

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Heritage Tourism
(Effective for 2020-2021 Admission Session)
Choice Based Credit System (CBCS)
140 Credit (3-Year UG) MAKAUT Framework w.e.f 2020-21

3rd Semester

Subject Type	Course Code	Course Name	Credit Point	Credit Distribution			Mode of Activity Online / Offline/Blended	Proposed MOOCs
				L	P	T		
CC	BTHM C301	Tourism Planning & Event Management	6	5	-	1	Offline	
	BTHM C302	Tourism Marketing	6	4	-	2	Offline	
	BTHM C303	Transportation Management	6	4	-	2	Offline	
GE		Any one from GE Basket	6		-		Offline	
AECC	BTHM (HU) A305	Foreign Language (French/Spanish/Chinese)	2	-	-	2	Offline	
SEMESTER CREDIT			26					

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SEMESTER-III

Paper: Tourism Planning & Event Management

Code: BTHM C301

Contacts Hours / Week:

Credits: 6

Theory

Objectives:	
1. To understand the theoretical framework of destination planning and various intricate involved in it.	
2. To analyse sustainable tourism practices as the best way of overcoming the negative impacts of tourism development.	
3. To understand the Scope of Event Management -Varieties & importance of events	
4. To enable the students to understand the essentials of Event management	
Course Content	
Unit 1	I Tourism Planning: Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale, Public and Private sectors role in Tourism Development.
Unit 2	Contemplation in Planning and Plan Conceptualization: Deliberations in the planning system- Role of systems approach in tourism planning- Tourism systems – Modified Leiper’s Tourist System and Whole Tourism System (WTS) - Weaknesses in Leiper’s model of WTS- Other models of tourism – A model for interdisciplinary studies of tourism - Using models in learning system. Tourism demand and market supply match – Tourism demand patterns- Forecasting tools and techniques.
Unit 3	Sustainable Tourism: Definitions of sustainable tourism, sustainability, sustainable development- Forces which promote Sustainable Tourism – Economic Force which resist Sustainable Tourism- Principles of Sustainable Tourism – Carrying Capacity and its application – The Environment Impacts of Tourism – Basic Properties of Ecology- Definitions of Ecology – Environment – Ecosystem – Relationship of Ecology Tourism Activities and their Linkages to Ecology and Environment – tourism industry and Pollution
Unit 4	Introducing Events: <ul style="list-style-type: none"> • Definition, Scope of Event Management. Characteristics and complexities of events • Growth and development of event industry, Trade fairs and their roles • Typology of planned events, • Varieties & importance of events - • Key steps to successful events
Unit 5	<ul style="list-style-type: none"> • Marketing Events – Marketing mix , segmentation, event tourism packaging • Crisis management & Public Relation in Events • Short study of ICPB , ICCA • International event markets --- Germany, London, Hong Kong, Singapore etc.
Unit 6	MICE Tourism: • Components of MICE Tourism –Meeting, Incentive, Conference & Exposition/ exhibition definition <ul style="list-style-type: none"> • Nature and demand of Conference market: A brief study of MICE market in India • Event planning, Checklist for different events, planning schedule & actions agenda • Conference program designing,Pre & Post event responsibility • Sponsorship, sponsors, organizers, customers & guests. • Risk Management, Safety and Global Issues in Event Management

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Suggested Readings/Books:

1. Babu, S. S., Mishra, S., & Parida, B. B. (2008), Tourism Development Revisited – Concepts, Issues & Paradigms. Sage Publications.
2. Bhatia, A.K. (2009), Tourism Development: Principles & Practices. Sterling Publishers.
3. Burkart, A. J., & Medlik, S. (1994), Tourism Past, Present and Future. London: William Heinemann Ltd.
4. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S (2000), Tourism Principles and Practices. London: Pitman Publishing.
5. Event Management in leisure & tourism – David Watt
6. Conferences – Tomy Rogers

Paper: Tourism Marketing

Code: BTHM C302

Contacts Hours / Week:

Credits: 6

Theory

Objectives:	
1. To understand the various marketing functions and techniques related to hospitality and tourism and their applications to real life situations	
2. To focus on the pragmatic aspects of marketing that helps the learners to focus on the pertinent facets of placing hospitality and tourism products before the stakeholders of tourism industry.	
3. Students will learn about importance of tourist orientation and ways to reach tourists through proper marketing strategies	
Course Content	
Unit 1	INTRODUCTION <ul style="list-style-type: none"> • Definition, Nature, Scope, Functions and Importance of marketing • Evolution of marketing concept/ Approaches of marketing • Core concept of marketing
Unit 2	Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services – Technology and Marketing – Specific features of Tourism Marketing.
Unit 3	Product Mix – Salient features of Tourism Products, 7 P's in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. PRICING: Pricing Considerations – Internal and External Factors of pricing– Pricing Strategies/types.
Unit 4	MARKET SEGMENTATION, TARGETING AND POSITIONING - Market Segmentation: Segmentation bases – Criteria to effective segmentation–Market Targeting – Market Positioning.
Unit 5	PROMOTION - Promotion: Introduction, Different tools of Promotion (Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, Public relations, Digital communications) Emerging trends in promotion, promotion of tourism products.

