

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

Semester V

Detailed Syllabus

Course: TRAVEL AGENCY & TOUR OPERATION MANAGEMENT	
Course Code: TTMC501	Semester: V
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Theory: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective
1	To understand the basic concepts of the Tourism industry, types, functions and the relevance.
2	To understand the importance of the tour operation management , types, functions and the overall significance.
3	To understand the strategies required for tour planning , packages, prices and other relevant factors.
4	To understand and apply the tricks of management in crisis and emergency and the art of booking and reservation systems.
5	To understand the ways and means of understanding and sustaining quality, handing complaints and keeping a track on feedback.

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

	Course Outcomes	Mapped module/Unit
CO 1	Students will be able to define and explain the role, types, and business processes of travel agencies and tour operators in the tourism industry.	U1
CO 2	Students will demonstrate the ability to design effective tour packages, including destination research, itinerary planning, and pricing.	U2
CO 3	Students will be able to manage operational aspects of tour logistics, including B2B and B2C transactions, reservations, and crisis management.	U3
CO 4	Students will apply quality assurance practices to ensure service excellence and customer satisfaction in travel and tour services.	U4
CO 5	Students will critically analyze industry trends and challenges to suggest improvements for continuous development in tour operations.	U5

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

Learning Outcome/Skills:

Upon completion of this course, students will gain a thorough understanding of the structure and functioning of the travel agency and tour operation industry, including its historical evolution, current trends, and various types and functions of travel agencies. They will be equipped with knowledge required to establish and manage a travel agency business. In the domain of tour operations management, students will explore the types, roles, and challenges faced by tour operators, along with insights into emerging trends shaping the industry. They will acquire the skills necessary for planning and developing tour packages by learning about destination research, itinerary design, logistics coordination, and pricing strategies. Additionally, students will develop an understanding of operational and logistics management, including booking systems, B2B and B2C models, and handling emergencies in tour management. The course will also emphasize the importance of quality assurance and customer service in maintaining service standards, handling feedback and complaints, ensuring customer loyalty, and implementing continuous improvement practices within tour operations.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	10	1,2	NA
U2	10	20	1,2	NA
U3	12	20	1,2,3	NA
U4	14	30	1,2,3	NA
U5	12	20	1,2,3	NA
	60	100%		

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

Course Code:	TTMC501	
Course:	TRAVEL AGENCY & TOUR OPERATION MANAGEMENT	Credits: 5.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Travel Agency and Tour Operation Industry <ul style="list-style-type: none"> • Definition and Concept of Travel agency • Evolution, current trends and significance of travel agency • Types, Functions of travel agency • Setting up of a travel agency business 	10
Unit-II	Tour Operations Management <ul style="list-style-type: none"> • Overview of tour operations management • Function and significance of tour operation • Types of tour operators, new trends in the industry • Industry trends and challenges in tour operations management 	10
Unit-III	Planning and Development of Tour Packages <ul style="list-style-type: none"> • Tour package design and planning • Destination selection and research • Itinerary development and logistics • Pricing strategies and cost of a tour 	12
Unit-IV	Operations and Logistics Management <ul style="list-style-type: none"> • Operational aspects of tour management- B2B, B2C • Booking and reservation systems • Handling emergencies and crisis management in tour operations 	14
Unit-V	Quality Assurance and Customer Service <ul style="list-style-type: none"> • Maintaining quality assurance in tour operations • Ensuring customer satisfaction and loyalty • Service standards and benchmarking • Feedback and complaint handling • Continuous improvement in tour operations 	12
	Total:	60

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

List of Books

Sl. No.	Title of the Book	Name of Author
1	Travel Agency & Tour Management	J.M.S.Negi
2	The Indian Travel agent	Malik, Haris & Chatterjee
3	Travel agency & tour Operation; concepts & principles	J.M.S.Negi
4	Travel industry	C.Y.Gee

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

Course: Tourism Planning and Policy	
Course Code: TTMC502	Semester: V
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Theory: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective
1	To introduce the fundamental concepts, objectives, and processes involved in tourism planning at various levels.
2	To develop an understanding of stakeholder roles and collaborative approaches in tourism development and planning.
3	To explore emerging thrust areas in tourism, such as eco-tourism and sustainable tourism, along with the challenges they face.
4	To provide insight into tourism policy formulation, its components, and the role of financial and regulatory institutions.
5	To examine global, national, and regional tourism planning frameworks and the application of the Destination Life Cycle model.

