

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



Syllabus
of

Diploma in Travel and Tourism [TT]

Part-II (4th Semester)

2023

CURRICULUM STRUCTURE FOR THE FOURTH 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	Organisational Behaviour - Human Resource Management		2	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	2
2	Tourism Economics		4	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	4
3	Transportation Management		4	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	4
4	Project Management and Entrepreneurship		2	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	2
5	Foreign Language - French		2	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	2
6	Environmental Science		2	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	2
Sessional																			
7	English and Technical Communication Lab 2		-	4	-	-	-	-	-	-	-	-	-	40	50	10	100	100	2
8	Property Management System Lab 2		-	4	-	-	-	-	-	-	-	-	-	40	50	10	100	100	2
Total			16	08	-	100	50	50	200	100	200	300	500	120	150	30	300	800	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)

Organisational Behaviour & Human Resource Management

Course Code	
Course Title	Organisational Behaviour & Human Resource Management
Number of Credits and L-T-P	2 [L – 2, T – 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

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

1. Understanding Organisational Behaviour
2. Understanding Interpersonal Behaviour
3. Understanding Group Dynamics and Leadership
4. Understanding Concept and Process of Human Resource Planning
5. Understanding Recruitment Process
6. Understanding the concept of Human Resource Development

Course Contents:

Module No.	Description of Topic	Contact Hrs.
Organisational Behaviour		
1	Introduction to Organisational Behaviour: 1.1 What is Organisational Behaviour. The Hawthorne Studies, contributing disciplines to the OB field, OB Models, S-O-B-C Model, contingency OB Models, challenges and opportunities for OB. 1.2 Individual Behaviour: Biographical characteristics, Ability, Learning, Values, Attitudes	02
2	Personality: Definition, determination, Traits, attributes, Locus of control	02
3	Perception: Meaning and Significance, factors influencing perception, Person perception.	02
4	Motivation: 4.1 Meaning and importance, Maslow's need hierarchy	03

	4.2 Herzberg's two factor theory, theory x and theory 4.3 McClelland's theory 4.4 Vroom's expectancy theory 4.5 Management by objectives. Job enrichment.	
5	Interpersonal Behaviour: Nature of Interpersonal Behaviour, Transactional Analysis (TA), levels of self-awareness, Johari window, Ego states, Transactions. Benefits and uses of TA.	02
6	Group Dynamics & Behaviour: Group Dynamics, concept of group. Types of groups. Stages of group development, group interaction factors influencing group behaviour, group structure, power, intergroup relationships, group decision making, conflicts, work teams.	02
7	Leadership: What is Leadership, Leadership theories styles, Managerial grid, Fiedler model, Trust and Leadership. Organizational developing a sound Organizational climate, climate and culture. Concept of Organizational climate, factors of Organizational climate, Participation and Organizational climate, Morale, Morale and productivity, Organizational culture, impact of Organizational culture, Developing sound Organizational culture.	03
8	Management of Organizational Change: Nature of change, forces of change, resistance to change, role of change agents, stages in planned change, concept of Organizational Development (OD), step in OD, OD intervention techniques.	02
Human Resource Management in Tourism		
9	HRM – Meaning, Importance, Functions, Challenges and opportunities. Need for HRM in tourism Industry	02
10	Concepts and process of Human Resources Planning 10.1 Objective of human resource planning 10.2 Concept of Human resource planning 10.3 Need for human resource planning in tourism 10.4 Approaches to HR planning – Social demand approach, rate of return Approach, Man power recruitment Approach	03
11	Recruitment --Meaning ,Sources, methods	03

	11.1 Selection -- selection methods 11.2 Placement, induction and performance appraisal – meaning and relevance in tourism industry 11.3 Training and development – meaning and its requirements	
12	Job Evaluation - Concept, scope and limitation Job Analysis and job description :- definition, uses of job analysis and job description, job description, job specifications and job analysis linkages	02
13	Human Resource Development (HRD) -An Overview 13.1 What is HRD, Why HRD, HRD process and outcome, An overview of HRD practices : Trends 13.2 HRD in Service Industry : Importance and role of HRD in Service Sector 13.3 HRD in Tourism Sector	02
Total Number of Contact Hours		28

