

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of BBA(Travel & Tourism Management)**  
**(Effective for 2021-2022 Admission Session)**  
**Choice Based Credit System**  
**140 Credit (3-Year UG)**

**SEM-6**

	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
	CC	BBA (TTM)-601	ICT & E-Tourism	5	1		6
		BBA(TTM)-602	Travel Preparation, Safety and Wellness	5	1		6
	DSE		<u>Specialization Paper-II*</u>	5	1		6
		BBA(TTM)-603A	Travel Agency & Tour Operation Management II Or				
		BBA (TTM)-603 B	MICE Management II Or				
		BBA (TTM)-603 C	Airline & Cargo Management II				
		BBA (TTM)-694	Dissertation (Post Industrial Training)##		1	5	6
							24

## (Students have to engage in a full-length project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged wherever possible.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva.

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**BBA TTM 601: ICT & E-Tourism**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

After completing this course, students will be able to:

- 1) CO 1: Demonstrate a good understanding of origins and basic layout of computers along with its influence on society and tourism industry.
- 2) CO 2: Illustrate E-Tourism and its strategies.
- 3) CO 3: Demonstrate technology used in tourism and marketing.
- 4) CO 4: Explain the utilization of the advancement in information technology in tourism business.

Module Number	Content	Total Hours
M 1	Digital Tourism Enterprise: Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business. Introduction to Information Technology: Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) - Electronic Data Interchange (EDI) - Tourism Websites and design principles - E-tourism - E-marketing - E-commerce - M-commerce.	10
M 2	Information System for Tourism Management Decision Support - Concept of Database Management Systems - Concept of Relational Database Management Systems, Digital Marketing & Social Media Marketing for tourism: Concept, Functions & Process, Search engines--optimization and search engine advertising, Social Media Campaign Process and Measure Social Media Performance.	10
M 3	Digital Tourist: Online Consumer Behaviour – Consumer decision journey and Marketing funnel – Value of online communities, user-generated content– Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making.	10
M 4	Role of ICT in tourism; innovative concepts of ICT in tourism: Computer Reservation System (CRS), Global Distribution System (GDS), Destination Management System (DMS), E-payment, GIS application in tourism planning, Knowledge-based software, Online word of mouth (WOM) monitoring, Personalization software, Video conferencing, Virtual reality and web casting	10
M 5	E-tourism, e-mediaries: airlines, hotels, destinations, switch companies, travel agencies, last minute bookings, portals, news media, auction sites; Advantages and Disadvantages of ICT in Tourism.	10
M 6	Application of ICT systems in Tourism and advantages - Travel and Tourism Information Systems - Online Reservation Systems for Air, Rail, Road, Hotel - Concepts of Supply Chain Management (SCM) - Customer Relationship Management (CRM) - Business	10

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	process reengineering (BPR) - Bank Settlement Plan (BSP). Delivering e-value to Customers –Major case studies.	
		<b>60</b>

**Suggested Books:**

1. Peter O'Connor, Electronic Information Distribution in Tourism and Hospitality; CABI Publishing; Illustrated edition
2. Robson Wendy, Strategic Management and Information Systems; Financial Times Management
3. Pierre Benckendorff, Zheng Xiang, Pauline, Sheldon; Tourism Information Technology (CABI Tourism Texts); CABI Publishing;
4. Egger, R. and D. Buhalis, E-tourism case studies: management and marketing issues; Routledge
5. Laudon, K.C & Laudon, Jane P. Management Information System; Pearson Education
6. Kishore, Swapna and Naik Rajesh, SQL for Professional; McGraw Hill Education

**BBA TTM 602: Travel Preparation, Safety and Wellness**  
**Total Credit: 6**

**Total hours of lectures: 60 hours**

After completing this course, students will be able to:

- 1) CO 1: Explain the fundamentals of recreation and leisure.
- 2) CO 2: Choose the programming of recreation and leisure services.
- 3) CO 3: Illustrate the link between leisure, recreation & tourism as well as Post-COVID tourism scenario and protocols.
- 4) CO 4: Demonstrate the linkage between lifestyle, and tourism as well as explore the future of health and wellness tourism.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Travel Preparation: The basics of preparation, planning, documentation, and insurance. Travel motivation and choice, special groups and special needs, recreation resources.	10
M 2	Leisure and recreation, link between leisure, recreation, tourism and resource management, contemporary recreation concepts. Tourism and the environment, planning for travel and recreation in the Post-COVID changing world.	10
M 3	Definitions, and scope of Health and Wellness Tourism, Relationship between Leisure, lifestyle, and tourism, Travel Health & Prevention.	10
M 4	The growing Yoga & wellness community and How Yoga & wellness are becoming a lifestyle product including tourism activities, Staying Safe during travel Medical & Health tourism in	10

