

**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-II**

**MTTM- 201: Marketing and Sales of Tourism**

Topic	Hours
<b>Understanding Marketing and Marketing Process:</b> Marketing Concepts, Nature and Scope of Marketing, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization.	<b>08</b>
<b>Developing Marketing Opportunities and Strategies:</b> Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and Positioning for competitive Advantage.	<b>08</b>
<b>Developing the Tourism Marketing Mix:</b> Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods.	<b>08</b>
<b>Sales and Distribution Management:</b> Meaning, objectives and evolution of Sales Management, Nature and Scope of Sales Managements; Selling Skills and Selling Strategies, The selling process. Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. Distribution Channel Selection, Cooperation and conflict Management.	<b>10</b>
<b>Issues in Tourism Marketing:</b> Global Marketing, Direct Marketing, Digital Marketing, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.	<b>08</b>

**Reference Books:**

1. Marketing for Hospitality and Tourism : Philip Kotler, Jon Bowen
2. Tourism Marketing : Lumsdon
3. Tourism Marketing : Chaudhary M.

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**MTTM- 202: Transport in Travel & Tourism**

Topic	Hours
<b>Introduction of Transport:</b> Concept & Definition of Transport. Evolution and importance of Transportation Systems. Role of Transportation in Tourism. Major transport systems – rail, road, air transport & water transport. Mode of transportation in India.	<b>08</b>
<b>Air transport and its evolution:</b> Present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights and capacities. Multinational regulations Including freedoms of air. Functions-ICAO, DGCA, AAI.	<b>08</b>
<b>Surface Transport System:</b> Approved tourist transport, car hire companies including renter car scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, All India permits, maxi car, motor car etc.	<b>08</b>
<b>Rail transport system:</b> Major Railway System of World, British Rail. Euro Rail, Amtrak. Cases of orient express Trans Siberian railway and luxury train of the world. Indian Railways: Past, present, future types of tours available in India, Indrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures.	<b>10</b>
<b>Water Transport System:</b> Historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Major cruise lines of the world and their packages.	<b>08</b>

**Reference Books:**

1. Transport for tourism: Stephen Page
2. Tourism system: Mill, R.C. and Morrison

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**MTTM- 203: Accounting and Financial Management**

Topic	Hours
<b>Introduction to Accounting:</b> Nature of Accounting , Accounting Concepts, Principles and Standards, Basic Accounting Records and Books of Accounts Double Entry System, Journal, Ledger, Trial Balance, Cash Book, Depreciation Accounting, Final Accounts with Adjustments.	<b>10</b>
<b>Cost Accounting:</b> objective concepts and terminology , Cost sheet/Tender Process Costing, Marginal costing and break even Analysis, Profit volume Analysis	<b>07</b>
<b>Introduction to Financial Management:</b> Meaning and scope of financial management. Concept of raising funds, capital structure, capital budgeting.	<b>07</b>
<b>Inventory Management:</b> Meaning, objectives and control, Internal financial control- meaning, problems unique to hospitality industry, Establishing cost standard.	<b>10</b>
<b>Cost management by Budgeting:</b> Meaning of budgeting, types of budget, preparation of budget, zero based budgeting, Working capital Management- importance of working capital management, cash management, Role of information system in financial management.	<b>08</b>

**Reference Books:**

1. Advanced accounts -Shukla & Grewal
2. Management accounting – Lal & Jawahar
3. Business accounting for Hospitality and tourism – H.Atkins, A.Bary & M.Cohan
4. Financial Management -V.K.Bhalla
5. Financial Management – M.Y.Khan & P.K.Jain
6. Financial management – John Wiley

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**MTTM- 204: Research Methodology in Tourism**

Topic	Hours
<b>Concepts of Research:</b> Nature, Scope and Significance of Research, types of research, Research process. Conceptualization of Variables and Measurements, Reliability and Validity, Tourism research: Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.	<b>08</b>
<b>Problem/Opportunity Identification:</b> Review of Literature - Research Questions – Item Generation- Scale Development - Scale Evaluation – Scale Adoption, Types of Questionnaire, Questionnaire Design, Sampling Methods, Formulation of Research and Operational Hypothesis.	<b>08</b>
<b>Research Design:</b> Meaning and importance, Types of Data, Sources of data, and Instruments, Sampling and Its Application, Tabulation and Diagrammatic Representation, Methods of Research.	<b>08</b>
<b>Qualitative and Quantitative Methods:</b> Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Technique; Quantitative Methods: Measures of Dispersion – Normal Distribution – Correlation & Regression Analysis - Test of Hypothesis (Parametric and Non-Parametric) – Overview of Multivariate Analytical Techniques - Use of SPSS.	<b>10</b>
<b>Report writing and presentation:</b> Substance and format of Report, Presentation of Reports. Research Proposal - Art of Writing Research Proposal - Art of citing references.	<b>08</b>

**Reference Books:**

1. Research Methodology: C.R Kothari,
2. Business Research Methods: Donald R Cooper & Pamela S Schindler,
3. Business Research Methods: Mishra, Prahlad

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**MTTM- 205: Tourism Policy, Planning and Development**

Topic	Hours
<b>Introduction to Tourism planning:</b> Objectives, methods, Steps of tourism planning. The role of govt. public and private sector in formulation of tourism policy. Roles of international, national, state and local tourism organizations in carrying out tourism policies.	<b>08</b>
<b>Planning for new thrust areas in tourism:</b> Eco-tourism, sustainable, responsible tourism): Process, catalysts, and hindering factors.	<b>08</b>
<b>Tourism Policy:</b> Need and principles. Factors influencing tourism policy, National Tourism Policy-2002. Opportunities for investments in hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding. Case study of TFCI	<b>08</b>
<b>Planning for Tourism Destinations:</b> Objectives, methods, steps and factors influencing planning. Destination life cycle concept.	<b>08</b>
<b>Various Level of Tourism planning:</b> International, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning, Important feature of five year tourism plans in India. Elements Agents, Processes and typologies of tourism development. Case study of selected state tourism policies (West Bengal, Goa, Kerala, Rajasthan)	<b>10</b>

**Reference Books:**

1. Global Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism Planning: Gunn, Clare A.
3. National & regional Planning: Inkeep E