

Programme and course outcome of Tourism and Travel Management (TTMV) under CBCS

Program Outcome:

Tourism and Travel Management (TTMV), is a vocational subject and a three year major degree course under University of Calcutta.

Scope of the Tourism and Travel Management:

Even though the Tourism and Travel industry is relatively new than the others that but is steadily growing and is also expected to do well in the coming years. There are many concerns and industries that are direct contributors of the industry and hence in the long run create greater job opportunities to those who would want to be a part of the industry. Hotels, restaurants, retailing, transportation, travel agencies, tour companies, tourist attractions, leisure, recreation and sport, and cultural industries are some of the contributors to the industry.

The tourism sector has created about 11 million jobs and has the potential to create another 37 million jobs in the future. Future prospect of the industry is bright but still there is a lot of development in terms of infrastructure and skilled personnel.

Career Options and Employability in Tourism and Travel Management:

- 1. Tourism Department:** There are jobs as Reservation and counter staff, Sales and marketing staff, Tour Planners and Tour guides. There is also the requirement of Information assistants at the office of the Tourism departments who are selected through competitive examinations held by the Staff Selection Commission. The option of working as a Guide is also listed under the tourism department as the Ministry of Tourism recognizes three types of guides; regional, state and local.
- 2. Airlines:** One can opt between being the ground staff or in flight staff. Apart from working as Airhostess/ Stewards, you can look into the option of Traffic Assistance, Reservation and Counter Staff, etc.
- 3. Hotels:** The Hotel Industry being a service industry, serves the basic requirement of food and accommodation. One can choose from Operations, Front office, House keeping, Food and Beverages, Accounting, Engineering/ Maintenance, Sales, Public relations and Security, etc as one of the many departments to work with.
- 4. Tour operators:** They are the ones who help organize conducted tours to the various tourist spots and manage the travel and stay of the tourists.
- 5. Travel Agents:** Travel agents evaluate the requirements of tourists and businessmen and help them make the best possible travel arrangements from the many available. Many resorts, travel groups use travel agents to promote their tour packages to travelers.
- 6. Transport:** Apart from airlines, travelers require rail services, coach operators, car hire companies to go from one place to another - by air, road, railway, sea etc. All this is take care by the ones handling transport.

COURSE NAME	COURSE OUTCOME
CC – 1 : Tourism Concept	<ul style="list-style-type: none"> • Through this particular paper students can get the basic idea about the concept of tourism and also the various forms, types, and classifications of travel and tourism. • Students can also get the information regarding the recent trends of domestic and international tourism, which will help them for developing their own business in course of time.
CC – 2 : Evolution of Tourism and Modern Tourism in India	<ul style="list-style-type: none"> • The paper title reveals more about this paper, Evolution of tourism and modern tourism in India. On one side this paper represents the beginning of tourism, on the other side this paper introduces modern tourism in India. • From this paper students can achieve more knowledge about ancient tourism in India and Modern tourism in India. And the paper contains reasons for early tourism, silk route, Pilgrimage tourism, technological advancement, infrastructure development and more.
CC – 3 : Tourism Organization and Association	<ul style="list-style-type: none"> • This paper consist of many information regarding the various tourism organizations of international, national and state levels along with their aims, objectives, headquarters, functions etc. Students can enhance their knowledge by knowing and understanding the topics in details. • Also students can specifically get a clear idea about the functions of the government sectors like, national level Department of Tourism, India Tourism Development Corporation (ITDC) and state level Department of Tourism, West Bengal Tourism development Corporation (WBTDC) and these will help them to perform their best in these govt. sectors as a part-timer or full-timer employee.
CC – 4 : Tourism Components and Impacts	<ul style="list-style-type: none"> • This paper provides students primary knowledge about tourism components and

	<p>other impacts . Sometimes it's about positive or negative impacts. This paper contains the topic, tourism infrastructure, economic impact, socio cultural impact, tourist host relationship, environmental impact and more.</p> <ul style="list-style-type: none"> • Learning outcomes from this paper is , a student can get the basic knowledge about different tourism components, and different impacts which affect this industry in different directions.
CC – 5 : Cultural resources of India	<ul style="list-style-type: none"> • This paper carries lots of information regarding the cultural resources of India like World Heritage Sites, architectural monuments, museums, pilgrim tourism places and many more. Learning these topics in details students can prepare the suitable tour packages as per the tourists'/customers' demand. • Also the students will come to know the history of every tourist destinations and attractions through this paper that they can be established their career as a tour guide in future.
CC – 6 : Natural Tourism resources of India	<ul style="list-style-type: none"> • India is a country with uncountable variables to travel, and without knowing these variables its hard to work as a tourism expert. To know these variables or products one student needs to go through these papers. This paper basically contains the tourism product of India, which includes nature tourism, sea tourism , Island tourism, Adventure tourism, Wildlife tourism and more. These paper will help a student to gather knowledge about Indian tourism products which will help the student as a destination expert.
CC – 7 : Business Tourism (MICE)	<ul style="list-style-type: none"> • Business tourism is another important paper for tourism students in trending tourism scenarios. It is a paper which provides students with moderate knowledge about MICE tourism and event management. This paper contains the topic, MICE tourism, Event , Event Management, Event manager. Manager quality, duties and responsibilities of an event manager and lastly the role of India

