LESSON PLAN ODD SEMESTER 2021 – 2022

SEMESTER (ODD)	PAPER	UNIT	TOPIC	JULY – SEPTEMBER/OCTOBER - DECEMBER	FACULTY NAME
Semester – 1 (Major)	TTMV, CC-1 Theory, Tourism Concept, Marks-100, Credit – 6	I	Definition of Travel, Tourism, Visitor, Excursionist	August	Kathakali Chakraborty
		I	Domestic Tourism and International Tourism	August	
		I	Inbound Tourism and outbound Tourism	August	
		II	Significance of Tourism	September	Kathakali Chakraborty
		II	Motivation for Travel	September	
		II	Classification of Traveler	November	
		II	Concept of Leisure and Business Tourism	November	
		II	Typology of Tourism	December	
		III	Difference between Domestic and International Tourism	August	Ujjal Mullick
		III	Distinguish Between Tourist and Traveler	August	
		III	Distinguish between Tourist and Excursionist	August	
		IV	Tourism as an Industry	September	Ujjal Mullick
		IV	Recent Trends of Domestic Tourism in India	November	
		IV	Factors Influencing for the Development of Domestic Tourism in India	November	
		IV	International Tourism Trends	November	

			in India		
		IV	Factors Influencing for the Development of International Tourism in India	December	
	TTMV, CC-2 Theory, Evolution of Tourism and Modern Tourism in India, Marks-100, Credit – 6	I	Reason for Early Travel	August	Kathakali Chakraborty
		I	Silk Route	August	
		I	Grand Tour	September	
		I	Pilgrimage	September	
		II	Factors Influencing for the Development of Tourism – Social Condition Changes	August	Ujjal Mullick
		II	Technological Advancement	August	
		II	Infrastructure Development	August	
		II	Industrial Revolution	August	
		II	Paid with Holidays Concept	August	
		III	Development of Automobile	November	Kathakali Chakraborty
		III	Air Transport	December	
		III	Foundation of Modern Tourism – Mass Tourism in the 19th Century	December	
		IV	Tourism and Five Year Plan	September	Ujjal Mullick
		IV	Private Sector Involvement in Tourism Development	November	
		IV	Globalization & Tourism	November	
Semester – 3 (Major)	**TTMV, CC-5, Theory, Cultural Resources of India, Marks-**	I	Concept of Cultural Tourism	August	Kathakali Chakraborty
		I	Significance of Cultural Tourism	August	

	100, Credit – 6	I	Architectural Heritage – Monuments	September	
		I	Stupa – Sanchi Stupa, Bodh Gaya	September	
		I	Various styles of Temple Architecture	September	
		I	Indo-Islamic Architecture	September	
		I	Indo-British Architecture	September	
		I	World Heritage Sites	September	
		II	Performing Arts – Classical Music	November	
		II	Classical Dance	November	
		II	Theatre	November	
		II	Visual arts – Paintings	November	
		II	Sculpture	November	
		III	Different Fairs and Festivals in India	November	
		III	Various Handicraft items in India	December	
		III	Folk Culture in India	December	
		IV	Pilgrim Tourism Places in India	December	
		IV	Museum – special reference to Indian Museum, Kolkata	December	
	TTMV, CC-6, Theory, Natural Resources of India, Marks- 100, Credit – 6	I	Concept of Natural Tourism	August	Sanjoy Majumder
		I	Significance	August	
		I	Hill Tourism Resources in India – Himalayan and Non	September	

			Himalayan Hill Tourism		
		II	Sea Beach Tourism Resources in India	September	
		II	Desert Tourism Circuit in India	November	
		II	Desert Festival	November	
		III	Island Tourism – Special Reference to Sunderban and Andaman & Nicober Islands	December	
		IV	Adventure Tourism – Different Formation	December	
		IV	Wildlife Tourism Places in India	December	
	TTMV, CC-7, Theory, Business Tourism (MICE), Marks-100, Credit – 6	I	Definition & Nature of Business Tourism	August	Ujjal Mullick
		I	Significance	August	
		II	Introduction to MICE	August	
		II	Steps for Preparing a Travel and Tourism Trade Fair	September	
		III	Meaning of Event	November	
		III	Various Types of Event	November	
		III	Elements of Event	November	
		IV	Event Manager & their Qualities	November	
		IV	Pre-Event Activities	December	
		IV	During Event Activities & Post Event Activities	December	
		V	Various Tourism Event in India	December	
		V	Role of ICPB for the Promotion	December	