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	India, The future and challenges of health and wellness tourism.	
M 5	Consumer Protection Act and Tourism. MRTP Act applicable to tourism as consumers,Cultural Competence & Ethics: Convention concerning the Protection of the World Cultural and Natural Heritage 1972, UNESCO.	10
M 6	Ethics in Tourism, Tourism Code of Conduct,Five Freedom Agreement Do's and Don'ts in Tourism. Responsibilities of all the stake holders of Tourism	10
		<b>60</b>

**Suggested Books:**

1. Rodriguez de la Vega, Lía, Toscano, Walter N.; Handbook of Leisure, Physical Activity, Sports, Recreation and Quality of Life; Springer
2. John J. Pigram and John M. Jenkins; Outdoor Recreation Management; Routledge
3. Alan Jubenville; Outdoor Recreation Management Theory and Application;Venture Pub
4. Melanie Smith László Puczkó; Health and Wellness Tourism;Butterworth-Heinemann
5. Marta Peris-Ortiz and José Álvarez-García; Health and Wellness Tourism: Emergence of a New Market Segment; Springer
6. Tyler Tapps & Mary Wells; Introduction to Recreation and Leisure; Human kinetics

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**BBA TTM 603 A: Travel Agency & Tour Operation Management II**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

After completing this course, students will be able to:

- 1) CO 1: Recall & experiment with the concept of tour package and other aspects as well as develop concept and ideas about brochure designing.
- 2) CO 2: Illustrate the concepts of tour guiding & develop skills for effective tour guiding techniques.
- 3) CO 3: Demonstrate the techniques of visitor interpretation.
- 4) CO 4: Explain applicable various laws, consumer services & complain handling techniques.

Module Number	Content	Total Hours
M 1	Definition-Types-Forms and Components of Package Tour; Advantages and Disadvantages of Package Tour; Negotiation of Package Tour; Promotion of Tour Operation: Mix and Media; Types of media and their selection criteria.	10
M 2	Meaning, concepts in guiding, Golden rules of guiding, Difference between guide & escort, Skills, responsibilities of guides, escorts. Personal Hygiene, Grooming and etiquette Qualities of an ideal tour guide.	10
M 3	Services of Travel Agency and Tour Operation– Liasoning, Counseling, Organizing & Distributing. Travel Service distribution: Types, techniques, automated Sales, Global Distribution System (GDS).	10
M 4	Opportunity scanning and identification, Market assessment orientation, market demand analysis, analysis of competitive situation, understanding trade practices	10
M 5	Tour Brochures: Meaning and importance of brochure. Designing the Tour Brochures, Presentation Skills, key aspect of tour brochure, Tour brochure checklist, Components of a brochure; trends towards smaller, specialist brochures; Tour brochure price quotation. E-brochures and web promotion.	10
M 6	Consumer protection law and Competition act applicable to the tourist as consumers. Master Key on customer care/client handling and master key proposed by WATA and ASTA. Customer service and Technology, phonetic alphabet, Client complaint handling.	10
		<b>60</b>

**Suggested Books:**

1. D.L. Foster; The Business of Travel agency Operation & Administration: Glencoe/McGraw-Hill Post-Secondary
2. S.K. Swain and J. M. Mishra; Tourism: Principles and Practices: Oxford University Press
3. J.M.S. Negi; Travel Agency & Tour Operations: Concepts & Principles; Kanishka Publishing House;

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4. Chand, M.; Travel Agency Management: An Introductory Text: Anmol Publications Pvt Ltd
5. Syrratt, G. and Archer J; Manual of Travel Agency Practice; A Butterworth-Heinemann Title
6. Holloway, J.C; The Business of Tourism; Pearson Education

**BBA TTM 603 B: MICE Management II**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

After completing this course, students will be able to:

- 1) CO 1: Extend familiarization with several aspects in MICE management.
- 2) CO 2: Demonstrate budgetary issues of MICE management.
- 3) CO 3: Outline some of the key marketing issues of MICE management as well as illustrate some major advertising techniques which organizers can utilize.
- 4) CO 4: Classify different pattern of demand & supply in MICE tourism.

