

NATIONAL UNIVERSITY



Syllabus for PGD in Tourism & Travel Management

Effective From: 2022-2023 Session

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Course Outline

1st Semester

Course Code	Course Title	Credits
817101	Fundamentals of Tourism and Travel Management	4
817103	Tourism Planning and Development	4
817105	Travel Agency and Tour Operations	4
817107	Front Office Operations	4
817109	Event Management	4

2nd Semester

Course Code	Course Title	Credits
827111	Tourism and Travel Entrepreneurship	4
827113	Tourist Spot Management	4
827115	Computerized Reservation System (CRS) & E-ticketing	4
827117	HRM and Marketing in Tourism and Travel Management	4
827118	Internship/Industry Attachment and Viva-Voce	4

First Semester

Course Code: 817101	Credits: 4	Class Hours:
Course Title:	Fundamentals of Tourism and Travel Management	

Course Objectives: This course is aiming to introduce the students to basic ideas, nature, and scopes of the tourism and travel industry. Students will be able to know about the possible impacts of tourism, marketing, promotion, and future aspects of the tourism and travel industry.

Course Content:

- 1. Introduction:** Concept of tourism and travel, Components of tourism and travel; Basic approaches of tourism; History of tourism; Economic, socio-cultural, and environmental impacts of tourism.
- 2. Segments of Tourism and Travel:** International and domestic tourism; Inbound and outbound tourism; Sustainable tourism, Ecotourism, Green tourism, Community based tourism, Heritage tourism; Spiritual tourism, Medical tourism, Sports tourism; Adventure tourism; Mass tourism; Gastronomy tourism; Smart tourism; Dark tourism, Coastal and marine tourism.
- 3. Tourism marketing and promotion:** Tourism Marketing- Definition, Importance, Components, Marketing Mix; Tourism Promotion- Definition, Importance, Promotion process; Tourism and globalization.
- 4. Hospitality and Related Services:** Introduction; The lodging industry; Classification of the hotel; Operational Departments in Hotel- Front Office, Food and beverage service, Food and beverage production, Housekeeping.
- 5. Tourism in Bangladesh:** Attractions; Gaming; Recreation; Facilities; Entertainment; Festivals and events.
- 6. Future of Tourism:** Introduction; Technology and future global tourism; Dimensions and variations of future tourism; Future tourism forecasting; Future tourism demand; Future of travel distribution channel; Future growth of tourism.
- 7. Tourism Geography:** Countries; Continents; Oceans; Rivers; Forests; Major destinations.
- 8. National and International Organizations in Tourism:** Role of NTO (BTB, BPC), UNWTO, WTTC, IATA, ICAO, PATA, IHA, ETC.

Recommended Text Books:

1. C. R. Goeldner and J. R. B. Ritchie. Tourism Principles, Practices, Philosophies (12th Edition). John Willey & Sons, INC
2. Syed Rashidul Hasan. Fundamentals of Tourism and Hospitality. National University, Gazipur, Bangladesh.
3. Syed Rashidul Hasan. Tourism in Bangladesh. National University, Gazipur, Bangladesh.

Course Code: 817103	Credits: 4	Class Hours:
Course Title:	Tourism Planning and Development	

Course Objectives: Students would be able to understand tourism policy development and increase their knowledge to apply policies in the tourism sector. The course will equip the students to apply logical procedures through planning and policies for tourism development in an area.

