

## TOURISM AND TRAVEL MANAGEMENT (TTMV)

Tourism and Travel Management (TTMV), a three year degree course was introduced in Muralidhar Girls' College in the year 1998. This job oriented vocational subject comes under the University of Calcutta B.A. Major program.

### **Content of the course:**

Tourism Concept  
Evolution of Tourism & Modern Tourism in India  
Tourism Organisation & Association  
Tourism Components & Impacts  
Cultural Tourism Resources of India  
Natural Tourism Resources of India  
Business Tourism  
E-commerce & Business Communication  
Accommodation & Tourism  
Transport System in Tourism  
Travel Agency & Tour Operations  
Information Technology and its  
Application in Tourism  
Tourism Marketing  
Tourism Policy, Planning & Development  
Emerging Trends in Tourism  
Principles of Management  
Entrepreneurship Development  
Tourism Regulations  
Internship  
Project Work  
Generic Elective from Humanities/ Science/Commerce  
Environmental Studies  
Communicative English

## **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.
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