			of Event in India		
TTMV, SEC – A (1), Theory, E-Commerce & Business Communication (50+50), Marks-100, Credit – 2			Module – I E-Commerce		Sanjoy Majumder
	I		Meaning of E-Commerce	August	
	I		Types of E-Commerce	August	
	I		Technology Used in E-Commerce	August	
	I		E-Governance – Meaning & Significance	August	
	II		Methods of E-Payments like Debit Card, Credit Card, Online Payments	August	
	II		Importance of Electronic Fund Transfer	August	
	II		Core Banking System (CBS)	August	
	II		Mobile Payment	September	
	III		E-Commerce Security	September	
	III		Security Threats like Hacking, Cyber Crime etc.	September	
	IV		E-Commerce Application in Tourism	September	
	IV		Digital Marketing – Definition	September	
	IV		Objectives	September	
			Module II Business Communication		
	I		Communication – Definition	November	
	I		Importance of Communication	November	
	I		Elements of Communication	November	

		I	Types of Communication	November	
		I	Barriers of Communication	November	
		II	Business Correspondence – Letter Writing	November	
		II	Presentation	November	
		II	Circular	November	
		II	Minutes	December	
		II	Report	December	
		II	Presentation of C.V.	December	
		III	Meeting	December	
		III	Seminar	December	
		III	Conference	December	
		III	Introduction to Public Relation	December	
		III	Major Activities of Public Relation of an Organization	December	
		IV	Modern Forms of Communication – Fax	December	
		IV	E-mail	December	
		IV	Video Conferencing	December	
Semester – 5 (Major)	**TTMV, CC-11, Theory, Tourism Marketing, Marks-100, Credit – 6**	I	Concept of Marketing	August	Kathakali Chakraborty
		I	Definition of Tourism Marketing	August	
		I	Significance of Tourism Marketing	August	
		I	Definition of Service	August	
		I	Difference Between Consumer Product & Service Product	August	

		I	Features of Service Product	September	
		II	Market Research – Definition	September	
		II	Importance of Market Research	September	
		II	Techniques of Market Research	September	
		II	Definition of Market Segmentation	November	
		II	Benefits of Market Segmentation	November	
		II	Bases of Market Segmentation	November	
		III	Selection of Target Market	November	
		III	Marketing Mix in Tourism	November	
		III	Product Life Cycle (PLC)	December	
		IV	Need for Advertisement	December	
		IV	Publicity	December	
		IV	Digital Marketing - Concept	December	
		IV	Uses of Social Media for Marketing	December	
	TTMV, CC-12, Theory, Tourism Policy Planning & Development, Marks-100, Credit – 6	I	Concept of Policy	August	Ujjal Mullick
		I	Importance	August	
		I	Level of Tourism Planning	August	
		II	Tourism Destination Plan – Concept	August	
		II	Need	August	
		II	Level of Tourism Planning	September	

		III	Tourism Policy (Latest) – Govt. of India, Ministry of Tourism	November	
		III	National Action Plan – 1992	November	
		III	Five Year Tourism Plan (Latest)	November	
		IV	West Bengal Tourism Policy (Latest)	November	
		IV	Role of Private Sector for the Development of Tourism	November	
	TTMV, DSE – A (1), Theory, Emerging Trends in Tourism, Marks-100, Credit – 6	I	Sustainable Tourism – Meaning	September	Ujjal Mullick
		I	Benefits	September	
		I	Dimension of Sustainability	November	
		I	Global Warming & Sustainable Development	November	
		I	Rio-Declaration 1992	November	
		I	Carrying Capacity Measurement	December	
		I	UNWTO Guidelines for the Development of Sustainable Tourism	December	
		II	Eco-Tourism – Concept	December	
		II	Importance	December	
		II	Environmental Impact and Eco-Tourism	December	
		II	Eco-Tourism Resources in India	December	
		III	Heritage Tourism – Concept	December	
		III	Importance	December	