	<p>Convention Promotion Bureau to develop MICE tourism facilities around India.</p> <ul style="list-style-type: none"> • And the outcome for this paper is, students can understand the frame of MICE tourism and the steps they should need to take to work with a business tourism organisation.
CC – 8 : Accommodation and Tourism	<ul style="list-style-type: none"> • Through this entire paper students can get complete information about the concept of hospitality, accommodation and hotel and its various types, functions, organizational structure, meal plan and safety & security. Knowing these topics thoroughly students can perform their duty gracefully in an accommodation sector.
CC – 9 : Transport System in Tourism	<ul style="list-style-type: none"> • Various types of transport system and its importance in tourism sector are the main topics in this paper. Apart from these there are also some more innovative items to study which are about luxury tourist trains like Palace on Wheels, Fairy queen, The Golden Chariot, The Deccan Odyssey etc which can help the students to organize a tour in their job life on behalf of their respective companies/organizations.
CC – 10 : Travel agency and Tour Operations	<ul style="list-style-type: none"> • Tourism management is a subject where students learn about the tourism organisation or a private company and how they deal with their business , how to work in an organisation, additionation industries which work together, and government involvement. In this context this paper provides important knowledge about travel agencies and tour operators, and their recognition to do business, the steps to prepare a tour package, itinerary, brochure and type of tour.
CC – 11 : Tourism Marketing	<ul style="list-style-type: none"> • From this specific paper students can study in details about the basic marketing/tourism marketing concept along with its significance, features and various forms. Marketing is the backbone for every business organization in the world, so understanding these topics flawlessly one can't only get a job in tourism sector, but also in any marketing

	<p>oriented company.</p> <ul style="list-style-type: none"> • The various promotional activities like advertising, sales promotion, publicity, POP display etc are very effective elements to study in this paper for making the promotion of every tourist attractions, components and tour packages. Doing so, people will get to know many new and beautiful things about our country, which can increase the flow of foreign tourists visiting India.
CC – 12 : Tourism Policy, Planning and Development	<ul style="list-style-type: none"> • In this paper students will learn about the basic concept of plan or planning and policy in management and how this policy and planning works for tourism destination development. On the other hand how Govt of India Ministry of Tourism and West Bengal Tourism organisations prepare their tourism policy and planning to develop tourism destinations and infrastructure.
CC – 13 : Principles of Management	<ul style="list-style-type: none"> • This paper contains management topics, which includes the meaning of management and different definitions by authors, organisation, organisational structure, decision making, and the steps of decision making, leadership, controlling and more.
CC – 14 : Entrepreneurship Development	<ul style="list-style-type: none"> • This particular paper carry out the studies regarding the concept of entrepreneurship with its characteristics, functions, and forms, which are very much useful for all the students who want to see them as a creative and successful entrepreneur by setting up their own business in this corporate world.
SEC – A (1) : E-Commerce & Business Communication, Module - I (E-Commerce)	<ul style="list-style-type: none"> • Teaches the students the concepts, ideas and technology of E-Commerce and develops the skills of effective strategies for implementation of E-Commerce in tourist business. • It covers all aspects of E-Governance and their application in different contexts • It teaches the methods of E-payment, E-commerce security and digital marketing.

<p>SEC – A (1) : E-Commerce & Business Communication, Module - II (Business Communication)</p>	<ul style="list-style-type: none"> • Understand the concept of communication and learn the various means of Business Communication • Know the various benefits of effective communication in tourism, including business correspondence and activities of public relation in an organization. • Familiarise with modern forms of communication.
<p>SEC – B (2) : Information Technology and its Application in Tourism</p>	<ul style="list-style-type: none"> • Understand the basic conception about computer – hardware and software. • Know the Networking, Multimedia and DTP Basics, Management Information System (MIS), Global Distribution System (GDS), CRS and its issues, importance of E-ticketing and use of social media marketing for tourism promotion. • This course provides an understanding of the nature of innovation and technology related to the growth, success and future development of tourism.
<p>DSE – A (1) : Emerging Trends in Tourism</p>	<ul style="list-style-type: none"> • The paper contains such topics like sustainability of tourism, Rio declaration 1992, carrying capacity measurement, Eco Tourism, Heritage Tourism, responsible Tourism and its importance, resources and many more. • Students can prepare tour packages in an innovative way by understanding the topics so well.
<p>DSE – B (1) : Internship</p>	<ul style="list-style-type: none"> • Internship is a very important part in every management courses. During the internship session the students can get the practical knowledge of everything they learn in theory papers. • Ticketing, Booking, Reservation, preparing tour package and itinerary, various activities of hotel etc. are the topics of learning practically during the training.
<p>DSE – A (2) : Tourism Regulation</p>	<ul style="list-style-type: none"> • Tourist passport, visa and its various types, economic regulation, custom regulation, health regulation etc are some of the important studies in this particular paper. These topics are very much important to know for any international travel agency

	<p>or tour operator to give better services to the tourists and make more profit by developing their business. Students will be benefitted in their job life by knowing the topics in details.</p>
DSE – B (2) : Project Work	<ul style="list-style-type: none">• Tour is an excitement part for every tourism students. So be a part of a study tour one can learn practically from the tour operator that how to conduct, organize and manage an entire tour.• Hotel survey and tourist survey are the important parts of the study tour. Students have to do the project work by giving brief description of the whole tour and analyzing the survey reports.