Weightage distribution in objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

C01	Understand Organizational Behavior, Interpersonal Behaviour
C02	Know about Group dynamics, Leadership skills and Qualities
C03	Understand the concept of HR Planning
C04	Know the Process of Recruitment
C05	Understand Human Resource Development

Text Books:

Organisational Behaviour:

1. Organisational Behaviour, Sanghi & Robins, Pearson Education
2. Organisational Behaviour, Luthans, MH
3. Organisational Behaviour, Saiyaddin, TMH

Human Resource Management

1. Human Resource Management - Gary Dessler
2. Human Resource Management - P. Subba Rao

Reference Books:

Organisational Behaviour:

1. Organisational Behaviour, J. Chandan, Vikas
2. Organizational Behavior Concept & Cases. , Ghanekar. EPH.

Human Resource Management

1. Human Resource Management - Millockovich

Tourism Economics

Course Code	
Course Title	Tourism Economics
Number of Credits and L-T-P	4 [L – 4, T – 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

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

1. Define economics concept, cost and explain the tourism and economic development.
2. Explain and list down the different demand aspects of tourism.
3. List down the economic impacts of tourism, sources of finances.
4. Classify and define supply and pricing concept of economics in tourism.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Concept of Economics and their relevance to tourism 1.1. Visible and invisible trade 1.2. Opportunity cost 1.3. Prime and supplementary costs 1.4. Tourism and economic development	12
2	Demand for tourism – Concept, types 2.1. Definition of demand for Tourism 2.2. Consumer behavior and tourism demand 2.3. Determinants of tourism Demand 2.4. Measurement of tourism demand	12
3	Supply of Tourism: Patterns and Characteristics 3.1. Pricing of tourism Product 3.2. Concept, objectives and policies 3.3. Factors Influencing and Constraining Tourism Demand, Levels of Choice in Travel and Tourism Demand 3.4. Demand forecasting – Meaning, Significance, Survey Method of forecasting	12
4	The economic impacts of tourism 4.1. Direct, Indirect 4.2. Induced and negative	08

	4.3. The measurement of economic impact	
5	Meaning and types (Investment, Employment and tourism multiplier) 5.1. Leakages. 5.2. Investment in Travel and Tourism 5.3. Sources of Finance in Tourism	12
Total Number of Contact Hours		56

Weightage distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

CO1	Will be able to relate supply and demand concept with tourism.
CO2	List down economic impacts, developments and finance sources of tourism
CO3	Tell the pricing and forecasting procedures for tourism

Text Books:

1. 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995 - John Trive
2. 'Economics of Tourism & Devpt.', Routledge, New York, 1997 - M. T. Sinclair & Mike Stabler

Reference Books:

1. 'Micro Economics for Mgt. students', Oxford Uni. Press, New Delhi - Dholakia RH & Oza. A. L.
2. 'Managerial Economics', Vikas, New Delhi - Dwivedi DN

Transportation Management

Course Code	
Course Title	Transportation Management
Number of Credits and L-T-P	4 [L – 4, T – 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

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

1. Understand the importance of Transportation Sector in tourism.
2. Understand the evolution and development of the transportation and how it facilitates tourism.
3. Familiarize with the different types of transport sector and its rules and regulations.
4. Know about the transportation business with tourism industry, its needs and challenges.
5. Know the relation and coordination between tourism and transport section and the management procedure.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	History and Development of Transportation. 1.1 Role and importance of transport in tourism. 1.2 Introduction to the Major transport sectors- Airways, Roadways, Railways and Waterways.	10
2	Airways Transportation: Its evolution, the origin and growth of Airline industry, issues and challenges. 2.1 Aircraft manufacturers, types and structures. Domestic and International airlines and airports, Airlines terminologies, IATA codes, baggage rules, air travel classes. 2.2 About IATA, ICAO, DGCA. AAI and its functions, Air transport regulations. Case studies of Air India, Indigo.	13
3	Growth and development of road transport system in India. Major highways. 3.1 Transit transport, Document related Road transport, RTO, different types of vehicles, major	11

