

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA in Travel and Tourism Management
Effective from academic session 2023-24

Programme Objective

- To provide students with a comprehensive understanding of the travel and tourism industry, its various sectors, and their interrelationships.
- To develop students' knowledge and skills in key areas such as tourism marketing, destination management, hospitality operations, and travel planning.
- To foster critical thinking and problem-solving abilities to address challenges and emerging trends in the travel and tourism industry.
- To equip students with the necessary tools and techniques to effectively manage and lead tourism organizations, including sustainable tourism practices.
- To enhance students' cultural sensitivity and cross-cultural communication skills to cater to diverse populations and provide quality service to travelers.

Graduate Attributes in BBA in Travel and Tourism Management

The graduate attributes in BBA in Travel and Tourism Management are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a BBA in Travel and Tourism Management graduate will be able to demonstrate through learning various courses are listed below:

a. Disciplinary Knowledge

Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of the Travel and Tourism Management.

b. Communication skills

- i. Ability to communicate long standing unsolved problems in Travel and Tourism Management;
- ii. Ability to show the importance of Travel and Tourism Management as precursor to various travels and allied domains.

c. Critical Thinking

- i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of Travel and Tourism Management and relevant domains;
- ii. Ability to examine the results and apply them to various problems appearing in different branches of Travel and Tourism Management.

d. Problem solving

- i. Capability to deduce a travel and tourism and associate problem and apply the classroom learning into practice to offer a solution for the same.
- ii. Capabilities to analyze and synthesize data and derive inferences for valid conclusion;
- iii. Able to comprehend solutions to sustain problems originating in the travel and tourism and allied affairs.

e. Research Related Skills

- i. Ability to search for, locate, extract, organize, evaluate, and use or present information that is relevant to a particular topic;
- ii. Ability to identify the developments in various branches of Commerce and Business.

f. Information and Communication Technology (ICT) digital literacy

Capability to use various technical ICT tools (like spreadsheet, PowerPoint) for exploring, analysis, and using the information for analytical purposes and demonstration as well as presentation.

g. Self-directed Learning

Capability to work independently in diverse projects and ensure detailed study of various facets of Travel and Tourism.

h. Moral and Ethical Awareness/Reasoning

- i. Ability to ascertain unethical behaviour, falsification, and manipulation of information;
- ii. Ability to manage self and various social systems.

i. Lifelong learning

Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Sports.

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Programme Learning Outcomes of BBA in Travel and Tourism Management

- PLO 1 To acquire a deemed knowledge and a comprehensive understanding of the selected disciplinary or interdisciplinary spheres of study in much border canvas of context, their various domains of learning, their relevant connections with the fields of study and the recent growth and expansion linked with the selected disciplinary/interdisciplinary spheres of study.
- PLO 2 The necessity for procuring knowledge connected to practice profession and procedure for the sake of executing highly skilled tasks corresponding to the chosen areas of learning, enshrining knowledge needed for creating self-employment steps, and knowledge with a proper mental faculty indispensable for entrepreneurship comprising the chief elements of the creation of enterprise, improved product growth or a novel setup of organization.
- PLO 3 To develop the skills in the domains pertaining to specialization in the particular disciplinary or interdisciplinary spheres of learning in a comprehensive multidisciplinary canvas including a broad range of practical skills and updates, with unfixed routine and non-routine references corresponding to the particular areas of learning.
- PLO 4 To harness the capability to extract the best from what has been imbibed, learnt, transfigure the concepts the practical situations and make a relevant application gained competencies in novel contexts rather than simply replicate the curriculum-based knowledge to create remedies to particular problems.
- PLO 5 Upon completion of the course, students will be able to demonstrate a comprehensive understanding of the travel and tourism industry, including its historical development, current trends, and future prospects.
- PLO 6 Students will be able to analyse and evaluate the impacts of tourism on destinations, economies, and communities, and propose strategies for sustainable tourism development.
- PLO 7 Students will acquire practical skills in tourism marketing, including market research, segmentation, branding, and promotional strategies, to effectively attract and retain tourists.
- PLO 8 Upon completion of the course, students will have the ability to design and manage travel itineraries, considering factors such as transportation, accommodation, attractions, and customer preferences.
- PLO 9 Students will develop cross-cultural communication skills, enabling them to provide excellent customer service to diverse groups of travelers, understand and respect different cultural norms, and handle challenging situations professionally.