Module Number	Content	Total Hours
M 1	Major aspects of the development and management of MICE tourism. The physical infrastructure and how it is designed and constructed, including convention centres, hotels and airports.	10
M 2	Macro-environment in which MICE tourism organizations operate. Economic, social, and environmental impacts of MICE tourism.	10
M 3	Incentive travel business, Environmental Forces Affecting the Incentive Travel Business, current and future most popular incentive travel destinations, products and services related to the incentive travel industry.	10
M 4	Components of budgeting – Computer Graphics, Teleconferencing, Recording and Publishing Proceedings – marketing techniques.	10
M 5	MICE tourism components, Marketing of MICE tourism. MICE tourism in terms of segmentation, Application of the marketing mix to MICE tourism, as well as other marketing concepts such as brand loyalty, segmentation, and relationship marketing.	10
M 6	The different pattern of demand. The supply side of MICE tourism, professional bodies and the trade media. Quality and customer satisfaction in business travel and tourism.	10
		<b>60</b>

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**Suggested Books:**

1. John Swarbrooke and Susan Horner; Business Travel and Tourism; Taylor & Francis
2. Shannon Kilkenny; The Complete Guide to Successful Event Planning; Atlantic
3. Doug Matthews; Special Event Production: The Process; Routledge
4. Saget Allison; The Event Marketing Handbook; CreateSpace Independent Publishing Platform
5. Mark Sonder; Event Entertainment and Production; Wiley & Sons, Inc
6. Cheryl Kimball: Start Your Own Event Planning Business: Your Step-by-Step Guide to Success; Entrepreneur Press.

**BBA TTM 603 C: Airline & Cargo Management II**

**Total Credit: 6**

**Total hours of lectures: 60 hours**

After completing this course, students will be able to:

- 1) CO 1: Explain different formalities basics of flight principles.
- 2) CO 2: Demonstrate Global Distribution Systems (GDS) and acquire skills in airline reservation system.
- 3) CO 3: Illustrate about documents in Air cargo & analyze the terms Cargo manifesto.
- 4) CO 4: Summarize the legislation regarding Cargo Insurance & documentations.

Module Number	Content	Total Hours
M 1	Special promotional fares – types, IATA standard condition principles, interpreting validity conditions, establishing seasonality and day of week, transfers and stopovers.	10
M 2	IATA normal and special fares, Billing and Settlement Plan (BSP) - aims, advantages of BSP to travel organization, Global Distribution System (GDS)	10
M 3	Serving the Airline Customer: meaning of customer service, customer service skills, communicating with customer: verbal and non-verbal communication, new technology to serve airline customer, handling difficult customer.	10
M 4	Acceptance and Dispatch of Air Cargo, Cargo Handling, Airway Bill, Transportation Charges of Air Cargo, Cargo Automation, Carriage by Air Act, 1972.	10
M 5	Shipping Cargo and Charter Parties, Seaway Bill, Carriage of Goods by Sea and Multimodal Transport Indian Legislation, Logistics in Shipping, Risk Management	10
M 6	Ocean Freight Forwarding: Information Flow - Advanced Scientific shipment planning –Advanced learning in Bills of Lading - Sea Way bill - Combined transport - Release of cargo - Cross Trade & Documentation - Shipping Sales – Leads – Quotations – Customer Service - Conditions of Contract – Managing Key Accounts –	10

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	Trade Lane Development – Consortium.	
		<b>60</b>

**Suggested Books:**

1. IATA Training Manual Foundation Course
2. R. Doganis; Airport Business; Routledge;
3. Senguttuvan, P.S.; Fundamentals of Air Transport Management: Excel Books;
4. Michael Sales; Air Cargo Management; Routledge
5. Joemon Pappachan (Editor), Babu P (Author); Introduction to Air Cargo Management: - an illustrative reference material for beginners; Independently Published
6. Yoon Seok Chang; Air Cargo Management; CRC Press