

**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 IV**

**Detailed Syllabus**

<b>Bachelor in Travel and Tourism Management</b>	
<b>Course: Tourism Consumer Behaviour</b>	
<b>Course Code: TTMC401</b>	<b>Semester: IV</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>	Explore the underlying motivations that drive individuals to engage in tourism activities, such as relaxation, adventure, cultural exploration, or social interaction.	
<b>2</b>	Investigate the factors influencing tourists' decisions at various stages of the travel process, including destination selection, trip planning, and activity choices.	
<b>3</b>	Examine how tourists perceive different destinations and how destination image influences their travel choices and experiences.	
<b>4</b>	Assess tourists' satisfaction levels with their travel experiences and investigate the factors that contribute to repeat visitation and loyalty.	
<b>5</b>	Explore the role of technology, such as online reviews, social media, and mobile applications, in shaping tourists' decision-making processes and travel behaviour.	
	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	<b>Students will be put forth to understand the definition, scope and consumer behaviour.</b>	<b>U1, U2</b>
<b>CO 2</b>	<b>Students will be aided to know the internal impacts on consumer behaviour, the related motivational and attitudinal factors.</b>	<b>U2</b>
<b>CO3</b>	<b>Students will be entitled to know and understand the external influences( social, cultural and situational).</b>	<b>U3</b>

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<b>CO4</b>	<b>Students will learn and apply the factors of decision making, process, model and buying decision of consumer.</b>	<b>U2,U3,U4</b>
<b>CO 5</b>	<b>Students will acquire a deemed knowledge on marketing strategies, branding, advertisement, consumer experience and the ethical issues involved in the matter.</b>	<b>U5</b>

**Learning Outcome/Skills:**

The course will enable the students to know and explore the spheres of consumer behaviour, motivation, attitude, internal and external factors, decision making above all the marketing strategies.

<b>Unit</b>	<b>Total Hours</b>	<b>% of Questions</b>	<b>Bloom's Taxonomy</b>	<b>Remarks, if any</b>
<b>THEORY</b>				
<b>U1</b>	<b>8</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>14</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U3</b>	<b>14</b>	<b>20</b>	<b>1,2,3,4</b>	<b>NA</b>
<b>U4</b>	<b>12</b>	<b>20</b>	<b>1,2,3,4</b>	<b>NA</b>
<b>U5</b>	<b>12</b>	<b>30</b>	<b>1,2,3,4</b>	<b>NA</b>
	<b>60</b>	<b>100%</b>		

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Contents		
Chapter	Name of the topic	Hours
Unit-I	<p><b>Introduction to Tourism Consumer Behaviour.</b></p> <ul style="list-style-type: none"> <li>• Definition, scope, and importance of tourism consumer behaviour</li> <li>• Factors influencing tourism consumer behaviour: Psychological, social and cultural factors.</li> <li>• Consumer behaviour research methods in the tourism industry: Surveys, interviews, observations, and experiments.</li> </ul>	<b>8</b>
Unit-II	<p><b>Internal Influences on Tourism Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>• Perception and its impact on tourism consumer behavior.</li> <li>• Learning and memory in tourism.</li> <li>• Motivation and its role in tourism consumer behaviour: Travel motivations, Maslow's hierarchy of needs, and its impact on tourism decision-making</li> <li>• Influence of personality and self-concept in tourism behavior.</li> <li>• Attitudes and their influence on tourism behaviour: Formation, change, and measurement of attitudes towards travel and destinations.</li> </ul>	<b>14</b>
Unit-III	<p><b>External Influences on Tourism Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>• Social factors and tourism consumer behaviour: Influence of reference groups, family, social class, and opinion leaders on travel choices.</li> <li>• Culture and subculture: Impact of cultural values, norms, and subcultures on tourism behaviour.</li> <li>• Social media and digital influence on tourism consumer behaviour.</li> <li>• Situational influences in tourism: The role of physical surroundings, time, and social surroundings on tourist behaviour.</li> </ul>	<b>14</b>
Unit-IV	<p><b>Tourist Decision-making</b></p> <ul style="list-style-type: none"> <li>• Consumer decision-making models in tourism: Rational, emotional, and habitual decision-making processes.</li> <li>• Tourist decision-making process: Destination selection, travel planning, information search, booking, and post-travel behavior.</li> <li>• Types of tourists buying decisions.</li> </ul>	<b>12</b>

