

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

**SEM-2**

**Paper Code: BBA (TTM) -201**  
**Transport in Travel & Tourism**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

- 1) explain the development of passenger transport and how it facilitates tourism development, the framework for analyzing the tourist transport needs.
- 2) analyse the contemporary issues and challenges facing the transportation business that relates to the tourism industry & documentations related with various transport systems.
- 3) explain the framework that provides a means for understanding how tourists interact with transportation & learn about various case studies.
- 4) examine the complexity and relationships which coexist between tourism and transportation & transport management process in logistics as well as transport & environmental impact assessment.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Evolution of tourist transport system - importance of transport in tourism. Introduction to transport system - air, road, rail and water transport. Marketing of passenger transportation: patterns of demand for tourist transportation, characteristics of supply and marketing strategies.	10
M 2	Air transport and its evolution. Check in formalities; Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India. International Air Transport Regulations. A case study of Air-India. Emergence and Growth of No-frill airlines; Case studies of Indigo Airlines and Spice jet. Industry codes, terminology. Baggage, Major Airports and flights. Indian aviation market.	10
M 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.	10

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M 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. Facilities offered by Indian Railways to its passengers. Popular National & International Luxury trains for tourism: Major Case Study Analysis.	10
M 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.	10
M 6	Transport Management process in Logistics, Transport & Environmental Impact Assessment (EIA), Objectives of the transport Industry, Selection criteria of mode of transport.	10
		<b>60</b>

**Suggested Books:**

1. ChuckY. Gee, Travel Industry, Wiley
2. Stephen Page, Transport for Tourism; Pearson
3. Mill, R.C. and Morrison, Tourism System, Kendall/Hunt Publishing Co ,U.S.
4. P.N. Seth, Successful Tourism Management, Sterling Publishers Pvt.Ltd
5. Les M. Lumsdon , Stephen J. Page Tourism and Transport: Issues and Agenda for the New Millennium (Advances in Tourism Research), Routledge
6. P. C. Sinha, Tourism Transport and Travel Management, Anmol Publisher.

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**Paper Code: BBA (TTM) -202**  
**Travel Agency & Tour Operation Management**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

- 1) demonstrate the relevant knowledge and skills on the operations and management of tour and travel segments of tourism industry including trends and contemporary issues in the travel industry.
- 2) explain about the various factors influencing the tour operator industry including setting up of travel agencies and legal aspects in travel and tour operations.
- 3) classify the personality, attitudes, values & knowledge and skills of tour operator's products which include travel, transfer and accommodation planning, brochure design, itinerary preparation.
- 4) explain and make use of formalities and factors associated with new organizational set up & knowledge about the various activities of organisations involved in the active development of the travel and tour operations across the globe.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Definition, History, types of Tours. Tour components-Pre-& additional Tour components. Advantages of selling tours. Travel Trade Network.	10
M 2	Travel Agency Business: Definition, Concept, Origin and Development, Significance, Organizational structure, Growth of Travel Agency & Tour Operation Business, Threats, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators.	10
M 3	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).	10
M 4	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. Itinerary Preparation: Meaning, Importance and	10

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	Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation.	
M 5	Setting up a TA/TO business, Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval: Approval and Accreditation by Govt of India Ministry of Tourism. IATA Rules, Regulations and Accreditation, Documentation, Skills and competencies for running a TA/TO, Modern day travel agents and tour operators. Use of IT in TA/TO Business, Case Study analysis: Major Travel Agencies & Tour Operators. Guide – function, approval; Problems of touts.	10
M 6	Tour Brochures & price quotations: Meaning, importance of brochure, key aspects & checklist of tour brochures. Customer service- needs & techniques. Handling a client - WATA guidelines; Relation with service suppliers; Travel agency appointments; International regulations. Frontier Formalities & Travel Documentations: Passport, VISA, Insurances, health certificate, customs and currency, Auxiliary services.	10
		<b>60</b>

**Suggested Books:**

- 1) D.L. Foster, The Business of Travel agency Operation & Administration, McGraw-Hill Education
- 2) Holloway, J.C, The Business of Tourism, Prentice Hall
- 3) J.M.S. Negi, Travel Agency & Tour Operations: Concepts & Principles, Kanishka Publishing House
- 4) C.Y. Gee, Travel Industry, Wiley
- 5) Yale P, The Business of Tour Operations, Longman
- 6) Sampada Kumar Swain & Jitendra Mohan Mishra, Tourism Principles and Practices, Oxford University Press

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**Paper Code: BBA (TTM) -204**  
**Environment & Sustainable Development**  
**Total Credit: 2**  
**Total hours of lectures: 20 hours**

**Course Outcomes:**

After completing this course, students will be able to:

- 1) explain the basics of environment and ecology, relationship with tourism, environmental degradation due to tourism and environment legislation to business enterprise.
- 2) analyse environmental friendly tourism practices, carrying capacities, laws and regulations associated with environmental friendly tourism practices.
- 3) construct better understanding the eco-friendly tourism practice guidelines along with various stakeholders' participation.
- 4) illustrate and analyse the conservation & public protected areas and relationship with tourism activities as well as visitors' management system.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Components of the environment, Effect of environmental (degradation) due to tourism development on air, water, & landscape. Brief outline of the Environment (Protection) Act 1986 should be discussed including effect on companies, contravention, penalties and return requirement. Relevance of environment legislation to Business Enterprise.	6
M 2	Introduction to Eco Tourism- Definition, concept, growth, principles; Emerging Concept: Eco/Rural/Agri/ Farm/ special interest tourism. Sustainable Tourism, Sustainable development of a destination: Concept & types of carrying capacity, Laws & regulations on sustainability like CRZ, Environment Protection Act (EPA), WTO guidelines on tourism sustainability. Public Protected Areas.	6
M 3	Guidelines for Eco Tourism Practices, Practices of Responsible Tourism, stakeholder's participation in sustainable tourism. Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation- Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor	6

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	Tourism and Community Participation. Visitor management for sustainability.	
M 4	International Considerations, Stockholm Conference 1972, Agenda 21, Quebec City Declaration, IUCN, UNEP	2
		<b>20</b>

**Suggested Books**

1. Chandra. Prabhas, Global Eco Tourism, Kaniskha Publication
2. Kandari.D.P, Chandra. Asish, Tourism, Biodiversity & Sustainable Development (Vol-1)
3. Honey. Martha, Eco Tourism and Sustainable Development, Island Press
4. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.
5. Weaver, D., The Encyclopaedia of Ecotourism, CABI Publication, UK
6. Mahua Basu, Xavier Savarimuthu SJ: Fundamentals of Environmental Studies, Cambridge University Press