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

	Course Outcomes	Mapped module/Unit
CO 1	Students will be able to explain the objectives, methods, and steps involved in the tourism planning process.	U1
CO 2	Students will identify key stakeholders and evaluate their roles in the successful development and implementation of tourism plans.	U2
CO 3	Students will analyze new and emerging areas in tourism and propose strategic approaches for their sustainable growth.	U3
CO 4	Students will understand tourism policy frameworks and demonstrate the ability to assess national tourism initiatives like the National Tourism Policy 2022.	U4
CO 5	Students will evaluate tourism planning practices at international, national, and local levels, applying models like the Destination Life Cycle in planning contexts.	U5

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

Learning Outcome/Skills:

Upon completion of this course, students will develop a comprehensive understanding of tourism planning, including its definitions, objectives, methods, and the sequential steps involved in effective planning processes. They will recognize the critical role of stakeholders in tourism development and learn to evaluate their responsibilities, adopting collaborative approaches to ensure successful stakeholder engagement. The course will equip students with knowledge of emerging thrust areas in tourism such as eco-tourism, sustainable and responsible tourism, including the factors that promote or hinder their development and strategies for their effective promotion and management. Students will gain insights into the formulation and implementation of tourism policies, understanding their components, significance, and the influence of various factors, with reference to bodies like the Tourism Finance Corporation of India and the National Tourism Policy 2022. Additionally, learners will explore tourism planning at international, national, regional, and local levels, studying the application of different strategies and frameworks, and understanding the Destination Life Cycle (DLC) concept and its importance in long-term tourism planning and sustainability.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	10	1,2	NA
U2	10	20	1,2	NA
U3	12	20	1,2,3	NA
U4	14	30	1,2,3	NA
U5	12	20	1,2,3	NA
	60	100%		

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

Course Code:	TTMC502	
Course:	Tourism Planning and Policy	Credits: 5.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Tourism Planning <ul style="list-style-type: none"> • Definition, Objectives of tourism planning • Methods and approaches to tourism planning • Steps involved in tourism planning process 	10
Unit-II	Stakeholders in Tourism Planning <ul style="list-style-type: none"> • Importance of stakeholders in tourism development • Roles and responsibilities of various stakeholders • Collaborative approaches to stakeholder engagement in tourism planning 	10
Unit-III	Planning for New Thrust Areas in Tourism <ul style="list-style-type: none"> • Introduction to new thrust areas in tourism (e.g., eco-tourism, sustainable tourism, responsible tourism) • Catalysts and hindering factors in the development of new tourism products • Strategies for promoting and managing new thrust areas in tourism 	12
Unit-IV	Tourism Policy and Incentives <ul style="list-style-type: none"> • Need and significance of tourism policy • Principles and components of tourism policy • Factors influencing tourism policy formulation • Case study: TFCI (Tourism Finance Corporation of India) • Overview of the National Tourism Policy 2022 in India 	14
Unit-V	Tourism Planning at Different Levels <ul style="list-style-type: none"> • International tourism planning: global trends and frameworks • National tourism planning: policies, strategies, and coordination • Regional, state, and local tourism planning: approaches and considerations • Introduction to Destination Life Cycle (DLC) concept and its relevance in tourism planning 	12
	Total:	60

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

List of Books

Sl. No.	Title of the Book	Name of Author
1	Indian Tourism beyond the millennium	Bezbaruah M.P.
2	Tourism Planning	Gunn, Clare A.
3	National & regional Planning	Inkeep E .

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

Course Name: Internship
Course code: TTMC581

INTERNSHIP DETAILS & GUIDELINES

COURSE OBJECTIVES (COs)

The internship aims to:

1. Provide practical exposure to travel, tourism, and hospitality operations across various industry sectors.
2. Develop professional skills in customer handling, itinerary planning, tour operations, reservations, and travel documentation.
3. Enhance students' understanding of tourism products, services, and industry functioning.
4. Build competencies in communication, marketing, teamwork, and service management.
5. Integrate theoretical knowledge with real-world applications in tourism and hospitality environments.

COURSE OUTCOMES (COs)

Upon successful completion of the internship, students will be able to:

1. Assist in travel planning, tour designing, ticketing, and reservations.
2. Demonstrate customer service skills and handle tourism-related queries professionally.
3. Understand the operations of travel agencies, tour operators, hotels, and tourism boards.
4. Apply industry-standard tools and procedures, including GDS, reservation systems, and documentation.
5. Demonstrate work ethics, professionalism, communication, and teamwork within the tourism industry.

1. Internship Overview

The Travel & Tourism internship provides students with hands-on experience in real hospitality and tourism environments. Under industry supervision, students engage in activities related to:

- Travel agency operations
- Tour planning and coordination
- Ticketing and reservation services
- Hotel front office and guest relations
- Tourism marketing and promotions
- Airport and airline operations
- Event and destination management
- Customer service and complaint handling

The internship bridges the gap between classroom learning and industry realities, helping students build confidence, adaptability, and professionalism.