	highways across India.	
4	Rail transport system, Brief history about Indian railways, Ministry of railways, growth & development, importance of railways in tourism sector. 4.1 Different railway zones in India, types of trains & tracks, classes of journey, facilities offered by Indian railways. Reservation modes. 4.2 Different types of Luxury trains National & International, its fares, itineraries.	12
5	Water transport system, history, growth & development in India. 5.1 Different categories of water transport, boats, ships, hover crafts, ferries , Cruise liners national, international, types, facilities. 5.2 5.2. Case studies: Kerela backwaters, Sunderbans. Coastal shipping.	10
Total Number of Contact Hours		56

Weightage distribution in both objective, short and long answer type questions::

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

C01	Know the evolution, growth and challenges faced by transport sectors.
C02	Know about the various types of transportation and its networks.
C03	Know about the importance and the connection between Transportation sector and Tourism Industry.

Text Books:

1. Jagmohan Negi: Travel agency & Tour Operations.
2. P.N Seth: Successful Tourism Management.
3. P.C Sinha: Tourism Transport & Travel Management

Reference Books:

1. Stephen Page: Transport for Tourism
2. M.R Dileep: Tourism, Transport and Travel Management

Project Management and Entrepreneurship

Course Code	
Course Title	Project Management and Entrepreneurship
Number of Credits and L-T-P	2 [L – 2, T – 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

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

1. Explain the concept of project management and its importance.
2. Prepare detailed project report and state the procedures of developing project financial documents like financial statement, balance sheet, income statement etc.
3. Define the concept of Entrepreneurship, list down the types.
4. Label and illustrate different aspects of idea and product generation.
5. Prepare a business plan and define and list different legal issues of entrepreneurs.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Project management: meaning, scope & importance 1.1. Role of project manager 1.2. Project analysis: Preparation of a real time project feasibility report containing 1.3. Technical analysis,; Environmental analysis 1.4. Market and demand analysis.	04
2	Project Financing: : Project cost estimation & working capital requirements 2.1.Sources of funds, capital budgeting, Risk & uncertainty in project evaluation 2.2. Preparation of projected financial statements viz. Projected balance sheet 2.3. Projected income statement, projected funds & cash flow statements 2.4. Preparation of detailed project report.	06
3	INTRODUCTION TO ENTREPRENEURSHIP: Meaning of Entrepreneur, Enterprise, Entrepreneurship	03

	3.1. Characteristics, functions, importance 3.2. Types of Entrepreneurs 3.3. Entrepreneurship and Intrapreneurship: Similarities and variance	
4	ENTREPRENEURIAL DEVELOPMENT: Entrepreneurial support systems 4.1. Role of government in Entrepreneurship Development. 4.2. ENTREPRENEURIAL MOTIVATION: Concept and Theories	03
5	CREATIVITY AND BUSINESS IDEA GENERATION: Concept of creativity 5.1. Ideas from trend analysis, Sources of new ideas 5.2. Methods of generating new ideas 5.3. Creative problem solving, Creativity and entrepreneurship 5.4. ENTREPRENEURIAL INNOVATION: Concept and types, Opportunity Recognition and opportunity assessment plan 5.5. Product planning and development process	06
6	PROTECTING IDEAS AND LEGAL ISSUES FOR THE ENTREPRENEUR: Concept of IPR, Patents 6.1. Trademarks, Copyrights, Licensing, Product Safety 6.2. Other Legal Issues in Setting Up An Organization. 6.3. BUSINESS PLAN CREATING AND STARTING THE VENTURE: Concept of Business Plan 6.4. Scope and Value, Writing the business plan 6.5. Using and implementing business plan.	06
Total Number of Contact Hours		28

Weightage distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

C01	Understand the feasibility of a project
C02	Prepare a business plan

C03	Manage all the of a project like finance, legal works, production etc
C04	Learn about entrepreneurship concept