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Programme Outcomes for Core Courses

	Programme Outcomes	DS C-1	DS C-2	DS C-3	DS C-4	DS C-5	DS C-6	DS C-7	DS C-8	DS C-9	DS C-10	DS C-11	DS C-12	DS C-13	DS C-14	DS C-15	DS C-16	DS C-17	DS C-18	DS C-19
1	Values for life and character building	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Disciplinary knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Communication skills	✓	✓		✓		✓		✓	✓	✓	✓		✓	✓	✓				✓
4	Critical thinking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Problem Solving	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	Analytical Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7	Research related skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8	Cooperation/ Teamwork	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9	Scientific Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
10	Reflective Thinking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
11	Information /Digital Literacy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
12	Self-directed Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
13	Moral and Ethical Awareness/ Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
14	Leadership Readiness/Qualities	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
15	Lifelong learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
16	Professional Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Legend: DSC-1: Tourism Principles & Practices; DSC-2: Tourism Geography; DSC-3: Tourism Law and Ethics; DSC-4: Tourism Marketing; DSC-5: Tourism Economics; DSC-6: Tourism Products; DSC-7: Accounts & Finance for Tourism; DSC-8: Introduction to Hotel Operations; DSC-9: Field Trip & Report Writing; DSC-10: Travel Agency & Tour Operation Management; DSC-11: ICT & E-Tourism; DSC-12: Tourism Organization and Travel Documentation; DSC-13: Tourism Planning and Policy; DSC-14: Entrepreneurship in Tourism; DSC-15: Eco Tourism; DSC-16: Tour Package Operation; DSC-17: Research Methodology; DSC-18: International Tourism; DSC-19: Transport In Travel & Tourism.

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Semester I

Detailed Syllabus

BBA in Travel and Tourism Management	
Course: Tourism Principles & Practices	
Course Code: BBATTMC101	Semester: I
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 4	End semester Exam: 70
Tutorial:1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective	
1	To provide students with a comprehensive understanding of the principles and practices of tourism	
2	To familiarize students with the various types and forms of tourism and their significance in the global context.	
3	To analyse the factors influencing tourism demand and supply and their impact on the industry.	
4	To introduce students to important tourism organizations and their roles in the development and promotion of tourism	
5	To examine the impacts of tourism on destinations and identify future trends in the tourism industry.	
	Course Outcomes	Mapped module/Unit
CO 1	Demonstrate a clear understanding of the concepts, definitions, and historical development of tourism.	U1
CO 2	Identify and differentiate between various types and forms of tourism and their significance in different contexts.	U1, U2
CO 3	Analyse and evaluate the factors influencing tourism demand and supply.	U1, U3
CO 4	Understand the roles and functions of key tourism organizations at the national and international levels.	U4
CO 5	Assess the economic, socio-cultural, and environmental impacts of tourism on destinations and anticipate future trends in the industry.	U5

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Learning Outcome/ Skills:

The candidate will be able to focus on the fundamentals of tourism and its nature category the motivational aspect and the organisational sphere that has a considerable impact on the destination travelled. Learning the basic principles of tourism will help the candidate further to have a deep insight into this vast area.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	15	1	NA
U2	11	20	1, 2	NA
U3	16	30	1, 2	NA
U4	12	15	1, 2	NA
U5	11	20	1, 2	NA
	60	100%		

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Semester I

Detailed Syllabus

Course Code:	BBATTMC101	
Course:	Tourism Principles & Practices	Credits: 4L+1T
Contents		
Chapter	Name of the Topic	Hours
UNIT I	Tourism: concepts, definitions and historical development. Types of tourists: tourist, traveller, excursionists Forms of tourism: inbound, outbound, domestic and international.	10
UNIT II	Nature and forms of Travel/Tourism Characteristics and components of tourism industry Push-pull factors in Tourism.	11
UNIT III	Motivation for travel- basic travel motivators, early travel motivators. Tourism Demand Motivation of Tourism Demand Measuring Tourism Demand Pattern and characteristic of tourism supply Factors influencing tourism demand and supply.	16
UNIT IV	Organizations in tourism National Tourist Organizations Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, ITDC Seasonality & tourism	12
UNIT V	Impacts of tourism at the destination Its impact: socio-cultural, environmental and economic Factors affecting the future of tourism business Sociology of tourism.	11
	Total:	60