Course Contents:

1. **Introduction:** Tourism planning; Key players in tourism planning; Rationale for tourism planning; Approaches to tourism planning; Tourism development overview.
2. **Tourism Policy Making:** Tourism at the government level; Decision-making procedures; Governance of tourism plan; Zoning strategies in tourism plan; Land use planning.
3. **Planning Methods and Demand Forecasting:** Resource-based planning; Market share approach; Matching resources to the needs of the market; Demand change factors; Forecasting techniques for tourism demand; Tourism supply components.
4. **Planning for Particular Sectors and Groups:** Cultural and historical attractions; Heritage attractions; Outdoor recreation; Culinary tourism; Groups- women, ethnic groups, disabled, and youth.
5. **Tourism Planning for Destinations and Sites:** Sustainable planning process; Strategy formulation; Monitoring and evaluation of strategy; Marketing of destinations and sites; Carrying capacity for tourist sites.
6. **Community Approach to Tourism Planning:** Community participation models; Community participation process in planning; Role of community in delivering tourism products and services.
7. **Tourism Planning in Protected Area:** Successful protected area planning processes; Involving stakeholders; Managing conflict; Plan development and implementation.
8. **Tourism Policies in Bangladesh:** National Tourism Policy 1992 (Revised in 2010); SDGs and Tourism; Tourism Master Plan of Bangladesh; Bangladesh Delta Plan 2100.

Practical:

1. Preparation of zoning techniques for tourist sites
2. Land use planning procedure
3. Forecasting tourism demand and supply
4. Calculating carrying capacity for tourist sites
5. Conflict management techniques between communities, wildlife, and tourism activities

Recommended Text Books:

1. A.J. Veal. Leisure and Tourism Policy and Planning (2nd Edition), CABI Publishing, Cambridge, USA.
2. Eagles, Paul F.J., McCool, Stephen F. and Haynes, Christopher D.A. Sustainable Tourism in Protected Areas: Guidelines for Planning and Management. IUCN Gland, Switzerland and Cambridge, UK.

- M.A.H. Bhuiyan, Tourism Planning and development, National University, Gazipur: 1704, Bangladesh.

Course Code: 817105	Credits: 4	Class Hours:
Course Title:	Travel Agency and Tour Operations	

Course Objectives: This course will provide the understanding and practical knowledge to the students regarding tour packages and tour guides for conducting successful operations. Students will get the knowledge of how to set up a travel agency or manage a tour operator business. The course will enhance the student's confidence to become tourism entrepreneurs.

Course Contents:

- Introduction:** Definition; Emergence of Thomas Cook and American Express.
- Skills and Qualities:** Attitude; Listening skill; Skills in presenting and convincing; Dealing with difficult clients; Identifying clients' need; Handling client complaints.
- Setting Up Travel Agency:** Types of ownership; Bangladesh Travel Agencies (Registration and Control) Ordinance 2013.
- Functions of Travel Agent:** Basic Function; Different types; Task and responsibilities; Offered product and service; Travel information and counseling; Travel terminology.
- Tour Operations:** Types; Functions; Distribution system; Sales agent; Inbound, Outbound, and Domestic tour operator; Travel facilities management.; Bangladesh Tour Operator and Tour Guide (Registration and Management) Ordinance 2021.
- Package Tour Development:** Identify tourist spots and facilities; Various types of tourism suppliers; Itinerary planning; Cost evaluation; Marketing a tour; Group tour planning; Analysis of tour motivation and vacation decision.
- Tour Guide:** Definition; Types; Nature; Roles; Responsibilities; Qualities; Requirements; Techniques; Training.

Practical:

- Planing a package tour
- Preparation of tour itinerary and pricing
- Production of the tour brochure
- Role-playing as a tour guide

Recommended Text Books:

- Mohinder Chand, Travel Agency Management – An Introductory Text (2nd Edition), Anmol Publications, New Delhi, India.
- Jagmohan Negi, Travel Agency and Tour Operation - Concepts and Principles (2nd Edition), Kanishka Publishers, New Delhi, India.

Course Code: 817107	Credits: 4	Class Hours:
Course Title :	Front Office Operations	

Course Objectives: This course will provide essential knowledge on the front office department and its' essential activities in a hotel/resort. The theoretical knowledge and practical lessons learned from this course will equip the students to absorb them in their respective industries significantly.