Text Books:

1. Innovation and Entrepreneurship by Drucker, P.F.; Harper and Row
2. Business, Entrepreneurship and Management: Rao, V.S.P. ;Vikas
3. Text Book of Project Management: Gopalkrishnan, P. and Ramamoorthy, V.E.;
McMillan

Reference Books:

1. Entrepreneurship: Roy Rajeev; OUP.
2. Project Management for Engineering, Business and Technology: Nicholas, J.M.,
and Steyn, H.; PHI
3. Project Management: The Managerial Process: Gray, C.F., Larson, E.W. and Desai,
G.V.

Foreign Language - French

Course Code	
Course Title	Foreign Language - French
Number of Credits and L-T-P	2 [L - 2, T - 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

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

The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand Foreign Language most efficiently and effectively.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Alphabets, Concept of number and gender, numbers, Days, Months, Time, nationality and profession, Self-Introduction in French	06
2	Definite article and indefinite article, Introduction of Verbs- Etre and Avoir and its' uses. Quantitative and Qualitative adjectives, Prepositions	06
3	Possessive and Demonstrative adjectives. Regular & irregular verbs- its conjunction in present tense, formation of affirmative	04
4	Negative and interrogative sentences in Present tense. Pronominal verbs, Imperative sentences, partitive article	04
5	Self-Introduction in French ,Translation , Common tourism related terms Family relationship, health and fitness, Leisure activities, communication and technology, Life at home Geographical surroundings, Environment Conversation in French	08
Total Number of Contact Hours		28

Weightage distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20

B	Short	40
C	Long	40

Course Outcome:

C01	Will be able to speak Basic French
C02	Idea as to how communicate with tourists in the hospitality Industry

Course Books:

1. Modern French Course (Mathurin Dondo)
2. Le francais et la vie - Vol. II (G. Mauger/ M. Brueziere)
3. Le francais et la vie - Vol. I (G. Mauger/ M. Brueziere)

Environmental Science

Course Code	
Course Title	Environmental Science
Number of Credits and L-T-P	2 [L - 2, 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 importance of environment and list down the ways to conserve it.
2. Define and classify different types of pollution and hazardous impacts on environment.
3. Explain concepts like ecosystem, biodiversity, renewable and non-renewable energies etc.
4. Tell the different laws related to environmental conservation.
5. Outline disaster management, waste management steps and procedures.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Multidisciplinary nature of environmental studies; Scope and importance 1.1. The need for environmental education. Concept of sustainability and sustainable development. 1.2. What is an ecosystem? Structure: food chains, food webs and function of ecosystem. 1.3. Energy flow in an ecosystem, nutrient cycle and ecological succession. Ecological Interactions. 1.4. Levels of biological diversity: genetic, species and ecosystem diversity	06
2	Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots. 2.1. India as a mega-biodiversity nation 2.2. Endangered and endemic species of India 2.3. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions 2.4. Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity	06
3	Nature reserves, tribal populations and rights, , and	06

	<p>human wildlife conflicts in Indian context</p> <p>3.1. Ecosystem and biodiversity services: Ecological, economic, social</p> <p>3.2. Ethical, aesthetic and Informational value.</p> <p>3.3. Environmental pollution: types, causes, effects and controls</p> <p>3.4. Disaster management: floods, earthquake, cyclones and landslides. Resettlement and rehabilitation of project affected persons; case studies</p> <p>3.5. Deforestation: Causes and impacts</p>	
4	<p>Air, water, soil and noise pollution.</p> <p>4.1. Climate change, global warming, ozone layer depletion</p> <p>4.2. Acid rain and impacts on human communities and agriculture</p> <p>4.3. Nuclear hazards and human health risks</p> <p>4.4. Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.</p>	05
5	<p>Solid waste management: Control measures of urban and industrial waste</p> <p>5.1 Land resources and land use change; Land degradation, soil erosion and desertification.</p> <p>5.2.Environmental Management: Laws, Policies & Practices</p>	05
Total Number of Contact Hours		28

Weightage distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

C01	Will have a proper understanding about different concepts of environment
C02	Know how to conserve and reduce damage to environment
C03	Gather knowledge on environmental laws and concepts

Text Books:

1. Fundamentals of Environmental Studies, Cambridge University Press, 2016. - Basu, M. and Xavier
2. Introduction to Environmental Studies, Book Syndicate, 2016. - Mitra, A. K and Chakraborty, R.