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List of Books

Sr. No.	Name of Author	Title of the BOOK
1	Dr.N.Subramanian and Dr. G. Jayapalan	"Tourism: Principles and Practice"
2	Dr. R. C. Dutt and Dr. B. S. Bhatia	"Tourism Management: Principles, Practices, Philosophies"
3	Sampad Kumar Swain, OXFORD University Press	Tourism - Principles, Practices
4	C. R. Goeldner, J.R. B. Ritchie, Wiley	Tourism Principles, Practices &Philosophies
5	A.K.Bhatia	Introduction to Tourism

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Semester I

Detailed Syllabus

BBA in Travel and Tourism Management	
Course: Tourism Geography	
Course Code: BBATTMC102	Semester: I
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical:0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective	
1	To introduce students to the discipline of tourism geography and its relevance in understanding tourism phenomena.	
2	To provide an understanding of the relationship between geography and tourism and the role of physical geography in shaping tourism destinations.	
3	To familiarize students with the major tourist circuits in India and the unique geographical features of different regions around the world.	
4	To explore the cultural and economic aspects of tourism geography and their impacts on host communities and economies.	
5	To analyse case studies and develop a comprehensive knowledge of tourism geography in different regions and its implications.	
	Course Outcomes	Mapped module/Unit
CO 1	Understand the scope and importance of tourism geography and its relationship with the tourism industry.	U1
CO 2	Analyse the influence of physical geography, including landforms, climate, and natural resources, on tourism development.	U1, U2
CO 3	Identify and assess major tourist circuits in India and understand the geographical features and attractions of different regions worldwide.	U1, U3
CO 4	Evaluate the socio-cultural impacts of tourism and its interactions with cultural geography, as well as the economic significance of tourism.	U4
CO 5	Develop a comprehensive understanding of tourism geography through case studies and gain insights into its implications for destinations and communities.	U5

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Learning Outcome/Skills:

The candidate will be able to acquire a comprehensive knowledge on the different domains of tourism geography the landmarks the major tourist spots, the different regions and the social economical and socio-cultural influence on Geography and its related tourism area. The knowledge will prove to be highly beneficial for the candidate as he will enter the professional field.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	10	1, 2	NA
U2	14	30	1, 2	NA
U3	15	25	1, 2, 3	NA
U4	11	20	1, 2, 3	NA
U5	10	15	1, 2, 3	NA
	60	100%		

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Semester I

Detailed Syllabus

Course Code:	BBATTMC102	
Course:	TOURISM GEOGRAPHY	Credits: 4L+1T
Contents		
Chapter	Name of the Topic	Hours
UNIT I	Introduction to Tourism Geography Overview of tourism geography as a discipline Definition, scope, and importance of tourism geography Relationship between geography and tourism Understanding Latitude and Longitude The International Date Line IATA geography	10
UNIT II	Physical Geography and Tourism Introduction to physical geography and its relevance to tourism Landforms and their impact on tourism development in India Climate and weather patterns and their influence on tourism destinations Natural resources and their role in tourism activities Case studies on the impact of physical geography on tourism (e.g., coastal tourism, mountain tourism)	14
UNIT III	Tourism Network and Major Tourist Circuits in India Tourism Network - Map of India Major Tourist Circuits in India Case Studies of Selected Indian States: Rajasthan Kerala West Bengal Uttarakhand (formerly Uttaranchal)	15
UNIT IV	Tourism Geography of Different Regions Overview of major tourist attractions and destinations around the world Exploration of tourism geography in different continents (North America, South America, Europe, Asia, Africa, Australasia) Examination of unique geographical features and their impact on tourism in each region Case studies of selected countries and their tourism geography (e.g., Brazil, Italy, Thailand, South Africa)	11
UNIT V	Cultural and economic Geography and Tourism Introduction to cultural geography and its significance in tourism Socio-cultural impacts of tourism on host communities Case studies highlighting the interaction between cultural geography and tourism (e.g., heritage tourism, religious tourism) Understanding the relationship between economic geography and tourism Tourism as an economic activity and its contribution to local and national economies Case studies on the economic impacts of tourism (e.g., tourism in developing countries, special economic zones)	10
TOTAL		60