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	<ul style="list-style-type: none"> <li>Theories of tourist decision-making: Rational Choice Theory, Behavioural Economics.</li> </ul>	
<b>Unit-V</b>	<p><b>Tourism Consumer Behaviour Applications</b></p> <ul style="list-style-type: none"> <li>Tourism consumer behaviour and marketing strategy: Product development, pricing, promotion, and distribution strategies in the tourism industry</li> <li>Branding and brand loyalty in tourism: Creating and maintaining brand loyalty among tourists</li> <li>Advertising and consumer behaviour in tourism: Persuasion techniques and advertising appeals in the tourism context</li> <li>Service marketing and customer experience in tourism: Service quality, customer satisfaction, and customer retention in the tourism industry</li> <li>Ethical issues in tourism consumer behaviour: Tourist rights, responsible tourism, and sustainable practices</li> </ul>	<b>12</b>
	Total	<b>60</b>

**List of Books**

<b>Name of Author</b>	<b>Title of the Book</b>	<b>Name of the Publisher</b>
Arch G. Woodside and Drew Martin	"Tourism Consumer Behavior: Impacts and Outcomes"	CABI; 1st edition (November 12, 2007)
Metin Kozak and Seyhmus Baloglu-- Routledge	"Consumer Behavior in Tourism"	2nd edition (November 10, 2011))
Jaume Rosselló and Joan D. Albalate -- Routledge	"Tourist Behaviour: Themes and Conceptual Schemes"	1st edition (June 29, 2017)
C. Michael Hall -- Routledge	"Understanding and Managing Tourism Impacts: An Integrated Approach"	2nd edition (August 21, 2018)
Geoffrey Crouch and J.R. Brent Ritchie	"Consumer Psychology of Tourism, Hospitality and Leisure"	CABI; 1st edition (May 17, 2005)

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<b>Bachelor in Travel and Tourism Management</b>	
<b>Course: Introduction to Hotel Operations</b>	
<b>Course Code: TTMC402</b>	<b>Semester: IV</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit:4	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

<b>Sl. No.</b>	<b>Course Objective</b>	
<b>1</b>	Gain insights into the organizational structure of hotels, including various departments such as front office, housekeeping, food and beverage, sales and marketing, and management.	
<b>2</b>	Learn about the key functions of hotel management, including guest services, reservations, revenue management, inventory control, and quality assurance.	
<b>3</b>	Understand the roles and responsibilities of front office staff, reservation systems, check-in and check-out procedures, handling guest inquiries, and managing guest accounts.	
<b>4</b>	Explore housekeeping operations, including cleaning procedures, room inspection protocols, maintenance requests, and managing guest amenities.	
<b>5</b>	Learn about the various aspects of food and beverage operations in hotels, including restaurant management, menu planning, food safety, beverage service, and catering.	
	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	<b>Students will be introduced to the hotel industry and learn on its classification.</b>	<b>U1</b>
<b>CO 2</b>	<b>Will gather a substantial amount of knowledge on the various departments of the hotel industry and their respective operations.</b>	<b>U1,U2</b>
<b>CO 3</b>	<b>Students will get to know the tips and techniques of the Front office operations.</b>	<b>U3</b>
<b>CO4</b>	<b>A good knowledge on the house keeping department and facility management.</b>	<b>U4</b>
<b>CO5</b>	<b>A thorough knowledge on food and beverage and its allied factors will be amassed.</b>	<b>U5</b>

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The students will not only acquire knowledge on the basics of the hotel industry with classification, different departments- front office, housekeeping and food and beverage but also learn the skills fit for the practical purpose.

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

<b>Contents</b>		
<b>Chapter</b>	<b>Name of the topic</b>	<b>Hours</b>
<b>Unit-I</b>	<p><b>Overview of the Hotel Industry</b></p> <ul style="list-style-type: none"> <li>Introduction to the hotel industry and its significance in the travel and tourism sector.</li> <li>Classification of hotels based on size, service level, and target markets</li> <li>Trends and current issues shaping the hotel industry.</li> <li>Exploring different types of accommodation, including hotels, resorts, and bed and breakfasts.</li> </ul>	<b>8</b>
<b>Unit-II</b>	<p><b>Hotel Operations and Departments</b></p> <ul style="list-style-type: none"> <li>Overview of various hotel departments: front office, housekeeping, food and beverage, sales and marketing, and finance.</li> <li>Understanding the roles and responsibilities of each department.</li> <li>Interdepartmental collaboration and communication for seamless operations</li> <li>Introduction to property management systems and their role in hotel operations.</li> </ul>	<b>12</b>