		III	Important Heritage Tourism Places in India	December	
		III	Protection and Preservation of Heritage Places	December	
		III	UNESCO World Heritage Status	December	
		IV	Responsible Tourism – Concept	December	
		IV	Importance	December	
		IV	Duties of Responsible Traveler	December	
		IV	Wellness Tourism – Yoga, Meditation	December	
	TTMV, DSE – B (1), Practical, Internship, Marks-100, Credit – 6		The objective of the training is to understand about activities and working environment of the organization. Each student shall be required to undergo practical training in any tourism organization (Government/Private). Report Writing Guidelines: Acknowledgement Objective of the study Introduction Description about the organization Organization structure Organization activities Brief summary of the work	November/December	Sanjoy Majumder

| | | | done

Conclusion

References | | |
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LESSON PLAN EVEN SEMESTER 2021 - 2022

SEMESTER (EVEN)	PAPER	UNIT	TOPIC	JANUARY – MARCH/APRIL - JUNE	FACULTY NAME
Semester – 2 (Major)	**TTMV, CC-3, Theory, Tourism Organization and Association, Marks-100, Credit – 6**	I	Need for Tourism Organization	February	Ujjal Mullick
		I	Various Levels of Tourism Organization	February	
		II	International Level (full form, headquarter and the activities for the development of tourism) – UNWTO	February	Kathakali Chakraborty
		II	UFTAA	February	
		II	WTTC	March	
		II	IATA	March	
		II	PATA	March	
		II	ICAO	March	
		III	National Level (functions for the development of tourism) – Ministry of Tourism, Govt. of India	April	Kathakali Chakraborty
		III	ITDC	April	
		III	DGCA	May	
		III	ASI	May	
		IV		March	Ujjal Mullick

		IV	State Level (West Bengal) – Department of Tourism, Govt. of West Bengal	March	
		V	WBTDC	April	Ujjal Mullick
		V	Private Association (full forms and activities) – TAAI	May	
		V	IATO	May	
			FHRAI		
	TTMV, CC-4, Theory, Tourism Components and impacts, Marks-100, Credit – 6	I		February	Ujjal Mullick
		I	Components of Tourism	February	
		I	Concept of Infrastructure	February	
			Importance for the Development of a Tourist Destination		
		II	Tourism Impacts – Economic Impact – Employment	February	Kathakali Chakraborty
		II	Tax Revenue	March	
		II	GDP	March	
		II	Foreign Exchange Earnings	March	
		II	Multiplier Effect	March	
		III	Socio – Cultural Impact – Tourist – Host Relationship	March	Ujjal Mullick
		III	Demonstration Effect	March	
		III	Attitude	April	
		III	Cultural Authenticity	April	
		IV	Environmental & Political Impact – Environmental Pollution and Minimize Its Affect on Destination	May	Kathakali Chakraborty
		IV		May	

			Political Disturbances and Its Impact on Tourism		
Semester – 4 (Major)	**TTMV, CC-8, Theory, Accommodation and Tourism, Marks-100, Credit – 6**	I	Meaning of Accommodation	February	Kathakali Chakraborty
		I	Importance of Accommodation	February	
		II	Types of Accommodation	March	
		II	Main Accommodation – Hotel, Motel Resort, Heritage Hotel etc.	March	
		II	Supplementary Accommodation – Guest House, Forest Bungalow, Circuit House, Youth Hostel, Private Lodge etc.	March	
		III	International Category of a Hotel	March	
		III	Different Plan in a Hotel	March	
		III	Organization structure of a Hotel	April	
		IV	Different Department in a Hotel	April	
		IV	Front Office – Functions	April	
		IV	Check-In & check-Out Process	April	
		IV	House Keeping – Functions	April	
		IV	Conference Facilities	April	
		IV	Lobby	April	
		IV	Food and Beverage – Functions	May	
		V	Online Hotel Booking System	May	
		V	Safety and Security in a Hotel	May	