Course Contents:

1. **Introduction:** Types of hotels, rooms, and guests; Guest cycle; Front office systems; Role of front office; Front office operations; Types of Front office outlets and their responsibilities; Front office documents; Property management systems.
2. **Front Office Operations:** Front-house operations; Back-house operations; Sections of the front office; Shift operations; Guest relation and service; Communication with internal departments.
3. **Reservation and Check-in Procedures:** Types of reservations; Reservation inquiry; availability and records; Reservation cancellation; Receiving and registration; Check-in procedure; Guest Folio; Control of check-in process; No show operation; Concierge; Bell desk.
4. **Check-out and account settlement:** Check-out options; Departure procedures; Update room status; Guest satisfaction survey; Control of check-out process; Verifying account information; Guest account settlement process.
5. **Evaluation operations:** Establishing room rate; Forecasting room availability; Control of received vouchers; Checking the room rates; Night audit process; reporting and control.
6. **Revenue Management:** Elements of revenue management; Measuring yield.

Practical:

1. Personal grooming and professional etiquette
2. Drawing of reservation format and registration format
3. Check-in procedure and check-out procedure
4. Preparation of guest folio and guest account card
5. Drawing of hotel voucher
6. Communicating with guest

Recommended Text Books:

1. Michael L. Kasavana and Richard M. Brooks, Managing Front Office Operations (8th Edition), American Hotel and Lodging Educational Institute.
2. James A. Bardi, Hotel Front Office Management (5th Edition), John Wiley & Sons, Inc.

Course Code: 817109	Credits: 4	Class Hours:
Course Title:	Event Management	

Course Objectives: This course will provide realistic skills and knowledge required to successfully plan an event, to use the right approaches and techniques to make an event successful. It will also help the students to know about marketing, management, and legal aspects of event management.

Course Contents:

1. **Introduction:** Definition, size, and types of events; Event team; Code of ethics; Concept and design of the Event., SWOT analysis.
2. **Legal Compliance:** Company Act; Liquor licensing; Performance standards; Stakeholder and official Bodies; Contracts.
3. **Promotion of Event Management:** Sponsorship; Branding, Advertising, Publicity, and Public relation.
4. **Core Management of the Event:** Financial management; Risk management; Crowd management.
5. **Managerial Functions in Event Management:** Planning; Protocol; Dress code; Staging; Staffing; Leadership; Management; Group development; Operation and logistics; Monitoring; Control and evaluation.
6. **Safety and Security:** Security; Occupational safety and health, Incident reporting.
7. **Organizing the Event:** Purpose; Venue; Timing; Guestlist; Invitations; Food & Beverage; Room dressing; Equipment; Guests and speakers; Podium; Exhibition.
8. **Media Tools:** Media invitations; Press releases; Photography; TV spots; Radio; Interviews; Use of social media.

Practical:

1. Preparing event proposal
2. Program Schedule
3. Production of invitation card
4. Preparing a press release
5. Making content for electronic and print media

Recommended Text Books:

1. Lynn Van Der Wagen and Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events (2nd Edition), Pearson, India.
2. Donald Getz, Event studies: Theory, Research and Policy for Planned Events (4th Edition), Routledge.

Second Semester

Course Code: 827111	Credits: 4	Class Hours:
Course Title:	Tourism and Travel Entrepreneurship	

Course Objectives: This course aims to provide a sound knowledge of entrepreneurship in the field of tourism and the travel industry. Upon completion of this course, students will be able to initiate and operate a tourism and travel business venture.

Course Contents:

1. **Introduction:** Entrepreneurship- definition, types, elements; Features of an entrepreneurial firm; Entrepreneurs- definition, categories, characteristics; Factors affecting entrepreneurial growth.
2. **Creativity, Innovation and Entrepreneurship:** Creativity-definition, innate or learned, idea generation; Creativity and entrepreneurship; Identifying opportunities; Innovation; Innovative tourism and travel business.
3. **Small and Medium Enterprise:** Definition; Role; Importance; Growth; Problems; SME loans.
4. **Business Planning:** Mission statement, Objectives and actions; Products and services; Competitors; Local environment; Competitive business strategy; Forecasting results.
5. **Entrepreneurial Initiative:** Steps, Rules, and Regulations; Different types of documents; Bangladesh Travel Agencies (Registration and Control) Ordinance 2013.
6. **Financing Small Business:** Sources of Finance; Capital Structure; Term Loans; Short-Term Loan; Venture Capital.

