

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-III

MTTM- 301: MICE Management

Topic	Hours
Concept of MICE: Scope, Nature and Importance, Types of Events in MICE. Key steps to a successful operation of MICE - Conference program designing, Pre & Post event responsibility. Impact of conventions on communities.	06
MICE Business: The nature and demand of conference markets, The Economic and social significance of conventions, process of convention management. Types of Events - Cultural, festivals, religious & business etc. Need of event management. Important convention and conference centers in India.	08
Event Planning: Meaning and importance, bidding and supplier contracting. Budgeting of MICE –Use of budget preparation, estimating, fixed & variable cost, sponsorship and subsidies. Cash flow, Measures of financial performance, financial controls, risk management. Ethical behavior practices in the MICE industry.	10
Marketing of MICE: Components, Basic Marketing Mix and segmentation for MICE industry- Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.	08
Event Associations and Fairs: Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart. Role of events for the promotion of Tourism. Short study of ICPB and ICCA.	10

Reference Books:

1. Shone, A & Parry, B. Successful Event Management
2. Avrigh Barry, Event and Entertainment Marketing
3. Bhatia A.K., Event Management
4. Montgomery, R.J., Meeting, Conventions and Expositions

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MTTM- 302: Eco Tourism & Sustainable Development

Topic	Hours
Introduction to Eco Tourism: Definition, concept, growth, Eco- tourism - Evolution, Principles, Trends. Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts - Western Views of Ecotourism. Eco- tourism travel essentials. Eco- tourism and protected areas: visitor management for sustainability. Major Eco tourism destinations of India.	08
Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change.	08
Sustainable Tourism Development: Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007	08
Planning for Sustainable Tourism: Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type	08
Approaches of Sustainable Tourism: Alternative Tourism, Responsible Tourism, Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.	10

Reference Books:

1. Global Eco Tourism: Chabdra. Prabhas
2. Tourism, Biodiversity & Sustainable Development (Vol-1): Kandari.D.P, Chandra. Asish
3. Eco Tourism and Sustainable Development: Honey Martha
4. The Encyclopedia of Ecotourism: Weaver, D.

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MTTM- 303: ICT in Tourism

Topic	Hours
Introduction to Information Technology - Internet and Internet technologies - Security and Internet Firewalls - Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) - Electronic Data Interchange (EDI) - Tourism Websites and design principles - E-tourism - E-marketing - E-commerce - M-commerce.	06
Information System for Tourism Management Decision Support (Decision Support Systems) - Concept of Database Management Systems - Concept of Relational Database Management Systems (RDBMS) - Management Information Systems (MIS) - Executive Information System (EIS) - Global Positioning System (GPS) - Enterprise Resource Planning (ERP)	08
Problems in tourism before ICT; role of ICT in tourism; Development phases of ICT; innovative concepts of ICT in tourism: Collaborative filtering, Computer Reservation System (CRS), Global Distribution System (GDS), Destination Management System (DMS), E-payment, GIS application in tourism planning, Knowledge-based software, Online word of mouth (WOM) monitoring, Personalization software, Video conferencing, Virtual reality and web casting; e-tourism e- mediaries: airlines, hotels, destinations, switch companies, travel agencies, last minute bookings, portals, news media, auction sites; Advantages and Disadvantages of ICT in Tourism.	10
Application of ICT systems in Tourism and advantages - Travel and Tourism Information Systems - Online Reservation Systems for Air, Rail, Road, Hotel - Concepts of Supply Chain Management (SCM) - Customer Relationship Management (CRM) - Business process reengineering (BPR) - Bank Settlement Plan (BSP).	08
Delivering e-value to Customers - Case studies of IRCTC, Makemytrip.com, Yatra.com, Trip-advisor, Expedia, Amadeus, Galileo etc.,	10

Reference Books:

1. Electronic Information Distribution in Tourism and Hospitality: Peter O'Connor,
2. Strategic Management and Information Systems: Robson Wendy
3. E-tourism case studies: management and marketing issues: Egger, R. and D. Buhalis

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MTTM- 304A: Tour Operation Management

Topic	Hours
Introduction to Tour Package: Definition of Tour Package, Types & Forms of Package Tours, Domestic & International Requirements of itinerary preparation. Do's & Don'ts of itinerary preparation.	08
Inbound Tour Package: Meaning and importance of inbound tourism. Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements, Characteristics of Inbound tourism and patterns of India's major international market.	07
Outbound Tour Package: Special Requirements for outbound packages, Liaisoning for making & selling package Tours, Travel Formalities.	07
Special interest Tours: Nature cure, Health Tourism, Yoga & Meditation Beach holidays, Botanical Tours, MICE, Wildlife Tours, Buddhist circuit.	08
Understanding Tour Motivations: Travel decisions, Mode selection, destination selection, Merits & demerits of Package Tour to the Supplier & Buyer.	06
Setting up Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organization, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.	06

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
4. Travel Agency Management: An Introductory Text: Chand, M.
5. Manual of Travel Agency Practice: Syrratt, G. and Archer J.

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MTTM- 304B: Airlines Management

Topic	Hours
Introduction to Airline Management: Aviation History –Brief study of Indian schedule airlines, airlines marketing strategies, Full service airlines and No-frill Airlines – meaning, characteristics. Case study of No-frill airlines in India. Roles of IATA and DGCA in airlines industry.	08
Airlines industry: Meaning and terminology, airline 2-character codes, online resource and OAG flight guide, phonetic alphabet, Airport and the flight – classes of service, in-flight service, seating, Types of Aircrafts, Check in Formalities at Airport. International Air Transport Regulations: Chicago Convention and ICAO, Warsaw Convention, Bilateral Agreement.	08
Airline ancillary services: Baggage allowance, meaning of unchecked and checked baggage allowance and regulations. Types of Baggage – Excess Baggage - Handling accompanied Pets – Wheel Chair Passengers – Ramp Equipments at the Airport. Brief study of International Airlines.	08
Aviation Geography: IATA areas and sub-areas, coding and decoding three letter city and airport codes, Anatomy of a journey, one way, return and circle trip, Global Indicators, Fare type, Rounding local currency fares, Bankers rates of exchange.	08
Serving the Airline Customer: Meaning of customer service, customer service skills, communicating with customer: verbal and non-verbal communication, communicating by phone, new technology to serve airline customer, handling difficult customer, coping with work stress.	08

Reference Books:

1. IATA Training Manual Foundation Course
2. Travel Agency Management: Mahinder Chand
3. Airport Business: R. Doganis,
4. Fundamentals of Air Transport Management: Senguttuvan, P.S.

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MTTM- 304C: Destination and Relationship Marketing

Topic	Hours
Introduction of Destination Marketing: Meaning, objectives and importance. Tourism Attraction: Definition, Characteristics, Typology, Criteria for Tourist Attractiveness, development and design of tourist attractions, Life Cycle.	06
Regional Goal Formulation: Strategy formulation, Product Portfolio Strategies, Tourism Portfolio model, analysis of Portfolio, approaches, Market segmentation in the regional context – Bases, Steps and categories, Target Marketing – targeting options, positioning strategy.	06
Components of Destination Marketing Mix: Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism, Pricing Strategies – Tourists Perception of Price.	08
Introduction of Relationship Marketing: Meaning and objectives. Alternative perspective. Role of Relationship marketing in tourism business. Relationship Marketing in consumer markets; antecedents and consequences. Model of buyer-seller relationship. The customer relationship audit. New Product development in relationship management perspective.	08
Relationship Marketing and distribution channels: Strategic alliances and business alliances formation. Partnering for relationship marketing. Relationship in mass markets. Benefit evaluation and relationship pricing.	06
Relationship building and brand management: Organizing for relationship marketing. Information technology and its role building, maintaining and enhancing relationship managing key accounts. Developing a marketing communication programme.	06

