management, (2011), Himalaya Publishing House, New Delhi.
2. Herold Koontz, Heinz Weihrich (1994), Management: A Global Perspective, 10th edition, Tata Mc. Graw Hill Publishers, New Delhi.

Advanced Computer Fundamentals

Course Code	
Course Title	Advanced Computer Fundamentals
Number of Credits and L-T-P	3 [L - 3, T - 0, P - 0]
Course Category	PC
Prerequisites	

Course Objectives:

After completion of this course, the students will be able to:

1. Define DBMS, networking, viruses, malwares.
2. State the features and uses of MS – Access, MS-Powerpoint and spreadsheet
3. Explain the need of privacy
4. State structured programming languages

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	1.1. OVERVIEW OF DATABASE MANAGEMENT	06
	1.2. DBA AND ITS ROLE, DBMS ARCHITECTURE, DIFFERENT TYPES OF DBMS USERS	
	1.3. DIFFERENT MODEL OF DATABASES	
	1.4.RDBMS, ENTITY & ATTRIBUTES, RELATIONSHIP, ER-DIAGRAM	
	1.5. INTERNET CHAT, INTRANET, EXTRANET	
2.	2.1. OVERVIEW OF MS-ACCESS	10
	2.2. MAIN ELEMENTS OF ACCESS, TABLE	
	2.3. QUERIES, CREATING FORMS,	
	2.4. ENTERING AND UPDATING DATA USING FORMS	
	2.5. FINDING, EDITING AND DELETING DATA IN A FORM, REPORTS, RELATIONSHIPS	
	2.6. WEB BROWSER	
3.	3.1. DATABASE SECURITY AND PRIVACY	06
	3.2. OVERVIEW OF SPREADSHEET,	
	3.3. FUNCTIONS: TYPES OF FUNCTIONS	
	3.4. FUNCTIONS: SORT, FILTER AND BASIC OPERATIONS	
	3.5. ADVANCED FEATURES SUCH AS CHARTS/GRAPHS.	

	3.6. DIFFERENT FORMULAE FOR CALCULATIONS	
4.	4.1. OVERVIEW OF MS-POWERPOINT	10
	4.2. AUTO CONTENT WIZARD	
	4.3. PRINTING SLIDES AND IMPORTANT SHORTCUT KEYS.	
	4.4. NOTEPAD, MARKUP LANGUAGES	
	4.5.SAFELY BROWSING THE WEB AND USING SOCIAL NETWORKS: IDENTITY PROTECTION, PROPER USAGE OF PASSWORDS, PRIVACY	
	4.6. SAFELY BROWSING THE WEB AND USING SOCIAL NETWORKS: THE CONFIDENTIALITY OF INFORMATION, CYBER STALKING, REPORTING CYBERCRIMES	
5.	5.1.VIRUSES AND MALWARE, ADWARE	10
	5.2. INTRODUCTION TO STRUCTURED PROGRAMMING, ELEMENTS OF STRUCTURED PROGRAMMING	
	5.3. ADVANTAGES & DISADVANTAGES OF STRUCTURED PROGRAMMING	
	5.4.INTERNET ADDRESSING: IP ADDRESS, DOMAIN NAME, URL,	
	5.5. INTRODUCTION TO FOX-PRO	
	5.6. STRUCTURED QUERY LANGUAGE (SQL), DDL AND DML	
Total Number of Contact Hours		42

Course Outcome:

C01	Learn different aspects of DBMS, MS-Access
C02	Understand computer network, privacy and virus , malwares
C03	Know the spreadsheet and power point
C04	Learn programming elements

Text Books:

1. Fundamentals of Internet & WWW, Greenlaw & Hepp, Tata McGraw
2. Fundamentals of Computers, V Rajaraman

Reference Books:

1. Sanjay Saxena: A First Course in Computers
2. HTML 4 for Dummies, Ed Tittel

Principles of Marketing - 2

Course Code	
Course Title	Principles of Marketing - 2
Number of Credits and L-T-P	3 [L - 3, T - 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

After completion of this course, the students will be able to:

1. Explain pricing concept, its techniques, roles and management.
2. List down product –brand integration strategies, discuss brand position and define branding and packaging.
3. Describe the personal selling its advantages, disadvantages and its scope in India.
4. Classify and list down different distribution channels and the related policies and strategies.
5. State the roles and regulations of advertisement and physical distribution system in India.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	1.0. Pricing Meaning & role of pricing	04
	1.1 Pricing in theory & practices	
	1.2. Management of pricing	
	1.3. Public policy in relation to pricing in India	
2.	2.0. Product -market integration -product & brand strategies	10
	2.1. Product positioning	
	2.2. Diversification	
	2.3. product -line simplification	
	2.4. Planned obsolescence	
3.	2.5. Branding, Packaging	06
	3.0. Personal selling Personal selling: meaning & importance	
	3.1. Status of personal selling in India	
	3.2. The selling job: nature & methods	
4.	3.3. Management of sales force	04
	4.0. Advertising Meaning & role of advertising	

	4.1. Profile of advertising in India	
	4.2. Management of advertising	
5.	5.0. Channels of distribution Meaning & role of distribution channels	12
	5.1. Classification of distribution channels & intermediaries	
	5.2. Factors governing choice of channels (s) & intermediaries	
	5.3. Distribution channel policies & strategies	
	5.4. Other aspects of channel management	
	5.5. Conflict & cooperation in distribution channel	
6.	6.0. Physical distribution Meaning, objectives & organization	06
	6.1. Role & relevance of physical distribution in the Indian setting	
	6.2. Physical distribution management	
Total Number of Contact Hours		42

Course Outcome:

C01.	Will understand pricing and distribution channel concepts.
C02.	Would learn how to manage pricing and distribution channels.
C03.	Will know the product – market and product-brand integration strategies and market positioning.
C04.	Learn the personal selling concept to manage sales force.

Text Books:

1. Marketing Management: Philip Kotler
2. Marketing Management: Rajen Saxena

Reference Books:

1. Marketing for Hospitality and Tourism : Philip Kotler, Jon Bowen and James Maken
2. Modern Marketing Principles & Practices Book by R S N Pillai, Bagavathi.

Introduction to Accounting

Course Code	
Course Title	Introduction To Accounting
Number of Credits and L-T-P	3 [L - 3,T - 0,P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

After completion of this course, the students will be able to:

1. Understand how accounting relates to the business environment.
2. Understand how to use the accounting equation to analyze business transactions.
3. Understand how to evaluate the performance of a business.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	1.0. Introduction	08
	1.1. Background of Accounting	
	1.2. Recording Financial Transaction	
	1.3. Double Entry System: Meaning and Advantages	
	1.4. Concept and Illustration	
2.	2.0. Applying controls and concepts to financial information	08
	2.1. Journal - Concepts & Illustration	
	2.2. Ledger - Explanation & Illustration	
	2.3. Trial balance - Explanation & Illustration	
3.	3.0. The profit and loss account and balance sheet	10
	3.1. Subsidiary books - Explanation & Illustration	
	3.2. A further look at assets and liabilities	
	3.3. Subsidiary books - Explanation & Illustration	
4.	4.0. Cash book - Explanation & Illustration	4
	4.1. Accounting and financing of multi-owner organizations	
5.	5.0. Cash book - Explanation & Illustration	08
	5.1. Petty cash book - Explanation & Illustration	
	5.2. An introduction to management accounting	
Total No. of Contact Hours		42

Course Outcome:

C01.	Making of profit
C02.	Creation of wealth, Achievement of charitable aims
C03.	Maximize spending on activities, Provision of local services.

Text Books:

1. An Introduction to Accountancy: Dr. S.N. Maheshwari , Dr. S.K. Maheshwari
2. Modern Accountancy [Volume: 1]: Amitabha Mukherjee, Mohammed Hanif

Reference Books:

1. Practice in accountancy [Volume: 1]: Sankar Prasad Basu, Monilal Das

Advanced Computer Fundamentals Lab

Course Code	
Course Title	Advanced Computer Fundamentals Lab
Number of Credits and L-T-P	2 [L - 0,T - 0,P - 2]
Course Category	Program Core
Prerequisites	Nil

Course Objectives:

After completion of this course, the students will be able to:

1. Demonstrate uses and techniques of MS-Powerpoint, MS-Excel.
2. Carry out all the tasks related to emails.

Course Contents:

SL. No.	Topics for Practice	Contact Hrs.	Remarks
1.	OPENING, CREATING, SAVING WORK SHEET AND WORK BOOK	02	
2.	COPY & PASTE, INSERT ROWS/COLUMNS, FORMATTING, FORMULA, PRINT & PRINT PREVIEW	06	
3.	TYPES OF FUNCTIONS, SORT, FILTER AND BASIC OPERATIONS	04	
4.	OVERVIEW OF MS-POWERPOINT,	02	
5.	SLIDES, POWERPOINT VIEWS, AUTO CONTENT WIZARD, CUSTOM ANIMATION	04	
6.	TRANSITION AND BUILD EFFECTS, PRINTING SLIDES AND IMPORTANT SHORTCUT KEYS.	04	
7.	CREATING AN E-MAIL ID, SPANNING, COMPOSING A MAIL, RECEIVING AND REPLYING THE MAIL	06	
Total Number of Contact Hours		28	

Course Outcome:

At the end of the course the student will be able to:

CO1	Know the how to use MS - Powerpoint, MS - Excel
CO2	Handle composing, replying and receiving emails

Reference Books:

1. Microsoft Office 2007 Training Guide

Communication Skills in English Lab - 2

Course Code	
Course Title	Communication Skills in English Lab - 2
Number of Credits and L-T-P	2 [L - 0, T - 0, P - 2]
Course Category	Program Core
Prerequisites	Nil

Course Objectives:

After completion of this course, the students will be able to:

1. Demonstrate excellent speaking skills
2. Pen down business letters.
3. Participate in GD, interviews and extempore.
4. Show enhanced listening skills

Course Contents:

SL. No.	Topics for Practice	Contact Hrs.	Remarks
1.	WRITING SKILLS: WRITING BUSINESS LETTERS - ENQUIRIES, COMPLAINTS	04	
2.	WRITING SALES, ADJUSTMENT, COLLECTION LETTERS	04	
3.	WRITING REPLIES TO COMPLAINT & ENQUIRY LETTERS	04	
4.	LISTENING & SPEAKING LISTENING: LISTENING PROCESS, TYPES OF LISTENING	02	
5.	BARRIERS IN EFFECTIVE LISTENING, STRATEGIES OF EFFECTIVE LISTENING	04	
6.	SPEAKING: PRESENTATIONS, EXTEMPORE	04	
7.	ROLE-PLAYS, GD, INTERVIEW	06	
Total Number of Contact Hours		28	

Course Outcome:

At the end of the course the student will be able to:

CO1	Write business letters
CO2	Present confidently and overcome language barriers

C03	Carry out GDs and appear for interviews
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Reference Books:

1. Communicative English for Engineers and Professionals. Bhatnagar, M & Bhatnagar
2. The Effective Presentation: Talk your way to Success. Kaul, Asha

INDIAN CONSTITUTION

Course Code	AU302
Course Title	Indian Constitution
Number of Credits and L-T-P	0 [L - 2, T - 0, P - 0]
Prerequisites	None
Course Category	AU

Course Content

Unit 1 – The Constitution – Introduction

- The History of the Making of the Indian Constitution
- Preamble and the Basic Structure, and its interpretation
- Fundamental Rights and Duties and their interpretation
- State Policy Principles

Unit 2 – Union Government

- Structure of the Indian Union
- President – Role and Power
- Prime Minister and Council of Ministers
- Lok Sabha and Rajya Sabha

Unit 3 – State Government

- Governor – Role and Power
- Chief Minister and Council of Ministers
- State Secretariat

Unit 4 – Local Administration

- District Administration
- Municipal Corporation
- Zila Panchayat

Unit 5 – Election Commission

- Role and Functioning
- Chief Election Commissioner
- State Election Commission

Suggested Learning Resources:

Sl. No.	Title of Book	Author	Publication
1	Ethics and Politics of the Indian Constitution	Rajeev Bhargava	Oxford University Press, New Delhi, 2008
2	The Constitution of India	B.L. Fadia	Sahitya Bhawan; New edition (2017)
3	Introduction to the Constitution of India	DD Basu	Lexis Nexis; Twenty-Third 2018 edition

Suggested Software/Learning Websites:

- a. <https://www.constitution.org/cons/india/const.html>
- b. <http://www.legislative.gov.in/constitution-of-india>
- c. <https://www.sci.gov.in/constitution>
- d. <https://www.toppr.com/guides/civics/the-indian-constitution/the-constitution-of-india/>