Practical:

1. Preparation of tourism business plan
2. Preparation of necessary business documents (i. e. Trade License, Deed)
3. Piloting the Business Plan

Recommended Text Books:

1. Alison Morrison, Mike Rimmington, Claire Williams, Entrepreneurship in the Hospitality, Tourism and Leisure Industries (3rd Edition), Elsevier Ltd.
2. Darren Lee-Ross, Conrad Lashley, Entrepreneurship and Small Business Management in the Hospitality Industry (2nd Edition), Elsevier Ltd.

Course Code: 827113	Credits: 4	Class Hours:
Course Title:	Tourist Spot Management	

Course Objectives: The objective of the course is to conceptualize the fundamentals and essential requirements for tourist spot management and development. The theoretical knowledge and practical experiences learned in the course will assist students to manage every tourist spot distinctively.

Course Contents:

1. **Introduction:** Definition and objective of a tourist spot, Types of tourist spots, Managing a tourist spot, Difference between destination and tourist spot.
2. **The emergence of Tourist spot uniqueness:** Types of product, service, amenity, and facility in a tourist spot, Tourist product attractiveness- travel choice behavior, variables for spot choice, spot service, and tourist satisfaction.
3. **Strategic Planning of a Tourist Spot:** Demand analysis, Analysis of carrying capacity, Prerequisite of Planning for a tourist spot management, Strategic planning for a tourist spot management.
4. **Strategic Management of a Tourist Spot:** Synthesis of a tourist spot, Tourist amenities, and facilities, Dimensions for tourist spot management, Community acceptance and participation, infrastructural requirements, environmental impact, Implementation of the plan.
5. **Tourist Spot Development:** Maintenance of existing products, services, amenities, and facilities in a tourist spot, New product, service, facility and amenity development, Spot attractiveness and competitiveness, Challenges for spot development.
6. **Marketing for tourist spot:** Marketing planning process, Service marketing mix, Spot maturation, and market changer, the Life cycle of tourist spot and marketing, Integrated marketing communication.
7. **Spot development policy:** Reviewing tourist spot resources, Tourism policy paradigm, Government intervention on investment, maintenance and development, Regulations for the operations and maintenance, Policymaking, and legal protection.

Practical:

1. Tourist spot visit and SWOT analysis
2. Assessment of the existing spot management
3. Sustainable tourist spot management proposal

Recommended Text Book:

1. Krishan K. Kamra. Managing Tourist Destination (2nd Edition), Kanishka Publishing House.
2. Alastair M. Morrison. Marketing and Managing Tourism Destination (2nd Edition), Taylor and Francis.

Course Code: 827115	Credits: 4	Class Hours:
Course Title:	Computerized Reservation System (CRS) & E-ticketing	

Course Objectives: This course is aiming to introduce students to widely used computer-based reservation systems. Upon completion of this course, students will be able to book tickets through the Global Distribution System effectively and efficiently.

Course Contents:

- 1. Introduction:** History of civil aviation; Use of manuals TIM; OAG; ABC world airway.
- 2. Air Traffic and Conventions:** Chicago and Warsaw convention; Freedoms of Air/Air Traffic Freedom; Bilateral agreements/Air Transport Agreement; IATA areas of the world; IATA global indicators; Anatomy of the journey.
- 3. Air Fares and Ticketing:** Maximum Permitted Mileage (MPM); Ticketed Point Miles (TPM); Extra Mileage Allowance (EMA); Extra Mileage Surcharge (EMS); Higher Intermediate Point (HIP); Back-haul fare.
- 4. Fare Calculation:** Fare calculation rules; Fare construction terminology; Fare construction with IATA /UFTAA; Formula normal fares; Net fares; BSP (Billing and Settlement Plan).
- 5. Types of Journeys:** One-way; Round trip; Circle trip; The RT, Open Jaw and CT fare construction formula; Tax references; Children and infant and minor passengers; Unaccompanied passenger (UM); Passenger with Reduced Mobility (PRM).
- 6. Travel Documents:** Different types of travel documents; Travel insurance and compensation; Travel industry compensation fund.
- 7. Global Distributions System:** Types of CRS- Amadeus, Galileo, Sabre, and World Span; Encoding and Decoding; Neutral availability; Return availability; Waitlisted and ARNK Segments; Ticketing element; Building a PNR; Docs; APIS (Advance Passenger Information System).

