

**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           |

| Sl. No.     | Course Objective  |                    |
|-------------|---|--------------------|
| 1           | 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.     |                    |
| 2           | To enable students to analyses different tourism markets, including domestic and international, and to understand the factors influencing demand and supply in these markets.                           |                    |
| 3           | 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 |                    |
| 4           | To explore theories and models of tourism development, including destination competitiveness, sustainability, and the role of infrastructure, investment, and planning.                                 |                    |
| 5           | 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.              |                    |
|             | Course Outcomes   | Mapped module/Unit |
| <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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**Detailed Syllabus**

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