2. Duration

- **Minimum Duration:** 3-6 months
 - Commencement during semester break between 4th and 5th semester (approximately 20 days, minimum 5 hours per day training, total 100 hours of exposure)

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

- From the beginning of 5th semester, 2 days during weekend, minimum 5 hours per day training, approximately 20 weeks, total 200 hours of exposure.
- **Mode:** On-site internship at approved tourism-related organizations such as:
 - Travel agencies and tour operators
 - Airlines and airports
 - Tourism boards and government tourism offices
 - Hotels and resorts
 - Cruise lines and travel companies
 - Event and destination management firms
 - Online travel portals (OTAs)

During semester break between 4th and 5th semester (20 Days)

Day of Week	Student Engagement	Hours/Day	Total Hours (20 Days)
Day 1	Internship (TTMC581)	5	20
Day 2	Internship (TTMC581)	5	20
Day 3	Internship (TTMC581)	5	15
Day 4	Internship (TTMC581)	5	15
Day 5	Internship (TTMC581)	5	15
Day 6	Internship (TTMC581)	5	15

From the beginning of 5th semester (20 Weeks)

Day of Week	Student Engagement	Hours/Day	Total Hours (20 weeks)
1st day of the weekend	Internship (TTMC581)	5	100
2nd day of the weekend	Internship (TTMC581)	5	100

3. Internship Roles & Responsibilities

Depending on the organization, students may be involved in the following activities:

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

A. Travel Agency / Tour Operator

- Assisting in itinerary planning and tour packages
- Preparing quotations for clients
- Handling reservations for flights, hotels, and transport
- Supporting visa documentation and travel insurance processes
- Managing customer inquiries and complaints
- Maintaining booking records

B. Airlines / Airport Operations

- Assisting at check-in counters (under supervision)
- Helping with boarding operations
- Supporting ground handling and passenger assistance
- Observing security, baggage, and airline protocols

C. Hotel & Hospitality Operations

- Front office assistance (check-in, check-out, guest relations)
- Handling guest requests and service coordination
- Assisting in concierge and travel desk activities
- Supporting F&B or housekeeping operations (if assigned)

D. Tourism Marketing & Promotions

- Creating travel content for social media and promotions
- Supporting branding and advertising initiatives
- Assisting with tourism campaigns and market research
- Working with local tourism boards on promotional activities

E. Event & Destination Management

- Assisting with event planning, logistics, and coordination
- Managing vendor communication and scheduling
- Supporting destination tours and activities

F. General Administrative & Customer Service Tasks

- Documentation, report preparation, and data entry
- Maintaining customer records and feedback forms
- Telecommunication and client support
- Office coordination and file management

4. Deliverables

All students must submit the following at the end of their internship:

1. **Internship Logbook / Daily Diary**
2. **Skill Competency Checklist** signed by the industry supervisor
3. **Minimum assigned tasks completed** (as per organization requirements)
4. **Internship Completion Certificate**
5. **Final Internship Report and Presentation**

5. Professional Conduct & Workplace Guidelines

Students must maintain professional standards throughout the internship:

- Punctuality, discipline, and polite behaviour
- Proper workplace attire (formal or industry-specific dress code)

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor in Travel and Tourism Management
Effective from academic session 2023-24

- Adherence to hospitality and customer service etiquette
- Respect for client privacy and confidentiality
- Following safety protocols during travel, site visits, or fieldwork
- Avoiding errors in reservations, documentation, and communication
- Reporting issues immediately to supervisors
- Working under supervision and asking questions when unsure

6. Submission of Internship Report

A detailed Internship Report must be submitted, containing:

- **Front Page:** Student Name, Course, Internship Organization, Duration, Mentor
- Internship Agreement Form
- Internship Certificate
- Introduction & Background of the Organization
- Roles & Responsibilities as an Intern
- Weekly Work Allotment & Completion Summary
- Case Studies (2–3)
- Challenges Faced & Solutions Implemented
- Learning Outcomes and Skills Developed
- Conclusion

7. Evaluation Criteria

Component	Weightage
Logbook / Diary	20%
Practical Skills & Responsibilities Handled	30%
Final Internship Report	20%
Viva / Presentation	20%
Attendance & Professional Behaviour	10%

Viva Voce Description

The Viva Voce evaluates the student's understanding of real-world tourism operations. Students must:

- Present their internship experience
- Explain tasks related to bookings, hospitality, or tour operations
- Describe customer service situations they handled
- Reflect on challenges and their solutions
- Demonstrate understanding of travel documentation, reservations systems, and tourism management concepts

Examiners assess industry knowledge, communication skills, logical thinking, and professionalism.