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<b>Unit-III</b>	<p><b>Front Office Operations</b></p> <ul style="list-style-type: none"> <li>• Importance of the front office department in hotel operations.</li> <li>• Reservation systems and processes.</li> <li>• Check-in and check-out procedures.</li> <li>• Handling guest inquiries, requests, and complaints.</li> <li>• Introduction to hotel loyalty programs and guest relationship management.</li> </ul>	<b>12</b>
<b>Unit-IV</b>	<p><b>Housekeeping and Facilities Management</b></p> <ul style="list-style-type: none"> <li>• Housekeeping department's role in maintaining cleanliness and guest satisfaction</li> <li>• Room cleaning procedures and standards</li> </ul>	<b>14</b>
	<ul style="list-style-type: none"> <li>• Laundry operations and linen management</li> <li>• Effective maintenance and upkeep of hotel facilities and equipment</li> <li>• Safety and security measures in the hotel environment</li> </ul>	
<b>Unit-V</b>	<p><b>Food and Beverage Operations</b></p> <ul style="list-style-type: none"> <li>• Overview of food and beverage department and its significance in guest experience</li> <li>• Restaurant operations and service styles</li> <li>• Menu planning and pricing strategies</li> <li>• Introduction to bar operations and beverage management</li> <li>• Importance of quality control and food safety in F&amp;B operations</li> </ul>	<b>14</b>
	Total	<b>60</b>

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<b>Name of Author</b>	<b>Title of the Book</b>	<b>Name of the Publisher</b>
David K. Hayes, Jack D. Ninemeier, and Allisha A. Miller	"Hotel Operations Management"	Pearson; 4th edition (March 12, 2018)
James A. Bardi--	"Hotel Front Office Management"	Wiley; 5th edition (October 5, 2017)
Michael L. Kasavana and Richard M. Brooks	"Managing Front Office Operations"	American Hotel & Lodging Educational Institute; 10th edition (May 20, 2019)
Margaret Kappa and Aleta Nitschke	Managing Housekeeping Operations"	American Hotel & Lodging Educational Institute; 2nd edition (February 7, 2019)
Lea R. Dopson and David K. Hayes	"Food and Beverage Cost Control"	Wiley; 7th edition (July 24, 2017)



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<b>Bachelor in Travel and Tourism Management</b>	
<b>Course: Field Data Analysis</b>	
<b>Course Code: TTMC403</b>	<b>Semester: IV</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit:4	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

<b>Sl. No.</b>	<b>Course Objective</b>	
<b>1</b>	Will gather knowledge about field data collection,types of data	
<b>2</b>	Will gather knowledge on data collection techniques	
<b>3</b>	Will gather knowledge of geospatial tourism	
<b>4</b>	Will have a deep insight on preparing reports,techniques,tips of report writing skills	
	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	<b>Will learn importance of field data analysis</b>	<b>U1</b>
<b>CO 2</b>	<b>To know how to collect data</b>	<b>U2</b>
<b>CO 3</b>	<b>Will learn about geospatial tourism</b>	<b>U2,U3</b>
<b>CO 4</b>	<b>Will get to know how to prepare reports, techniques of presentation skills</b>	<b>U4</b>

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<b>Course Code:</b>	TTMC403	
<b>Course:</b>	Field Data Analysis	Credits:4.0
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the topic</b>	<b>Hours</b>
<b>Unit-1</b>	<b>Introduction to Field Data in Tourism: -</b> <ul style="list-style-type: none"> <li>• Understanding the role of field data in Tourism</li> <li>• Types of data, Primary vs Secondary, quantitative vs qualitative</li> <li>• Key data sources in tourism: surveys, interviews, observations and records</li> </ul>	<b>14</b>
<b>Unit-2</b>	<b>Data collection techniques: -</b> <ul style="list-style-type: none"> <li>• Tools for primary data collection- survey, interviews and focus group discussions, observation checklists and photography documentation</li> <li>• Secondary data collection</li> <li>• Reviewing literature and previous reports</li> <li>• Ethical considerations in tourism research and data collection</li> </ul>	<b>14</b>
<b>Unit-3</b>	<b>Geospatial data analysis in tourism:</b> <ul style="list-style-type: none"> <li>• Use of GIS tools to analyse spatial data</li> <li>• Mapping tourist flows and patterns</li> <li>• Case studies on location-based insights in tourism</li> <li>• Case studies of destinations that utilize data for planning and marketing</li> </ul>	<b>16</b>
<b>Unit-4</b>	<b>field report activities:-</b> <ul style="list-style-type: none"> <li>• Structuring data reports: objectives, methodology, findings, and recommendations</li> <li>• Visual representation of data: dashboards, infographics and maps</li> <li>• Best practices for presenting data to stakeholders</li> </ul>	<b>16</b>
	<b>TOTAL</b>	<b>60</b>

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<b>Name of Author</b>	<b>Title of the Book</b>
Brent W. Ritchie	"Tourism Research Methods"
J. R. Brent	"Statistical Analysis in Tourism Research"
Albert K.	"GIS Applications in Tourism"