



BANKURA UNIVERSITY

(West Bengal Act XIX of 2013- Bankura University Act, 2013)

Main Campus, Bankura Block-II, P.O.: Purandarpur, Dist.: Bankura, Pin- 722155, West Bengal

Certificate Course on Travel & Tourism

Detailed Syllabus for Certificate Course in Travel & Tourism

COURSE CONTENT

Total Marks of the Course 250 (Theoretical: 200 & Practical: 50)

Theoretical: 200 Marks (50 Classes)

Unit I: Fundamentals of Tourism.	20 Marks
Unit II: Tourism: Product Culture of India	30 Marks
Unit III Medical and Social Issues For Tourism	20 Marks
Unit IV: Computer Application in Tourism	30 Marks
Unit V: English Language & Business Communication in Tourism	40 (20+ 20) Marks
Unit VI: Accounting & Legal Aspects of Tourism	30 Marks
Unit VII: Tourism Business and Operations	30 Marks

Details:

Unit I: Fundamentals of Tourism (04 Classes/ 04 Hours)

Module 1: Tourism: Concept, Definition and Evolution
Tourism: Demand and Impact

Tourism: Industry, Emerging trends of opportunities

Organizations in Tourism: Need, Factors, Role, Some organizations –WTO, IATA, PATA, TAAL, and WTTC. Seasonality and Tourism.

Tourism System: Demand and Supply Analysis, Maslow's Hierarchy of Needs, Plogs Typology of Tourists.

Impact of Tourism: Environment, Social, Cultural and Economic Impact.

Module 2: Tourism typology: Business Travel, Family Travel, Education Travel, Employment Travel, Leisure Travel, Health Check Travel, Diplomatic Travel

Transportation (Road, Rail, Water & Air)

Unit II: Tourism: Product Culture of India (05 Classes/ 05 Hours)

Natural sites, Archaeological Tourism/ Heritage sites of India, Religious sites of India, Indigenous Craft Tourism, Indian Museum (any important one), Beach, Wild life, Green tourism, Desert Safari, Adventure (Camp life, Hiking, Skiing, River Rafting, Mountaineering etc.)

Unit III: Medical and Social Issues For Tourism (06 Classes/ 06 Hours)

Medical Tourism: Nature, Scope, Hospitality Industry and Medical Tourism, Laws and Ethical issues, Healthcare Therapy and Medicine- Drug Treatment, Ayurveda, Yoga, Naturopathy, Homeopathy and Spa.

Unit IV: Computer Application in Tourism (08 Classes/ 08 Hours)

Computers and its application in hospitality industries, Internet and its use, Using operating system, Microsoft office (Ms-office), Database Management System (DBMS), Preparation of documents etc, Ticketing (Online)

Unit V:

English Language & Business Communication in Tourism (08 Classes/ 08 Hours)

Role of communication in business organization, Etiquettes and manners, Effective written and verbal communication, Writing proposals, Sales report, Business letter writing, CV writing and Facing interviews

Unit VI: Accounting & Legal Aspects of Tourism (07 Classes/ 07 Hours)

Module 1: Book Keeping, Cash system, Classification of accounts, Golden rules for debit & credit, Journal entry, Forms of ledger, Balancing of accounts, Preparation of Cash Book, Balance Sheet, Adjustments for stocks, Cash budget, Credit Cards, Foreign Exchange

Module 2: Classification and grading of hotels; Issues and operating of liquor licence, Liability laws with respect to guests and their belongings; Consumer Protection Law, 1986 applicable to the tourist as consumer; Travel Insurance, Passport Act, VISA

Unit VII: Tourism Business and Operations (07 Classes/ 07 Hours)

Travel agencies operating in India, How to set up a travel agency, Package tour preparation, Itinerary preparation, Pricing of tour package, Group management skills, Modalities for handling inbound and outbound tourists, Service marketing.

Project Work on Field Visit in Travel and Tourism (Practical) 50 Marks.
(Dissertation: 30 Marks + Viva –Voce: 20 Marks)

Suggested Books:

1. Tourism Development- R.Garther
2. Tourism Development Principles & Practices- A.K.Bhatia
3. Tourism: Principles and Practices- Sampad Kumar Swain and Jitendra Mohan Mishra
4. Tourism An Analytical Approach- Piyal Basu Roy
5. Transport for Tourism-Stephen Page
6. Indian Tourism beyond the millennium- Bezbaruah M.P.
7. Tourism Planning- Gunn, Clare A.
8. Heritage Management: Care, Understanding & Appreciation of Cultural Heritage- S.K. Bhowmik
9. The Great Ages of World Architecture- G.K.Hiraskar
10. Travellers Indian- H.K. Kaul
11. Museums of India- S. Panja
12. The Art of Ancients India- S Huntington
13. Indian Architecture (Buddhist and Hindu Period)- P Brown
14. Indian Architecture (the Islamic Period)- P Brown
15. Conservation of Indian Heritage- B. Allchin & F.R.Allchin
16. Growth and Development of Tourism in India with special Reference to West Bengal – Ananta Mohan Mishra.
17. Travel Information Manual- IATA
18. OAG/ABC-IATA
19. Air Tariff Book- IATAIntroduction to Tourism and Hospitality
20. The Geography of Travel and Tourism-Burton Rosemary
21. Tourism Geography- Dr. Harshi Khanduri
22. Tourism Geography- Shweta Singh

23. Tourism Geography- Sunil Baghla
24. An Introduction to the Geography of Tourism- Velvet Nelson
25. Tourism and Transportation Geography- Dr. Birendra Prasad Verma
26. Gender Equality and Tourism Beyond Empowerment- Stroma Cole
27. Community based Tourism Development-Dr. Rinzing Lama
28. Health Tourism: A case for India – Amitabha Ghosh
29. Tourism in Bankura District- Dr. Prasenjit Sarkar
30. *Sarnath: Cultural Heritage, Museum, Tourism-Prem Lata and Rana P.B. Singh*
31. *Samaj , sanskriti o basati bhugoler ruparekha- Dr. Sanjib Majumdar (in Bengali)*
32. *Porjoton bhugol kichhu dharona o alochona- Shreyosi Nandi (in Bengali)*
33. *Abohooa o Jalobayu- Dr. Ajit Kumar Shil (in Bengali)*
34. *Manobio Bhugal- Dr. Ajit Kumar Shil (in Bengali)*
35. *Lokojo Shilpo- Barun Kumar Chakraborty (Sampadana) (In Bengali)*
36. *Durjog Byabosthapon- Major D.K. Basu (in Bengali)*
37. *Jalobayur Poriborton – Biponnota o Abhiyojon- Sumon Kumar Das (in Bengali)*
38. *Paschimbange Sanskriti (Tin KHando)- Binoy Ghosh (in Bengali)*
39. *Bhromon Sangi (All India Travel Guide in Bengali Language)*
40. *Bhraman (Bengali Bi-monthly Travel Magazine)*
41. *Bankura porichoy*
42. *Prachin bharat- Sourav Kumar choubey Translated by Subhendu Mondal in Bengali*
43. *Atite Ujjwal Bharat: Prothom Khando (A.L. Basham: The Wonder that was India) translated by Angsupati Dasgupta (in Bengali)*
44. *Yojona Dhanadhanye (Monthly Magazine in Bengali), May, 2015.*