Reference Books:

1. Marketing Tourism Destinations: Ernie Health & Geoffrey Wall, John Wiley & Sons.
2. Marketing for Tourism: J. Christopheo Holloway & Chris Robinson
3. Marketing for Hospitality and Tourism: Philip Kotler, Jon Bower
4. Handbook of relationship marketing, Jagdish Seth and Atul Pyarvatiyar

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MTTM- 305A: Itinerary Planning and Costing

Topic	Hours
Introduction to Itinerary: Planning programme of package holidays; Contracting; accommodation; Flights; Cruise ships hire Cars; the Role of Ground Handing agents.	06
Tour Brochure: Meaning and importance of the brochure as a selling tool for tour operators; Stages in production of the package brochure; Components of a brochure; trends towards smaller, specialist brochures.	08
Itinerary Preparation: Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Do's and Do Not's of Itinerary Preparation,	10
Tour Costing: Concept, types, components of Tour Costing, Preparation of cost sheet, tour voucher and invoicing. Tour Package: Meaning, Components and Types & Forms of Package Tour. FITs, GITs and Special Interest Tours (SITs), Case study of Tour packages for Golden triangle of India.	08
Tour operators in the world: Tour operators in the U.K, Germany, France, Switzerland; India. Use of global distribution systems;	10

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
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MTTM- 305B: Air Fares Management

Topic	Hours
OW Fare Construction: Maximum Permitted Mileage (MPM) – Ticketed Point Mileage (TPM) - Extra Mileage Allowance (EMA) – Excess Mileage Surcharge (EMS) – Higher Intermediate Point Check (HIP) – Applicable Fare (AF) – IATA rates of Exchange (IROE) – Local Currency Fare (LCF).	10
RT and CT fare construction – Selecting a Fare Break Point – General Guidelines – RT/CT formula – CTM Check and secondary fares – changing fare break point – Importance of Stopovers and connections.	08
Special promotional fares – types, IATA standard condition principles, interpreting validity conditions, establishing seasonality and day of week, transfers and stopovers, selecting applicable special fare, RT/CT special fare construction, calculation of special fares.	08
Electronic tickets (ETKT) – coupon status indicator codes, Multiple Purpose Document (MPD) – V-MPD and the electronic miscellaneous document (EMD), Credit card payment transaction, Taxes, Fees and Charges (TFCs), types of TFCs, Security charges ('Q').	08
Billing and Settlement Plan: IATA normal and special fares, Billing and Settlement Plan (BSP) - aims, advantages of BSP to travel organization	06

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1. IATA Training Manual Foundation Course
2. Airport Business: R. Doganis,
3. Fundamentals of Air Transport Management: Senguttuvan, P.S.

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MTTM- 305C: Marketing Research in Tourism

Topic	Hours
Introduction of Marketing Research: Introduction, aims and roles of marketing research. Application of marketing research in managerial decision making, Research Process: Steps in planning – research purpose and objectives, Identify and Problem formulation.	08
Research Design: Types of research - Exploratory studies, Descriptive studies, Causal studies and their uses, Types of information needed - behavioural and non-behavioural correlates.	06
Sampling and sampling size determination: Census vs. sample, Steps in sampling process, Types of sampling, Sampling distribution, Sample size determination.	08
Sources of Data: Primary and secondary source (govt., non-govt. and syndicated research), Methods of Data Collection, Questionnaire construction & pre-testing, Measurement & Scaling: Types of scales. Errors in data collection.	08
Analyze and Report Writing: Analyze the data, Interpret, Discuss and Present the Findings or Report, Case Studies on Application Areas: Advertising research, Motivation research, Sales analysis & Forecasting analysis.	10

Reference Books:

1. Marketing Research: Luck and Rubin
2. Marketing Research: D.R. Cooper & P. S. Schindler
3. Marketing Research: Naresh K Malhotra
4. Marketing Research: G. C Beri
5. Marketing Research: Text and cases: Nargundkar, R.