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List of Books

Sl. No.	Name of Author	Title of the Book
1	Stephen Williams and Peter Shaw	"Tourism Geography: A New Synthesis"
2	Y. H. Hui and K. Chon.	"Geography of Tourism: Image, Impacts, and Issues"
3	Tourism Geography: Critical Understandings of Place, space, and Experience"	C. Michael Hall and Stephen J. Page
4	Manish A. Desai and K.R. Gupta	"Geography of Tourism in India"

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Semester II
Detailed Syllabus

BBA in Travel and Tourism Management	
Course: Tourism Law and Ethics	
Course Code: BBATTMC201	Semester: II
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit:5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective	
1	To introduce students to the concepts and scope of tourism law and ethics.	
2	To emphasize the importance of legal and ethical considerations in the tourism industry.	
3	To familiarize students with key legal frameworks and ethical principles relevant to tourism.	
4	To provide an understanding of the legal aspects of tourism operations, including business management and intellectual property rights.	
5	To explore the contractual and liability issues in tourism and the regulatory frameworks governing the industry.	
	Course Outcomes	Mapped module/Unit
CO 1	Understand the definition and scope of tourism law and ethics and their significance in the tourism industry.	U1
CO 2	Identify and analyse the key legal structures, regulations, and ethical principles applicable to tourism businesses.	U1, U2
CO 3	Demonstrate knowledge of the legal aspects of tourism operations, including enterprise formation and management, intellectual property rights, and employment law.	U2, U3
CO 4	Comprehend the types of contracts, liability issues, and risk management in the tourism context.	U1, U4
CO 5	Evaluate the role of government, international organizations, and regulations in tourism, and demonstrate an understanding of ethical considerations, responsible tourism practices, and community engagement	U5

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Learning Outcome/Skills:

The candidate will be able to acquire a good amount of knowledge on the law and ethics of the tourism industry and the respective of legal aspects contracts and liability, regularity frameworks, ethics and responsibility in the tourism industry. It is important for the candidate to know the nitty gritty of the rules and regulations set for the tourism industry to be followed as much as practicable.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	6	10	1, 2	NA
U2	14	25	1, 2	NA
U3	14	25	1, 2	NA
U4	12	15	1, 2	NA
U5	14	25	1, 2	NA
	60	100%		

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Semester II

Detailed Syllabus

Course Code:	BBATTMC201	
Course:	Tourism Law and Ethics	Credits: 4L+1T
Contents		
Chapter	Name of the topic	Hours
Unit I	Introduction to Tourism Law and Ethics Definition and scope of tourism law and ethics Importance of legal and ethical considerations in the tourism industry Overview of key legal frameworks and ethical principles	6
Unit II	Legal Aspects of Tourism Operations Legal structures and regulations governing tourism businesses Formation and management of tourism enterprises Intellectual property rights and licensing in the tourism sector Employment law and labour relations in the tourism industry	14
Unit III	Contracts and Liability in Tourism Types of contracts in tourism: accommodation, transportation, tour packages Contractual obligations and rights of tourists and tourism providers Liability issues in tourism: negligence, accidents, and compensation Insurance and risk management in the tourism context	14
Unit IV	Regulatory Frameworks in Tourism Role of government and international organizations in regulating tourism Environmental regulations and sustainability in tourism Consumer protection and tourism laws Destination management and planning regulations	12
Unit V	Ethics and Responsible Tourism Ethical considerations in tourism: cultural sensitivity, human rights, and animal welfare Sustainable tourism practices and responsible tourism initiatives Community engagement and socio-cultural impacts of tourism Ethical decision-making and stakeholder management in tourism	14
	TOTAL	60

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List of Books

Name of Author	Title of the Book
Stefan Gössling and Michael Hall	"Tourism Law"
John R. Walker and John G. Jafari	Legal Aspects of Hospitality, Tourism, and Leisure Industries
Joseph Weber and William H. Glazer	Law and Ethics in Global Business: How to Integrate Law and Ethics into Corporate Governance Around the World
Allan Beaver	Tourism and the Law: Principles to Practice
David A. Fennell	Tourism Ethics