Practical:

1. Amadeus/Galileo Software for reservation
2. Calculation of airfares

Recommended Text Books:

1. Mohinder, C., Travel Agency Management: An Introductory Text (2nd Edition), New Delhi: Anmol Publications Pvt. Ltd.
2. Syrratt, G., Manual of Travel Agency Practice (3rd Edition), Elsevier.
3. Amadeus/Galileo Training Manual

Course Code: 827117	Credits: 4	Class Hours:
Course Title:	HRM and Marketing in Tourism and Travel Management	

Course Objectives: This course will enable the learners to gain both theoretical and hands-on knowledge regarding the identification of tourist needs, design and delivery of products, brand development, promotional strategies, pricing policy, and longtime tourist relationship. This course also provides applied knowledge in human resource management to operate tourism and travel organizations.

Course Contents:

1. **HR Policy and Planning:** HR Policy- Significance, Features, Preparing, Maintaining, disseminating; HR Planning- Strategic planning, HR planning process, Factors in preparing HR plan.
2. **Recruitment and Selection:** Definition and objectives of recruitment; Basic recruitment philosophies; Alternative to recruitment; Major sources of recruitment; Selection process; Barriers to effective selection.
3. **Training and Development:** Identifying training needs; Planning training programs; Conducting training; Evaluating training.
4. **Employee Compensation Plan:** Purposes; Features; Methods; Wage and salary administration; Fringe Benefits- Objectives, Types; Rewards- Quality of effective rewards, Benefits, Services.
5. **Tourism Marketing:** Tourist market; Tourist Behavior- Factors, Psychological process, Buying decision process, Post-purchase behavior; Market Research- Components, Micro and macro environment of tourism, Marketing research process.
6. **Tourism Products and Services:** Product and service differentiation; Designing the products and services; Market segmentation; Targeting and positioning strategies; Product life cycle; New product development; Distribution channel.
7. **Promotional Programs:** Promotion- Elements, Promotional mix, Promotional channel; Marketing Plan- Purpose, Environmental analysis, Development of a plan; Application of digital marketing in tourism; Brand Development- Definition, Challenges and opportunities, Brand decision, Strategic brand building process.
8. **Pricing Program:** Understanding the pricing; Tourist psychology and pricing; Factors in pricing policy, Pricing strategy, Apply different pricing.

Practical:

1. Preparation of a social media marketing plan for a Travel Agency
2. Writing a sales pitch for a corporate package tour program
3. Brand building for a new tourist spot
4. Preparing a job circular for the post of 'Executive' in a Travel Agency
5. Making a training plan for newly appointed executives (Tour Operators/ Travel Agencies/Airlines)

Recommended Text Book:

1. P. Kotlar, J. T. Bowen and J.C. Makens, Marketing for Hospitality & Tourism (5th Edition), Prentice-Hall.
2. William B. Werther, Jr. and Keith Davis, Human Resource and Personnel Management (7th Edition), McGraw-Hill.
3. S.R. Hasan, M.A.H. Bhuiyan, and A. Siddiqua, Tourism & Hospitality Marketing, National University, Gazipur: 1704, Bangladesh.

Course Code: 827118	Credits: 4	Class Hours:
Course Title:	Internship/Industry Attachment and Viva-Voce	