

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

**Semester III**

**Detailed Syllabus**

<b>Course: Tourism Economics</b>	
<b>Course Code: BBATTMC301</b>	<b>Semester: III</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
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

<b>Sl. No.</b>	<b>Course Objective</b>	
<b>1</b>	To provide students with a comprehensive understanding of the economic principles underlying the tourism industry, including demand and supply dynamics, pricing strategies, and market structures.	
<b>2</b>	To enable students to analyses different tourism markets, including domestic and international, and to understand the factors influencing demand and supply in these markets.	
<b>3</b>	To familiarize students with methods for assessing the economic impact of tourism on local, regional, and national economies, including employment generation, income distribution, and economic growth	
<b>4</b>	To explore theories and models of tourism development, including destination competitiveness, sustainability, and the role of infrastructure, investment, and planning.	
<b>5</b>	To discuss and analyses contemporary issues and challenges facing the tourism industry from an economic perspective, such as climate change, over tourism, and technological advancements.	
	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	To understand the scope and coverage of tourism economics.	U1
<b>CO 2</b>	To understand the concept of Micro economics and its relevant application.	U2,U3
<b>CO 3</b>	To understand the concept of Macro economics and its relevant application.	U4
<b>CO4</b>	To understand the impact of economics on the tourism industry.	U5

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**Learning Outcome/Skills:**

The students will be aided to acquire a comprehensive knowledge on the basics of economics and its relevant application in the tourism industry. The acquired knowledge will be channelized in the right direction.

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

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<b>Course Code:</b>	<b>BBATTMC301</b>	
<b>Course:</b>	<b>Tourism Economics</b>	Credits:5.0
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Introduction to Tourism Economics</b> Definition and scope of tourism economics. Importance of tourism economics in understanding the tourism industry. Economic impact of tourism.	<b>8</b>
<b>Unit-II</b>	<b>Demand and Supply in Tourism</b> Theory of demand and supply Factors influencing tourism Determinants of supply Elasticity of demand and supply Determination of equilibrium price and quantity	<b>12</b>
<b>Unit-III</b>	<b>Economic Analysis of Tourism</b> Basic concepts of production and cost – only the short run and long run concepts of production and different types of cost. Cost-benefit analysis in tourism development. Tourism multiplier effect.	<b>14</b>
<b>Unit-IV</b>	<b>Macroeconomic Components, Issues and Policies</b> Balance of Trade and Balance of Payment – Meaning and components. Economic Growth and Economic Development. Inflation Meaning and causes. Exchanges Rate – Meaning and types National Income – GDP, GNP, NNP (in terms of market price and factor cost) – only definitions and concepts related to measurements in tourism. Nominal GDP vs Real GDP.	<b>14</b>
<b>Unit-V</b>	<b>Tourism and Regional Development</b> Tourism and regional economic development Tourism-led growth and regional disparities Case studies on tourism and regional development	<b>12</b>
	<b>Total</b>	<b>60</b>

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**List of Books**

<b>Name of Author</b>	<b>Title of the Book</b>
G.N. Pandey Larry Dwyer, Peter Forsyth, Wayne Dwyer	"Tourism Economics"
Norbert Vanhove	"Economics of Tourism Destinations"
Clement A. Tisdell	"The Economics of Tourism"
Larry Dwyer, Peter Forsyth	"Tourism Economics and Policy"
David J. Telfer, Richard Sharpley	"Tourism and Development in the Developing World"

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**Semester III**  
**Detailed Syllabus**

<b>Course: Tourism Products</b>	
<b>Course Code: BBATTMC302</b>	<b>Semester: III</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
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

