

## Course Description

### Tourism & Travel Management Degree Course

#### (Dynamic Career for New Generation)



#### Course Description

The Tourism and Travel management is the most upcoming industry today. The tourism industry has a lot of new types of emerging jobs apart from the traditional ones. The increasing demand for professionals in the travel, tourism and hospitality industry have given rise to innumerable career opportunities. The different types of jobs and aspiring professional can look forward to in Airline, airport, Travel- agencies, cargo , Agencies, Tourism Department, Car Rental

companies, Cargo and courier companies, Import – Export houses, Customs clearing & Forwarding Agent, Transporters, Hotel & Restaurants, Fast Food Chain , BPO.s /Call-Centres, Multinational Companies, etc. Our 3 years Degree course (Major) of Tourism & Travel Management has been launched keeping in mind the up- coming market. Our aim and objective is to create professionally trained man – power in the field of travel, tourism, hospitality and other related service.

### Course structure

Category : Tourism & Travel management (Major)

Degree : B.A

Mode : Full Time

Medium : campus

**Affiliation:** Vidyasagar University of West – Bengal

**Eligibility:** Candidate must have passed in Higher Secondary under West Bengal Council of Higher Secondary Education (10+2) or its equivalent examination from any other Board / University.

**Admission Procedure:** Admission is conducted directly as per the norms of Vidyasagar University.

**Seat Capacity:** There are 30 seats in General. 5 seats may be filled for industry sponsored candidates. The rules for reservation will be followed as per the existing West Bengal Rules.



## Job Opportunity

Job opportunity for students after completing Tourism and Travel management Course are plenty. The Table below outline, some of the different types of jobs. The Table below outline, some of the different types of jobs.

Organization	Category of Personnel
Airlines	Traffic Assistants, Reservation & Counter Executives, Air hostesses and Flight Pursers, Revenue Accountants, sales & Marketing Executives
AIRPORTS	Airport operations executives, Ground handling Executives, Ramp agents, Check – in and Ticketing agents,
TRAVEL AGENCIES AND TOUR OPERATORS	Reservation and Counter Executives, Sales & Marketing Executives , tour Executives & Escorts
CAR RENTALS	Reservation and Counter Executives, Sales & Marketing Executives, Fleet Management executive.
TOURISM ORGANIZATIONS	Reservation and Counter Executives, Sales & Marketing Executives, Tour Guides.



## Job Opportunity

Organization	Category of Personnel
HOTELS	Front office Assistants, Executive Housekeeper, Restaurant Managers, Lobby / Guest Relation managers and captains.
FAST FOOD CHAINS	Counter Executives, Lobby Supervisors, F&B Executives
MONEY CHANGERS	Sales & Marketing Executive, Operations Executives
CARGO/ COURIER AGENCIES	Counter Executives, Sales & Marketing Executives, Clearing & Forwarding Agents, Airport Duty Officers
TRANSPORTERS	Counter Executive, Sales & Marketing Executives.
BPO'S/CALL CENTRE	Voice / Internet Agents, Shifts Supervisors, Customer Relation Executives
CRS/GDS ORGANIZATIONS	Help Desk Executives, Sales & Marketing Executives, Operations Executives





## Job Opportunity



Organization	Category of Personnel
IMPORT – EXPORT HOUSES, CARGO C& F AGENTS & HANDLING AGENTS CUSTOM HOUSE AGENT	Import- Export Executives, Documentation Executives, Shipping & Packaging Executives, Marketing executives, Import- export Executives, Clearing & Forwarding executives
MULTINATIONAL COMPANIES	Sales & Marketing Executives, customer Relation Executives, Advertising & Publicity Executives.



## Job Opportunity

### Government Organisation:

A student with Travel & Tourism background may join in different state & Central Govt. Organizations through public service commission examination. Ministry of Tourism Govt. Of India also organise guide training course for Central and regional level Tourist Guide.