Reference Books:

1. Environmental and Pollution Science. Academic Press. - Pepper, I. L., Gerba, C. P. & Brusseau, M. L. 2011
2. A Text book of Environment, Macmillan Publication, 2002. - Agrawal, KM, Sikdar, PK and Deb, SC,

English and Technical Communication Lab - 2

Course Code	
Course Title	English and Technical Communication Lab - 2
Number of Credits and L-T-P	2 [L - 0, T - 0, P - 4]
Course Category	Program Core
Prerequisites	Nil

Course Objectives:

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

1. Demonstrate accuracy and fluency in English through a well-developed vocabulary.
2. Illustrate how to hold meeting and participate in Group discussions.
3. Showcase technical writing.
4. Appear for interviews through video and tele conferences.

Course Contents:

SL. No.	Topics for Practice	Contact Hrs.	Remarks
1.	Group Discussion – dynamics of group discussion, Lateral thinking, Brainstorming and Negotiation skills	08	
2.	Meetings- making meeting effective, chairing a meeting, decision making, seeking opinions , interrupting and handling interruptions, clarifications, closure	08	
3.	Agenda, Minute writing	04	
4.	Vocabulary building, Creativity, using Advertisements, Case Studies etc.	08	
5.	Interview Skills – formal & informal interviews	04	
6.	Interview through tele and video-conferencing	04	
7.	Technical Report Writing/ Project Proposals – Types of formats and styles, subject matter – organization, clarity, coherence and style, planning, data-collection, tools, analysis.	08	
8.	Feasibility, Progress and Project Reports.	08	
9.	Engaging in debates	04	
Total Number of Contact Hours		56	

Course Outcome:

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

C01	Will be able to use language accurately, fluently and appropriately
C02	Exhibit advanced skills of interview, debating and discussion.
C03	Express their ideas relevant to given topics.
C04	They will be able to write project reports, reviews.

Reference Books:

1. Effective Technical Communication, Tata McGraw-Hill Publishing Company Ltd. 2005. -M. Ashraf Rizvi
2. English for Business Communication, CUP, First South Asian Edition, 2010. - Simon Sweeny

Property Management System Lab - 2

Course Code	
Course Title	Property Management System Lab - 2
Number of Credits and L-T-P	2 [L - 0, T - 0, P - 4]
Course Category	Program Core
Prerequisites	Nil

Course Objectives:

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

1. Demonstrate reservation procedure through different channels.
2. Show room status change procedure, reservation procedure for MICE.
3. Illustrate rate calculation, tracking guest records and occupancy management.

Course Contents:

SL. No.	Topics for Practice	Contact Hrs.	Remarks
1.	Changing Room status	04	
2.	Collaborating with Housekeeping Interface	04	
3.	Establishing & Calculating Room Rates	04	
4.	Occupancy management	04	
5.	Reservation or Bookings for MICE	04	
6.	Accepting booking through travel agents and tour operators	08	
7.	Maintaining guest history and database	08	
8.	Tracking requests, rewards, and preferences of guests.	04	
9.	Tracking and scheduling maintenances for rooms	08	
10.	Channel Management – accepting bookings through GDS, CRS, Intersell agencies	08	
Total Number of Contact Hours		56	

Course Outcome:

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

CO1	Handle reservation through different channels, guest history and occupancy management
------------	---

C02	Establish and calculate room rates, make reservation for MICE.
C03	Showcase tracking and scheduling of room maintenances.

Reference Books:

1. Hotel Front Office 2E: Operations and Management – Jatashankar Tewari