

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

Semester III

Detailed Syllabus

Bachelor in Travel and Tourism Management	
Course: Tourism Economics	
Course Code: TTMC301	Semester: III
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
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 analyse 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 analyze 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
CO 1	Students will understand the scope and coverage of tourism economics.	U1
CO 2	Students will be introduced to the basics of Micro economics theories and its relevant application in the tourism industry.	U2,U3
CO 3	Students will further develop concept on the Macro economics theories and its subsequent application in the tourism industry.	U4
CO4	A comprehensive knowledge on the impact of economics on tourism industry will be summed up.	U5

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Learning Outcome/Skills:

Students will be aided to acquire a thorough knowledge on the basics of economics and its impact on the tourism industry. The knowledge will help to make the right practical application in the accepted sense of term.

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

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Course Code:	TTMC301	
Course:	Tourism Economics	Credits:5.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Tourism Economics Definition and scope of tourism economics. Importance of tourism economics in understanding the tourism industry. Economic impact of tourism.	8
Unit-II	Demand and Supply in Tourism Theory of demand and supply – determinants, curves Elasticity of demand and supply Determination of equilibrium price and quantity	12
Unit-III	Economic Analysis of Tourism 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.	14
Unit-IV	Macroeconomic Components, Issues and Policies 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.	14
Unit-V	Tourism and Regional Development Tourism and regional economic development Tourism-led growth and regional disparities Case studies on tourism and regional development	12
	Total	60

List of Books

Name of Author	Title of the Book
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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Detailed Syllabus

Bachelor in Travel and Tourism Management	
Course: Tourism Products	
Course Code: TTMC302	Semester: III
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
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	Define and differentiate between natural and man-made tourism products.	
2	Identify and evaluate the unique features and attractions of natural and man-made tourism products	
3	Understand the process of developing and managing cultural tourism.	
4	Analyze the sustainable practices associated with attractions.	
5	Assess the impact on 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
CO3	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

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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.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
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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Course Code:	TTMC302	
Course:	Tourism Products	Credits:5.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Tourism Products <ul style="list-style-type: none"> • Definition and significance of tourism products • Characteristics of tourism products • Classification [types] of tourism products 	8
Unit-II	Natural Tourism Products <ul style="list-style-type: none"> • Hills & Beaches, Lakes of India. • A brief case study on Beaches of India. • A brief study of Jim Corbett National Park, Sundarbans. • Adventure tourism—land, air and water based. 	14
Unit-III	Man-Made Tourism Products <ul style="list-style-type: none"> • Historical sites and cultural heritage attractions of India • Pilgrim circuits in India, fairs & festivals in India • Theme parks and entertainment complexes • Museums, galleries, and exhibitions • Urban developments and architectural landmarks 	14
Unit-IV	Developing and Managing Tourism Products <ul style="list-style-type: none"> • Product development process for natural attractions and man-made attractions. • Market research and target audience identification for tourism products. • Stakeholder engagement and collaboration. • Infrastructure and facilities development. 	12
Unit-V	Impacts of Tourism Products <ul style="list-style-type: none"> • Economic impacts of natural and man-made tourism products • Socio-cultural impacts on local communities • Environmental impacts and sustainable practices • Balancing development and conservation • Managing visitor experiences in natural attractions 	12
	Total	60

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Name of Author	Title of the Book	Name of the Publisher
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)