### Academic Field:

After completion Travel & Tourism Management Course (Bachelor & Master Degree) student can join education institution as a faculty. Student can join M. Phil, Ph. D and Research work.

# Incredible India

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Government of India**



**Ministry of Tourism**  
Government of India

## Job Placement



**Job Placement:** Institution Provide Placement Assistance to the every student in Government and Non – Govt. Travel Tourism Organisation.

Our mission is to provide quality training and to shape our student to be readily deployable by the industries, to meet the growing demand for trained manpower in the intrinsic competitive knowledge industry.

The cell regularly arrange personality development programmes, mock interview, training and industrial visit for student.

**There are a lot of scope and opportunity in reputed organisation like Oberoi, Taj, ITC, Marriot, the park, Radition, Jet Airways, Cox & kings, SOTC and other major players in the industry.**

This cell, apart from the normal training and placement activities have a frequent personal interaction with the students to understand and realize their problems better and try to solve effectively and boosting their confidence in every aspect.

## Achievement of the students

After completion of travel and tourism management course from this college student work in different travel, tourism and hospitality organisation throughout our country. Our ex students also work as a faculty in renowned tourism institution.





# Department

## Training Method

Mode of training include lecture session, field visit, class room demonstrations. The class room are equipped with audio- visual aids. There is a compulsory tour for every student in the third year. There is an industry an on-site training programme with the structure of the syllabus.

## Department Facilities

- Audio – Visual Class Room
- Innovative teaching method – Specified lecture, guest lecture, excursion, case studies.
- Special coaching on communication, Group Discussion, Personnel interview, Grooming & Personality Development.
- Good collection books are made available for the student from the department.
- Computer laboratory which helps student in handling computer based tourism software.

## Field Trip

There is field trip during the course. This trip is compulsory part for the 3<sup>rd</sup> year student of Travel & Tourism Management. The Department is accordingly arranged for field trip within and outside the state. Before appearing in the final exam each student is required to submit field report as their individual project report showing their views and experience us on the subject.



## Job Training

As per existing guide line of the university, each student is required to undertake for at least three months of practical training in tourism enterprise: (e.g. travel agency, tour operation unit, hotel, transportation unit, etc).

Tourism organization:

Government organization. (Ministry of Tourism Office Govt. Of West Bengal)

Private organization: Travel & Tourism Organisation.

## Airline- Ticketing Training Course

Each student is required to undertake Airline- Ticketing Training Course (Global Distribution system – AMEDEUS)



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### **Tourism workshop and seminar**

Student should be attend Tourism Workshop & Seminar time to time.



### **Computer Facility**

There is a sophisticated computer laboratory with LAN and Broad-Brand Facilities for easy access to the internet. The laboratory is equipped with recent application software as use in the industry.

### **Library Facility**

The depart has separate library as per the current need of the students and faculty members. The college library can also be accessed on need bases. The library has a separate section with CD s & DVD s on various tourism Topic.

### **Assessment**

Student are assess on the basis of written examination, project work and internal assessment. There are three internal assessments with viva through presentation between the yearly final examinations

## Faculty Members

The institute invites leading and experienced person from different sector of the Travel, Tourism and Hospitality Industry, so as to ensure the best possible exposure to the industry. Important member of the committee are:

**Head of the Department: Mr. Soumen Mullick (MTM) Travel & Tourism**

**Associate faculty: Mr. Anirban Sau ( MTM) Travel & Tourism**

## Course Fees

It is Self finance course; as such the administrative and professional faculty expenditure has to be borne in the existing fee- structure. The following is the fee structure as decided by the Administrative committee.

YEAR	ADMISSION FEES	FIRST INSTALLMENT	SECOND INSTALLMENT	TOTAL FEES
1 <sup>st</sup> year	RS:5000	RS :5000	RS :4800	RS- 14,800
2 <sup>nd</sup> Year	RS:5000	RS :5000	RS:4800	RS- 14,800
3 <sup>rd</sup> year	RS:5000	RS :5000	RS:4800	RS- 14,800