

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for Master of Tourism & Travel Management (MTTM)
(Effective for Academic Session 2019-2020)

Course Name: Masters of Tourism & Travel Management (MTTM)

Duration: 2 years full time program comprising of 4 semesters

Eligibility: Bachelor Degree in any Course from a Recognized University

Course Objective: The course aims at the development of needed competencies and skills for a competent tourism and travel professional in the Tourism Industry.

Curriculum Structure:

Year	Semester	Paper Code	Paper	Marks	Credit
1 st	I	MTTM 101	Tourism – Principles & Practices	100	4
	I	MTTM 102	Management Process & Organizational Behavior	100	4
	I	MTTM 103	Tourism Geography and International Tourism	100	4
	I	MTTM 104	Travel Agency & Tour Operation Management	100	4
	I	MTTM 105	Tourism Products of India	100	4
	I	MTTM 106 N	Business Communication in Tourism	100	4
Total				700	24

Year	Semester	Paper Code	Paper	Marks	Credit
1 st	II	MTTM 201	Marketing and Sales of Tourism	100	4
	II	MTTM 202	Transport in Travel & Tourism	100	4
	II	MTTM 203	Accounting and Financial Management	100	4
	II	MTTM 204 N	Research Methodology in Tourism	100	4
	II	MTTM 205 N	Tourism Policy, Planning and Development	100	4
	II	MTTM 206 N	Field Trip Report & Viva-Voce	100	4
Total				700	24

N.B: After second semester, students will go for summer training for 4 weeks, which will carry 100 marks in third semester.

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Year	Semester	Paper Code	Paper	Marks	Credit
2 nd	III	MTTM 301	MICE Management	100	4
	III	MTTM 302	Eco Tourism & Sustainable Development	100	4
	III	MTTM 303	ICT in Tourism	100	4
	III	MTTM 304	Specialization Paper I A/B/C	100	4
	III	MTTM 305	Specialization Paper II A/B/C	100	4
	III	MTTM 306	Summer Training Project Report	100	4
Total				600	24

Dual Specializations: Students will have to opt for two specializations amongst three electives.

Year	Semester	Paper Code	Paper	Marks	Credit
2 nd	IV	MTTM 401	Tourism Entrepreneurship	100	4
	IV	MTTM 402	Legal and Ethical Issues in Tourism	100	4
	IV	MTTM 403	Specialization Paper III A/B/C	100	4
	IV	MTTM 404	OJT Report & Viva-Voce	100	4
	IV	MTTM 405	Dissertation	100	8
Total				500	24

Elective Specialization Papers:

A. Tour Operation Management

- I. Tour Operation Management
- II. Itinerary Planning and Costing
- III. Tour Guiding and Interpretation

B. Airlines and Air Fares Management

- I. Airlines Management
- II. Air Fares Management
- III. Global Distribution System

C. Tourism Marketing Management

- I. Destination & Relationship Marketing
- II. Marketing Research in Tourism
- III. Customer Relationship Management

Consolidated Credits:

Semester	I	II	III	IV	Total
Credits	24	24	24	24	96