

Maulana Abul Kalam Azad University of Technology
(Formerly West Bengal University of Technology)
Syllabus of BBA (Tourism & Travel)
Effective for Academic session 2019 - 2020

TTM 201 : TRANSPORT IN TRAVEL & TOURISM

Unit – 1: Concept & Definition of Transport. Evolution of Transportation Systems. Role of Transportation in Tourism. Major transport systems – rail, road, air transport & water transport. Mode of transportation in India.

Unit -2: Air transport and its evolution. Check in formalities; Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India. A case study of Air-India. Emergence and Growth of No-frill airlines; Case studies of Indigo Airlines and Spice jet.

Unit – 3: Surface Transport System and its different types. Advantages of Surface transportation in India. Approved Transit Transport, RTO's and its role in transportation. Recreational Vehicles. Documentation needed for a tourist transport. A study of Major Highways across India. Role of a tourist transport driver in tourism. Qualities necessary to become a tourist transport driver.

Unit – 4: Concept of Railways. Major Railway System of world, Amtrak, Eurail, Brit Rail, Indian Railways. Importance of Railways in Indian Tourism. Growth and development of Indian Railways. Different railway zones in India. Ministry of Railways. Rail Transport System. Tourist Trains of India viz Palace on wheels, Royal Orient, Himalayan Queen. Konkan Railways. Facilities offered by Indian Railways to its passengers. International Luxury trains: The Orient Express, Trans-Siberian railway.

Unit – 5: Water Transport System. Merits and demerits. Historical Past, Cruise ship, River Canal boats. Water transportation in India. Future prospects and growth of Water Transport in India. A case study of: Kerala backwaters, Sundarbans, Ganga Trail of West Bengal. Water Transportation system in Venice.

Suggested Books:

1. Transport for tourism: Stephen Page
2. Tourism system: Mill, R.C. and Morrison

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TTM 202 : TRAVEL AGENCY & TOUR OPERATION

Unit – 1: Travel Agency Business: Definition, Concept, Origin and Development. Growth of Travel Agency & Tour Operation Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators.

Unit – 2: Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO. Sources of income of TA/TO. Tourism Intermediaries (direct & indirect).

Unit – 3: Different types of Tour operators, Different partners of tour operators, Brief study of ASTA, TAAI, IATO. Tour Package – Meaning, component and example of West Bengal, Golden Triangle of India.

Unit – 4: Modern day travel agents and tour operators. Short study of Thomas cook, American express, Cox & Kings, SOTC, TCI. Guide – function, approval; Problems of touts.

Unit – 5: Tour Brochures: Meaning and importance of brochure. Handling a client - WATA guidelines; Relation with service suppliers; Travel agency appointments; International regulations.

Suggested Books:

1. The Business of Travel Agency Operation & Administration: D.L. Foster
2. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra
3. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi
4. Travel Agency Management: An Introductory Text: Chand, M

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TTM 203 : PRINCIPLES OF MARKETING

Unit – 1: Definition, need and scope of Marketing. Approaches of Marketing, modern concepts of marketing.

Unit – 2: Different environments of marketing: Micro & Macro. Meaning and dimensions of market, Marketing opportunities

Unit – 3: Market Segmentation: meaning, types, Target market, Positioning

Unit – 4: Consumer behavior: Meaning and importance, Consumer buying process, Determinants of Consumer behavior, Marketing mix elements

Unit – 5: Product: Meaning, role and types. Product mix, Product Life Cycle (PLC), New product development. Branding, packaging

Suggested Books:

1. Marketing Management : Philip Kotler
2. Marketing Management : Rajen Saxena
3. Marketing for Hospitality and Tourism : Philip Kotler, Jon Bowen and James Maken

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TTM 204 : BUSINESS COMMUNICATION

Unit – 1: Communication - meaning and definition, objectives of communication, principles of communication, scope of communication, limitations of communication, evaluation of communication effectiveness.

The Role of Communication in The Business Organization – introduction, the frequency of communication, main forms of organizational communication, communication network in the organization, effects of changing technology

Unit – 2: Communication Process - communication is a two way process, process of communication, elements of communications, importance of effectiveness, Barriers To Effective Communication – introduction, types of barriers, external barriers, organisational barriers, personal barriers, Steps to Make Communication Effective

Unit – 3: Communication : Channels & Networks - types of communication, communication on the basis of direction, communication on the basis of way of expression, communication on the basis of organisational structure, communication network, effects of communication network on work performance, Management Communication - meaning, importance of management communication, improving management communication, downward communication, upward communication, communication in specialized groups, the role of union in communication.

Unit – 4: Effective Written Communication – introduction, guidelines for effective writing, writing proposals, format of the contract proposals, sales report, business report, business letter writing
Effective oral communication - factors inhibiting effectiveness, problems in oral communication, gateways to more effective communication, principles of information exchange in a company, oral communication skills, listening, problems in listening, guide to effective listening, committees & meetings, guide to good oral communication

Unit – 5: Communication Feed Back Systems

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| 1.1 | Introduction |
| 1.2 | Feed Back Defined |
| 1.3 | The Functions of Feed Back |
| 1.4 | The Process of Interpersonal Feed Back |
| 1.5 | Effective Feed Back |

Suggested Books:

1. Effective Technical Communication: S. A. Rizwi
2. Business Communication: Asha Kaul

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TTM 205 : INTERNATIONAL TOURISM

Unit – 1: Definition, Nature and scope of Domestic and International Tourism. Role of Government in promotion of Domestic and International tourism in India. Types of International and Domestic Tourism

Unit – 2: Economic impact of international tourism. Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements, Characteristics of Inbound tourism and patterns of India's major international market. Long -term tourism growth trends, tourism growth in major regions.

Unit – 3: Alternative tourism – Meaning, types and importance. Case studies of alternative tourism destinations – India, Costa Rica and Brazil. Barriers to travel – Economical, Political, Health and environmental risk.

Unit – 4: Patterns and characteristics of India's outbound tourism. Case study of Dubai, Singapore, Malaysia and Thailand. Domestic tourism in India, major tourist generating states in India. International Conventions: Warsaw 1924, Chicago 1944.

Unit – 5: International organizations viz. WTO, WTTC, IATA. National tourism organizations viz MOT- GOI. Development of transportation, technology & automation worldwide.

Suggested books:

1. International Tourism : A.K.Bhatia
2. Tourism System : Mill R.C. & Morrison
3. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra