

**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)**

**Semester-I**

**MTTM- 101: Tourism – Principles & Practices**

Topic	Hours
<b>Introduction to Tourism Industry:</b> Introduction; Growth of Tourism industry; Concepts, definitions and historical development of Tourism. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international.	<b>08</b>
<b>Introduction Tourism System:</b> Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism. Nature and forms of Travel & Tourism.	<b>08</b>
<b>Motivation for travel:</b> Basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.	<b>08</b>
<b>Introduction with the tourism organizations</b> - need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC, and FHRAI. Role of ITDC, State Tourism Development Corporations, ASI, Ministry of Railways & Civil Aviation in tourism development.	<b>10</b>
<b>Impacts of tourism at the destination</b> - socio-cultural, environmental and economic. Factors affecting the future of tourism business. Seasonality & tourism, Sociology of tourism.	<b>08</b>

**Reference Books:**

1. Tourism Principles, Practices & Philosophies: C. R. Goeldner, J.R. B. Ritchie (Wiley India)
2. Tourism Operations and Management: Roday, Biwal, Joshi (OXFORD Higher Education)
3. Tourism - Principles, Practices: Sampad Kumar Swain (OXFORD University Press)
4. Business of Tourism: Christopher Holloway & Neil Taylor (Pearson Education)

**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)**

**MTTM- 102: Management Process & Organizational Behavior**

Topic	Hours
<b>Introduction to Management:</b> Nature, meaning and significance of management; managerial processes, functions, skills, and roles in organisation; Systems, contingency and operational approaches to management.	<b>08</b>
<b>Overview of Environment and Functions of Management:</b> External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought (contributions of a few theories towards the development). Overview of functions of planning, organising, staffing, directing and controlling.	<b>08</b>
<b>Understanding and Managing Individual Behaviour</b> – Personality, Perception (social perception and cognition), Learning, Values & attitudes, persuasion. Work motivation, Individual decision-making, Emotional intelligence & its applications.	<b>08</b>
<b>Group Dynamics</b> – Foundations of group behaviour – Factors affecting group behaviour, group individual dimension-group-structural dimension – task dimension-group decision-making-Inter-group behaviour, Understanding work team, Communication, Leadership & influence process.	<b>10</b>
<b>Foundations of organization structure</b> - (Bureaucratic-centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization) – Common organizational designs (Simple, bureaucratic, matrix, virtual, boundary less, feminine – Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations.	<b>10</b>

**Reference Books:**

1. Management: Koontz, O'Donnell & Weihrich, McGraw – Hill Inc.
2. Organizational Behaviour: Robbins: Prentice-Hall of India.
3. Emotional Intelligence at work, Singh, D: Response Books, Sage Publication.

**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)**

**MTTM- 103: Geography and International Tourism**

Topic	Hours
<b>Introduction of Geography in International Tourism:</b> Importance of Geography in Tourism. Earth's movement, Continental drift, Latitude, Longitude. International Data Line, Calculation of Time. Time Differences, GMT variations.	<b>06</b>
<b>Major Landforms as Tourist Resources</b> - Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.	<b>06</b>
<b>Physical Geographic Features of India</b> - Mountainous features of India, Plain Area, Coastal area, Deccan, major rivers, lakes, plateaus, deserts	<b>06</b>
<b>Factors affecting global and regional tourist movements</b> - Demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Case study of major outbound tourism countries.	<b>08</b>
<b>Location of major tourist destination in India</b> - Characteristics of Indian outbound tourism. Characteristics of India's major international markets. Case studies of selected Indian states like West Bengal, Rajasthan, Kerala, Goa and Uttaranchal.	<b>06</b>
<b>Case studies of selected countries:</b> Malaysia, Singapore, Thailand, Dubai, Switzerland, France, UK, Spain and Japan.	<b>10</b>

**Reference Books:**

1. A Geography of Tourism – Robinson HA
2. The Geography of Travel & Tourism – Burton Rosemary
3. The Geography of Travel & Tourism – Boniface B. & Cooper C.