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Suggested Readings:

1. A.K. Bhatia (1997): Tourism Management & Marketing. Aph Publishing Corporations,
2. Kotler, Philip, Bowen John, Makens James (2006), Marketing for Hospitality and Tourism, 4th edition, Pearson Education, Bengaluru.
3. Morrison Alistair. M (2002), Hospitality and Travel Marketing, 2nd edition, Delmar Thomson Publications, Florence.
4. Christian Gronroos (1999), Service Management and Marketing Management, 3rd edition, Rowman & Littlefield Publishing Group, Lanham, Maryland.
5. Keller & Kotler (2007), A Framework for Marketing Management, 3rd edition, Dorling Kindersley India Private Ltd, New Delhi.
6. Kotler, Philip, Bowen John, Makens James (2013), Marketing for Hospitality and Tourism: 6th edition, Pearson Publishers, New Delhi.
7. Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.

Paper: Transportation Management

Code: BTHM C303

Contacts Hours / Week: Credits: 6

Theory

Objectives:	
1. To learn about the various types of transportation networks	
2. To understand the relationship between transportation and tourism	
Course Content	
Unit 1	HISTORY OF TRANSPORT - Role of transport in tourism – Growth and Development of Road Transport system in India. Transport types -Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents.
Unit 2	RAIL TRANSPORT - Rail Transport: General information about Indian Railways, Brief History – high speed trains - Classes of Journey – Types of trains & tracks – Railway Reservation – modes – circle trip – Tatkal – i-ticket – e-ticket - Passenger amenities (Railway station and onboard) – Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list. Railway timetable - Eurail and Indrail passes.
Unit 3	AIR TRANSPORT- Airlines Transportation- The Airline Industry-Origin and growth. Organisation of Air Transport Industry in International context, Scheduled and Non-scheduled Airlines services, Classification of Aircrafts, Multinational Air Transport Regulations-Nature, Significance and Limitations. Air Transport Industry in India –DGCA and other key players, Regulatory Framework, Air Corporation Act, Indian Carriers- Operations, Management and performance, marketing strategies of Air India.
Unit 4	WATER TRANSPORT - Water Transport: Categories of water transport- Boats, Ships, Hover crafts, Ferries, Submarines, Safari boats (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types.

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	Houseboats; Brief account of Harbors, Docks, Jetties, Landing stages and Wharves; Brief account of Cargo handling facilities (Cranes, Container, Dry bulk and Liquid bulk handling) Cruises:Types of cruises- Facilities- cruise accommodation
Unit 5	Logistics Management: Origin and Definition – Types of Logistics; Importance and the need of Supply Chain

Suggested Readings:

1. Jagmohan Negi (2014); Travel Agency and Tour Operations, Sterling publishers, New Delhi
2. Bhatia, A.K (2010)., International Tourism Management, Sterling, New Delhi
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2), Sterling, New Delhi
4. G Raghuram & N Rangaraj (2001), Logistics and Supply Chain Management - Cases and Concepts, Allied Publishers, New Delhi
5. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
6. Janat Shah, Supply Chain Management (2009): Text and Cases, 1st Edition, Pearson. New Delhi.

Paper: Foreign Language (French/Spanish/Chinese)

Code: BTHM A305

Contacts Hours / Week: Credits: 2

Theory

Objectives: The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand Foreign Language most efficiently and effectively.	
A. FRENCH Course Content	
Unit 1	Alphabets, Concept of number and gender, numbers, Days, Months, Time, nationality and profession, Self Introduction in French
Unit 2	Definite article and indefinite article, Introduction of Verbs- Etre and Avoir and its' uses. Quantitative and Qualitative adjectives, Prepositions
Unit 3	Possessive and Demonstrative adjectives. Regular & irregular verbs- its conjunction in present tense, formation of affirmative,
Unit 4	Negative and interrogative sentences in Present tense. Pronominal verbs, Imperative sentences, partitive article
Unit 5	Self Introduction in French , Translation , Common tourism related terms
	Family relationship, health and fitness, Leisure activities, communication and technology, Life at home
	Geographical surroundings, Environment
	Conversation in French

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Objectives:	
B. CHINESE Course Content	
Unit 1	Pronunciation basics(tones, initials and finals)
Unit 2	Numbers, Days, Months, Time, nationality , countries and cities and profession
Unit 3	Self Introduction in Chinese
Unit 4	Basic communication starting with the following questions in Chinese :
	How are you?
	What is your name?
	Which country are you from?
	What do you do?
	Conversation in Chinese

Objectives:	
C. SPANISH Course Content	
Unit 1	Pronunciation basics (tones, initials and finals)
Unit 2	Numbers, Days, Months, Time, nationality , countries and cities and profession
Unit 3	Self Introduction in Spanish
Unit 4	Basic communication starting with the following questions in Spanish :
	How are you?
	What is your name ?
	Which country are you from?
	What do you do?
	Conversation in spanish

Suggested Readings:

- Modern French Course (Mathurin Dondo)
 - Le francais et la vie - Vol. II (G. Mauger / M. Brueziere)
 - Le francais et la vie - Vol. I (G. Mauger / M. Brueziere)
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