TTMV, CC-9, Theory, Transport system in Tourism, Marks-100, Credit – 6		I	Importance of Transport in Tourism Industry	February	Kathakali Chakraborty
		I	Different Types of Transport System in India	February	
		II	Road Transport – Importance	Feb	
		II	Role of Tourist Vehicle	March	
		II	Luxury Tourist Coach	March	
		II	Inter State Bus Services	March	
		II	Tourist Taxi	March	
		II	OLA	March	
		II	UBER	April	
		III	Rail Transport – Role of Indian Railways	April	
		III	Luxury Tourist Train - Palace On Wheels, Fairy Queen etc.	April	
		III	Toy Train in Hill area Special Reference to Darjeeling Himalayan Toy Train	April	
		III	Ind-Rail Pass for Foreigners	April	
		III	Role of IRCTC for the Tourism Promotion in India	April	
		IV	Role of Air Transport for the Promotion of Tourism in India	April	
		IV	Role of Private Airlines	May	
		IV	Low Air Fare	May	
		IV	Open sky Policy	May	
		V	Role of Water Transport for	May	

			the Development of Tourism		
		V	Cruise Tourism	May	
	TTMV, CC-10, Theory, Travel Agency and Tour Operations, Marks-100, Credit – 6	I	Definition of Travel Agency	February	Ujjal Mullick
		I	Function of a Travel Agency	February	
		I	Types of Travel Agency	February	
		I	Organization Structure of a Travel Agency	March	
		I	Rules for Recognition for setting up a Govt. Approved Travel Agency	March	
		II	Definition of a Tour Operator	March	
		II	Types of Tour Operator	March	
		II	Role of Tour Operator	March	
		II	Rules for Recognition for setting up a Govt. Approved Tour Operator	April	
		III	Concept of Package Tour	April	
		III	Types of Package Tour	May	
		III	Design & Format of a Package Tour	May	
		III	Prepare a Tour Itinerary	May	
		IV	Concept of Tour Brochure	May	
		IV	Design & Format of a Tour Brochure	June	
		IV	Various Types of Brochure	June	
	TTMV, SEC – B		**Module – I**		Ujjal Mullick

	(2), Theory – 50+Practical - 50, Information Technology and Its Application in Tourism, Marks-100, Credit – 2		**Theory**		
		I	Definition of a Computer	February	
		I	Basic Structure of a Computer	February	
		I	Types of Computer	February	
		I	Computer Language	February	
		I	CPU	February	
		I	Main Memory	February	
		I	Secondary Memory	February	
		I	Input-Output Device	February	
		I	Printer	February	
		I	Keyboard	February	
		I	Scanner	February	
		II	Concept of Operating System	March	
		II	MS Office – MS Word, Excel, Power Point	March	
		II	Outlook Express	March	
		II	Database Management System	March	
		II	Word Processing	March	
		II	Electronic Spreadsheets	March	
		III	Management Information System (MIS)	March	
		III	Internet – Concept	March	
		III	IP Address	March	
		III	URL	March	
		III	Internet Protocol – TCP,	April	

			HTML, HTTP		
		III	Network – LAN, WAN	April	
		III	E-mail	April	
		III	World Wide Web (WWW)	April	
		III	Various Tourism Related Website	April	
		IV	Global Distribution System (GDS)	April	
		IV	CRS – Concept	April	
		IV	Uses of CRS in Airlines, Railways, Hotel Booking	April	
		IV	Importance of E-ticketing	April	
		IV	Uses of Social Media Marketing for Tourism Promotion	April	
			Module – II Practical		
		I	Understand About Various Parts of Computer	February	
		I	Operating System of Computer	February	
		I	MS-Office	March	
		I	MS-Excel	April	
		I	MS-Power Point	May	
		II	Uses of Data Management	May	
		II	Word Processor	May	
		II	Spreadsheet etc.	May	
		III		June	