<b>Sl. No.</b>	<b>Course Objective</b>	
<b>1</b>	Define and differentiate between natural and man-made tourism products.	
<b>2</b>	Identify and evaluate the unique features and attractions of natural and man-made tourism products	
<b>3</b>	Understand the process of developing and managing natural and man-made tourism products.	
<b>4</b>	Analyse the sustainable practices associated with natural and man-made attractions.	
<b>5</b>	Assess the economic and socio-cultural impacts of natural and man-made tourism products.	
	Course Outcomes	Mapped module/Unit
CO 1	Enable the students to learn about the fundamentals of tourism products, features and types (natural and man- made)	U1, U2
CO 2	Enable the students to focus on case studies and gain knowledge on adventure tourism in India.	U1,U2
CO 3	Aid the students gather a sum of knowledge on circuits (pilgrimage, architecture, cultural etc) in India.	U2, U3
CO4	Students get to know on the product development, research, stake holder collaboration and infrastructural growth.	U4
CO 5	Students will learn about tourism impacts and sustainable practices to overcome different challenges.	U5

**Learning Outcome/Skills:**

**The prime focus of the course comprises the gaining of a substantial knowledge on the different destinations, develop the research acumen ,maintain the sustainable practices with the collaboration of stakeholders in the market and comprehend the overall impact of the sector.**

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<b>Unit</b>	<b>Total Hours</b>	<b>% of Questions</b>	<b>Bloom's Taxonomy</b>	<b>Remarks, if any</b>
THEORY				
U1	8	15	1,2,3	NA
U2	14	30	1,2,3,4	NA
U3	14	30	1,2,3,4	NA
U4	12	15	1,2, 3, 4,	NA
U5	12	10	1,2	NA
	60	100%		

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<b>Course Code:</b>	<b>BBATTMC302</b>	
<b>Course:</b>	<b>Tourism Products</b>	<b>Credits:5.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Introduction to Tourism Products</b> <ul style="list-style-type: none"> <li>• Definition and significance of tourism products</li> <li>• Characteristics of tourism products</li> <li>• Classification [types] of tourism products</li> </ul>	<b>8</b>
<b>Unit-II</b>	<b>Natural Tourism Products</b> <ul style="list-style-type: none"> <li>• Hills &amp; Beaches, Lakes of India.</li> <li>• A brief case study on Beaches of India.</li> <li>• A brief study of Jim Corbett National Park, Sundarbans.</li> <li>• Adventure tourism—land, air and water based.</li> </ul>	<b>14</b>
<b>Unit-III</b>	<b>Man-Made Tourism Products</b> <ul style="list-style-type: none"> <li>• Historical sites and cultural heritage attractions of India</li> <li>• Pilgrim circuits in India, fairs &amp; festivals in India</li> <li>• Theme parks and entertainment complexes</li> <li>• Museums, galleries, and exhibitions</li> <li>• Urban developments and architectural landmarks</li> </ul>	<b>14</b>
<b>Unit-IV</b>	<b>Developing and Managing Tourism Products</b> <ul style="list-style-type: none"> <li>• Product development process for natural attractions and man-made attractions.</li> <li>• Market research and target audience identification for tourism products.</li> <li>• Stakeholder engagement and collaboration.</li> <li>• Infrastructure and facilities development.</li> </ul>	<b>12</b>
<b>Unit-V</b>	<b>Impacts of Tourism Products</b> <ul style="list-style-type: none"> <li>• Economic impacts of natural and man-made tourism products</li> <li>• Socio-cultural impacts on local communities</li> <li>• Environmental impacts and sustainable practices</li> <li>• Balancing development and conservation</li> <li>• Managing visitor experiences in natural attractions</li> </ul>	<b>12</b>
	<b>Total</b>	<b>60</b>

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<b>Name of Author</b>	<b>Title of the Book</b>	<b>Name of the Publisher</b>
G.K. Satish	"Tourism Products of India"	
Sanjay K. Pandey and Rahul Kumar Singh -	"Incredible India: An Integrated Marketing Communication Strategy"	Excel Books; 1st edition (August 30, 2016)
Anees A Siddiqui	"Tourism in India: An Overview"	
Lonely Planet -- Lonely Planet	"India: A Travel Guide"	17th edition (October 20, 2020)
Arup Barman and Madhurjya Prasad Bezbaruah	"Tourism in India: A Critical Perspective"	
Rough Guides -- Rough Guides	"The Rough Guide to India"	16th edition (October 20, 2020)