**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)**

**MTTM- 104: Travel Agency & Tour Operation Management**

Topic	Hours
<b>Introduction to Travel Agency Business:</b> Definition, Concept, Origin and Development. Growth of Travel Agency & Tour Operation Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators.	<b>06</b>
<b>Functions and Income of TA/TO:</b> Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO. Sources of income of TA/TO. Tourism Intermediaries (direct & indirect).	<b>04</b>
<b>Business of Tour Operators:</b> Different types of Tour operators, Different partners of tour operators, Brief study of ASTA, TAAI, and IATO. Govt. and IATA rules to set-up Travel Agency/Tour Operation Business.	<b>06</b>
<b>Tour Brochures:</b> Meaning and importance of brochure. Handling a client - WATA guidelines; Relation with service suppliers; Travel agency appointments; International regulations.	<b>06</b>
<b>Itinerary Preparation:</b> Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour.	<b>08</b>
<b>Travel Documentation:</b> Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.	<b>08</b>
<b>Online Portals for Tourism Business &amp; Guides:</b> Short study of Make my Trip, Yatra.com. Guide – function, approval; Problems of touts.	<b>04</b>

**Reference Books:**

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra
3. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi

**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)**

4. Travel Agency Management: An Introductory Text: Chand, M

**MTTM- 105: Tourism Products of India**

Topic	Hours
<b>Introduction to Tourism Product</b> - Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. Heritage - Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs and Festivals of Social & Religious importance.	<b>04</b>
<b>Performing Arts of India:</b> Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. Indian Museums. Art Galleries. Libraries & their Location, assets & characteristic. Indian cuisine: Regional variations.	<b>06</b>
<b>National Parks &amp; Wildlife Sanctuaries:</b> Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Similipal National Park, Bhitarkanika National Park, Bnadhvagarh & Kanha National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Nilgiri Biosphere Reserve,	<b>07</b>
<b>Hill Stations:</b> Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Major Hill Stations: Gulmarg, Kullu & Manali, Shimla, Mussorie, Nainital, Panchmarahi, Mahabaleswar, Chikmangulaur, Coorg, Waynad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong. Tourist potential of Himalayas.	<b>07</b>
<b>Beach Resorts of India</b> - Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands.	<b>08</b>
<b>Major religions of India</b> – Christianity, Hinduism, Islam, Zoroastrianism, Buddhism, Jainism, Sikhism.	<b>06</b>
<b>Indian Heritage</b> – Historical monuments of India, Indian rituals, dresses, cuisine with regional variations. Importance of cultural heritage in tourism	<b>06</b>

**Reference Books:**

1. Indian Tourism Products: Robinet Jacob; Abhijeet Publications
2. A Cultural History of India: Basham, A.L., Oxford University Press
3. Tourism products: Manoj Dixit; New Royal Book Co.
4. Indian Tourism Products: Robinet Jacob; Abhijeet Publications

**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)**

**MTTM- 106: Business Communication in Tourism**

Topic	Hours
<b>Introduction to Communication:</b> Meaning and definition, objectives of communication, principles of communication, scope of communication, limitations of communication, evaluation of communication effectiveness.	<b>08</b>
<b>Communication Process:</b> Communication is a two way process, process of communication, elements of communications, importance of effectiveness, Barriers To Effective Communication – introduction, types of barriers, external barriers, organisational barriers, personal barriers, Steps to Make communication effective	<b>08</b>
<b>Communication Channels and Networks:</b> Types of communication, communication on the basis of direction, communication on the basis of way of expression, communication on the basis of organizational structure, communication network, effects of communication network on work performance, Management Communication - meaning, importance of management communication, improving management communication, downward communication, upward communication, communication in specialized groups, the role of union in communication.	<b>08</b>
<b>Business Writing Communication:</b> Written business communication; Business letters, Common components of Business Letters; writing effective memos; Business reports & Proposals; format for proposals; proposal layout and design; Secretarial Practice in Business Organizations.	<b>08</b>
<b>Business presentations:</b> Introduction to a presentation, main body and conclusion, controlling nervousness & stage fright; business presentation; sample outlines; Conversations; Guidelines to good oral communication. Essentials of a business conversation.	<b>08</b>

**Reference Books:**

1. Business Communication: Meenakshi Raman & Prakash Singh, Oxford.
2. Basic Managerial Skill for All: McGrath, E. H. PHI, New Delhi.
3. Business Communication: Lesikar, R and Pettit, J., All-India Traveller Bookseller, New Delhi.
4. Business Communication Strategies: Monnipally, M.M., TMH, New Delhi