

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-IV

MTTM- 401: Tourism Entrepreneurship

Topic	Hours
Introduction to Entrepreneurship Development: Definition of entrepreneurship-emergence of entrepreneurial classes-theories of entrepreneurship-role of socio-economic environment-characteristics of entrepreneur-leadership, risk taking, decision-making & business planning. Scope in tourism. Introduction to entrepreneur and entrepreneurship.	08
Opportunity analysis: External environmental analysis (economic, social & technological)-competitive factors-legal requirements for establishment of a new unit related to tourism & raising of funds-venture capital sources & documentation required.	08
Entrepreneurial Behavior: Innovation and entrepreneur, entrepreneurial behavior & psychological theories.	08
Entrepreneurial Development Programme (EDP): EDPs & their role, relevance and achievements-role of Government in organizing EDPs-evolution of EDPs. Social responsibility in business.	08
Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing economic growth, bringing about social stability & balanced regional development of industries with emphasis on tourism , foreign earnings etc.	10

Reference Books:

1. Innovation of Entrepreneurship – P. F. Drucker
2. Elements of Entrepreneurship – Holt
3. Entrepreneur & Environment – A. N. Desai

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MTTM- 402: Legal and Ethical Issues in Tourism

Topic	Hours
Introduction of Legal and Ethical Issues in Tourism: Indian Contract Act, 1972, partnership Act, 1932. Companies Act 1956. Nature and types of companies. Memorandum and Article of Association, Prospectus.	08
Consumer Protection Act and Tourism: MRTP Act applicable to tourism as consumers, FEMA – 1999, The passport Act, Foreigners’ Act, Foreigner’s Registration Act.	08
Tourism Bills of Right: Manila Declaration , Acapulco Document . Travel Insurance, Passport, Visa and Health regulations. Custom and currency regulations.	10
Protection Convention: Convention concerning the Protection of the World Cultural and Natural Heritage 1972, UNESCO.	06
Ethics in Tourism: Tourism Code of Conduct, Bermuda Agreement, Five Freedom Agreement Do’s and Don’ts in Tourism. Responsibilities of all the stakeholders of Tourism.	08

Reference Books:

1. The Business of Travel agency Operation & administration – D.L.Foster
2. The Indian Travel agents – Malik, harish & Chandra

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MTTM- 403A: Tour Guiding and Interpretation

Topic	Hours
Introduction to Tour Guide: Meaning and function, Training and approval; Problems of touts.	08
Tour Guiding: Personal hygiene & Grooming, Visitor Briefing before departure, General Rules in emergency situation during tour.	06
Tour Guiding Requirements: Tour departure Checklist, checklist for a Tour vehicle. Checklist at the point of arrival. Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour.	08
Tourist & Visitors interpretation: Popular understanding of Place, Potentials of attraction. Intrinsic qualities, personal stereotypes. Theme interpretation, Heritage interpretation & Interpretation of Nature.	10
Case studies: Guiding historical monuments, National parks, Cultural hot spot, Museum etc.	08

Reference Books:

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Group Travel Operating Procedures: Susan Websters
3. The Professional Tour Guiding: Kathleen Lingle Pond

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MTTM- 403B: Global Distribution System

Topic	Hours
Introduction to Global Distribution System (GDS): Meaning, importance of GDS in Travel & Tourism industry. Terms specification, basic principles and structure of reservation systems in air transport. Basic hardware & software requirements for GDS installation.	08
Formation of GDS: Functioning of GDS and Characteristics of particular (Amadeus/ Galelio/ Sabre) systems in the tourism market in the light of their supply and market share. Strategies to improve the use of GDSs in developing countries.	08
Displaying Flight Availability and Fares: Coding and decoding of city code, Airport Code, Creating PNR, Creating, Storing and modifying reservations, Ticketing and Ticket Printing.	08
IT in Tourism Business: Management processes and how to facilitate them by information technologies, development of internal information infrastructure in an organization. Impact of internet development on GDS formation (e-ticketing). Hotel chains and their reservation systems, list of local hotel systems products.	10
Case studies: Makemytrip.com, Yatra.com, Trip-advisor, Expedia, Amadeus, Galileo etc.,	06

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- 403C: Customer Relationship Management

Topic	Hours
Introduction of Customer Relationship Management (CRM): Meaning, Definition and Dimensions of CRM, Nature of CRM, Goals of CRM, Advantages of CRM- CRM Categories	06
CRM Implementation: Meaning and comprehensive model, Developing CRM vision and strategy Management support, Customer Acquisition; Customer Retention; Customer Satisfaction; Customer Loyalty; Loyalty Programs- CRM as a competitive Advantage; strategies to win Customer Loyalty; CRM Payback.	08
CRM Tools: overall modules – lead management – introduction – lead to sales life cycle-Communication methodologies–relationship management – complaint handling; related case studies. .	08
CRM in Tourism Marketing: Emergence of Theme Tourism; Outlook, Challenges and the need for CRM in Tourism Marketing; travelling habits of customers; expertise as an asset in customer service and relationship; segmentation process and customer profiles; Customer orientation: Need assessment and value addition-Develop, manufacture, market, deliver; challenges in customer segmentation; customer oriented marketing - the role of CRM in business and marketing planning.	10
E-CRM and Internet Marketing: On-line marketing – On-line retail – On-line sales promotion – Web enabled advertisements – Web based Marketing research. The Economics of e-Loyalty – the importance of trust; the importance of focusing on the "right" Customers; relationship Capital; Internet strategies facilitating CRM –personalization, collaborative filtering, data mining, data warehousing and real-time profiling.	10

Reference Books:

1. Essence of Customer Relationship Management: Balasubramaniyan, K.
2. Internet Marketing: Raffia. Mohammed
3. E-CRM-Concepts & Cases: Madhavi Garikaparthi
4. Building an Intelligent E-Business: David Ferris and Larry Whipple