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Semester II

Detailed Syllabus

BBA in Travel and Tourism Management		
Course: Tourism Marketing		
Course Code: BBATTMC202	Semester: II	
		Maximum Marks: 100
Teaching Scheme	Examination Scheme	
Lecture: 4	End semester Exam: 70	
Tutorial: 1	Attendance: 5	
Practical: 0	Continuous Assessment: 25	
Credit: 5	Practical/Seasonal internal continuous evaluation: 0	
	Practical/Seasonal external examination: 0	
Sl. No.	Course Objective	
1	To introduce students to the concept and scope of tourism marketing and its importance in the industry.	
2	To familiarize students with the evolution, trends, and key principles of tourism marketing.	
3	To understand tourist behaviour, segmentation, targeting, and positioning strategies in tourism marketing.	
4	To explore the nature and components of tourism products, product development, and innovation.	
5	To provide knowledge of pricing, promotion, distribution, and the development of effective tourism marketing strategies	
	Course Outcomes	Mapped module/Unit
CO 1	Understand the definition, scope, and significance of tourism marketing and its impact on the industry.	U1
CO 2	Analyse tourist behaviour, segmentation, targeting, and positioning strategies in the context of tourism marketing.	U1, U2
CO 3	Identify and assess tourism product opportunities, understand the product lifecycle, and the process of product development in tourism.	U3
CO 4	Develop a comprehensive understanding of tourism geography through case studies and gain insights into its implications for destinations and communities.	U4
CO 5	Evaluate pricing strategies, promotion techniques, and distribution channels in the tourism industry.	U5

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Learning Outcome/Skills:

The candidate gets to know a detailed interpretation of the tourism marketing, its behavioural segmentation, positioning, product knowledge, promotional schemes, distribution data and the respective strategies to be followed in the relevant area to be pursued.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	8	10	1, 2	NA
U2	12	20	1, 2, 3	NA
U3	12	20	1, 2	NA
U4	14	25	1, 2	NA
U5	14	25	1, 2, 3	NA
	60	100%		

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Course Code:	BBATTMC202	
Course:	Tourism Marketing	Credits: 4L+1T
Chapter	Name of the Topic	Hours
UNIT I	Introduction to Tourism Marketing Definition and scope of tourism marketing Importance of tourism marketing Evolution and trends in tourism marketing Tourist demand and supply Marketing mix in tourism (7Ps)	8
UNIT II	Tourist Behaviour, Segmentation, Targeting, and Positioning Understanding Tourist Behaviour, Factors affecting tourist decision-making process, Decision-making process of tourists Definition, Importance and benefits of tourism market segmentation, Criteria for effective segmentation in tourism, Types of market segmentation in the tourism industry Target market selection in tourism, Positioning strategies for tourism products, Developing a unique selling proposition (USP) for tourism businesses	12
UNIT III	Tourism Product Definition, Nature and Components of Tourism Products Identifying and analysing tourism product opportunities Tourism product lifecycle [DLC & TALC] New product development process in tourism Innovations in tourism product offerings	12
UNIT IV	Tourism Pricing, Promotion, and Distribution Pricing objectives and factors influencing pricing decisions in tourism Pricing approaches in tourism (cost-based, market-based, value-based) Pricing tactics and techniques in tourism Role and importance of promotion in tourism marketing Advertising strategies and media selection for tourism promotion Overview of tourism distribution channels Types of intermediaries in tourism distribution Channel management and online distribution in tourism	14
UNIT V	Tourism Marketing Strategy Strategy to overcome intangibility issues Strategy to overcome perishability issues Strategy to overcome heterogeneity issues Strategy to overcome inseparability issues Strategy to overcome non-ownership issues Sustainable Tourism Marketing	14
	TOTAL	60

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Sr. No.	Name of Author	Title of the BOOK
1	Roy A. Cook and Cathy H. C. Hsu	Tourism Marketing: A Strategic Approach
2	Philip Kotler, John T. Bowen, and James C. Makens	Marketing for Hospitality and Tourism
3	M. Sarngadharan and S. Senthil Kumar	Tourism Marketing: Concepts, Theories, and Practices
4	Victor T.C. Middleton, Alan Fyall, and Mike Morgan	Marketing in Travel and Tourism
5	Steven Pike	Destination Marketing: An Integrated Marketing Communication Approach