		III	Use of Internet	June	
		III	E-mail	June	
			Searching of Various Tourism Related Websites		
Semester – 6 (Major)	**TTMV, CC-13, Principles of Management, Theory, Marks-100, Credit – 6**	I	Meaning of Management	February	Ujjal Mullick
		I	Importance of Management	February	
		I	Function of Management	February	
		I	Principles of Management – F.W.Taylor & Henry Fayol	April	
		I	Levels of Management	April	
		II	Meaning of Planning	April	
		II	Importance of Planning	April	
		II	Types of Plans	May	
		II	Decision Making – Meaning Steps in Decision Making	May	
		III	Concept of Organizing	May	
		III	Benefit of Organizing	May	
		III	Organization Structure in a Tourism/Travel Organization	May	
		III	Delegation of Authority – Concept	May	
		III	Staffing – Meaning & Function	May	
		IV	Motivation – Meaning	May	
		IV	Maslow's Theory of Need Hierarchy	May	
		IV	Leadership – Meaning	May	
		IV	Functions of Leadership	May	

		IV	Qualities of a Leader	May	
		V	Meaning of Co-ordination	June	
		V	Importance Technique of Effective Co-ordination	June	
		V	Control – Meaning	June	
		V	Types of Control	June	
		V	Span of Control	June	
	TTMV, CC-14, Theory, Entrepreneurship Development, Marks-100, Credit – 6	I	Definition of Entrepreneurship	February	Kathakali Chakraborty
		I	Entrepreneur	February	
		I	Features of Entrepreneurship	February	
		I	Functions of Entrepreneurship	February	
		I	Entrepreneurship and Creativity	February	
		I	Definition of Innovation	March	
		I	Personal Ethics in Tourism	March	
		II	Evolution of Entrepreneurship in India	March	
		II	Different forms of Entrepreneurship	March	
		II	Small Business Entrepreneurship	March	
		II	Roll of Small Business Entrepreneurship in Indian Economy	March	
		II	Problems of Small Business Entrepreneurship in India	March	
		III	Entrepreneurship in Service Industry	April	

		III	Nature of Service	April	
		III	Importance of Finance in Tourism Business	April	
		III	Financial Institution – SIDBI, TFCI, Commercial Bank etc	April	
		IV	Project Report – Concept	April	
		IV	Objective	April	
		IV	Preparation of a Project Plan	April	
		IV	Project Cost Components	April	
		IV	Break-Even Analysis	April	
		IV	Working Capital Management	April	
		V	Human Resource Management – Importance	May	
		V	Role of Human Resources Development	May	
		V	Planning	May	
		V	Recruitment	May	
		V	Training and Development	May	
	TTMV, DSE – A (2), Theory, Tourism Regulation, Marks-100, Credit – 6	I	Objective	February	Ujjal Mullick
		I	Need for Regulation for Inbound and Outbound Travel Passport – Concept	February	
		I	Types of Passport	February	
		I	Services Offered by Passport Office	February	
		I	Documents for Passport Application	February	

		I	Special Permits for Foreigners to Entry Andaman & Nicobar Islands, Arunachal Pradesh, Sikkim etc.	February	
		I	Emigration and Immigration – Concept	February	
		II	VISA – Definition	February	
		II	Need for VISA	February	
		II	Types of VISA	February	
		II	Documents for VISA	February	
		III	Economic Regulation – Currency	April	
		III	Inland Air Travel Tax	April	
		III	Foreign Travel Tax	April	
		III	Passenger Service Fees	April	
		III	Airport Tax	April	
		IV	Custom Regulation – Custom Clearance of Incoming Passenger	May	
		IV	Outgoing Passenger Regulation	May	
		V	Health regulation – Compulsory Vaccination for International Travel	May	
		V	Travel Insurance	May	
	TTMV, DSE – B (2), Practical, Project Report, Marks-100, Credit – 6		The objective of "Project Work" is to enable the students to record their experiences & observation along with suggestions	April/May	Kathakali Chakraborty

| | | | regarding the destination visited from the point of view of a tourism student

Every student shall be required to undertake One Tour to important Natural/Cultural Tourist Destination either in West Bengal/Outside the State.

Field Work:
The student will also conduct Hotel Survey and Tourist Survey during the time of tour to the concerned tourist place.

Report Writing Guidelines:

Tour Certificate from the concerned College Authority

Acknowledgement

Objective of the study

Introduction

Description about the tourist place (Mention Tourist Map)

Accessibility

Accommodation

Attraction Places with Photograph

Survey report

Suggestion

References | | |
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