

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of BBA in Heritage Tourism
Effective from academic session 2023-2024

BBA (Heritage Tourism) 4 Years UG

PROGRAMME OUTCOMES

- ✓ To equip students with the required communication and managerial skills.
- ✓ To develop the conceptual framework of Tourism in the students and create a knowledge of all the sectors of Tourism.
- ✓ To provide a learning environment to the students so that they can pursue careers in different domains of Tourism
- ✓ To provide exposure to real life work experiences and hands-on-practice by participation in various trainings/internships.
- ✓ To groom the personality of the students to make them industry ready.
- ✓ To enhance the technical skills among the students, training is provided for CRS & GDS platforms.
- ✓ To sensitize the students so that they can appreciate the heritage and tourism resources of India and the world.
- ✓ To make the students aware of tourism policy initiatives of the governments.

PROGRAMME SPECIFIC OUTCOMES

- ✓ Gain knowledge about environment and types of organization emphasizing on Tourism Sector
- ✓ Development of qualities as an effective manager, capable of taking decisions and communicating effectively with different types of publics.
 - ✓ Development of leadership skills to work autonomously and in the organized group.
- ✓ Entrepreneurial Skills for self as well as society upliftment.
- ✓ Strategic Decision Maker to plan and execute the Managerial functions.
- ✓ Personality Development and communication Skills
- ✓ Business Ethics and code of conduct
- ✓ Develop a right understanding regarding various financial institutions and agencies governing aspects of business.
- ✓ Understanding of current global scenario Tourism Industry

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Detailed Syllabus of Semester - I

Subjects Name: Basics of Tourism Principles, Policies & Practice

Subject Code: BTHM C101

Total Contacts Hours: 60

Credits: 5(4-L +1-T)

Theory

Objectives:	
<ul style="list-style-type: none"> • To understand the tourism phenomena and the distribution of the components of Tourism • To learn the concept and importance of Tourism in different sectors. • To realize the potential of Tourism Industry in India • To understand various elements of Tourism Management • To evaluate the role of various organization of Tourism 	
Course Content	
Unit 1	<p>Meaning and Concept of Tourism: Tourism – Excursion – leisure and recreation – Tourist – visitor & traveler – History</p> <p>Evolution and Development of Tourism, Ancient period – Early pleasure travel – concept of annual holiday – Transportation network-paid holiday and mass Tourism – causes of rapid growth of Tourism</p>
Unit 2	<p>Types of Tourism: Recreation Tourism – Eco-Tourism – Historical Tourism – Ethnic Tourism – Cultural Tourism – Adventure Tourism – Medical Tourism – Religion Tourism – Music Tourism – Village Tourism – Wild-Life Tourism – Cruise Tourism – Wellness Tourism – Film Tourism – Sports Tourism – Sustainable Tourism – Business Tourism – Culinary Tourism – Fashion Tourism – Heritage Tourism – Science Tourism</p>
Unit 3	<p>Growth and Development of Tourism in India: Travel and Travelers in ancient India, Travel during Medieval age, the period of European trade, tourism in Independent India.</p> <p>Tourist Motivation: Factors, Types, Push and Pull Factors</p> <p>Determinants of Tourism: Psychological, Cultural, Economic, Personal and Social; Barriers to Travel</p>
Unit 4	<p>Impact of Tourism: Meaning, Positive and Negative impacts of Tourism – Social, Cultural, Economic and Environmental Impacts.</p> <p>Profile of Indian Tourism: Nature, Characteristics and Components of Indian Tourism</p> <p>Role of Department of Tourism: NTO and ITDC in Promoting Indian Tourism</p> <p>Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, ITDC</p>
Unit 5	<p>Tourism Organizations - Introduction and function of Tourism Organizations. International Organizations – UNWTO, PATA, UFTAA. National Organizations – ITDC, IATO, TAAI, FHRAI. Regional Organizations – WBTDC, HPTDC, KTDC, RTDC, EHTTOA.</p> <p>Significance of Tourism: Social, Environmental, Political, Economic. Factors affecting the future of Tourism business,</p>

Suggested Readings:

1. Pran Nath Seth(2006): Successful tourism Management, Sterling, New Delhi (Vol.1 &2)
2. A.K. Bhatia(2010): International Tourism Management, Sterling, New Delhi
3. A.K. Bhatia (1997): Tourism Management & Marketing. Aph Publishing Corporations,
4. Mill and Morrison, (1992), the Tourism System: An Introductory Text, Prentice Hall, London.
5. Cooper, Fletcher et al (1993), Tourism Principles and Practices, Pitman.
6. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), THE TRAVEL INDUSTRY, Van Nostrand Reinhold, New York.
7. Page J. Stephen & Brunt Paul (2007), TOURISM- A MODERN SYNTHESIS, Thomson Pub, London.
8. Ray Youell (1998), TOURISM-AN INTRODUCTION, Addison Wesley Longman, Essex.
9. Sunetra Roday, et al (2009), TOURISM OPERATIONS AND MANAGEMENT, Oxford

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Subject Name: **Cultural Heritage of India**

Subject Code: **BTHM C102**

Total Contacts Hours: **60**

Credits: **5(4-L +1-T)**

Theory

Objectives: To familiarize the culture set up in India and its contribution to Tourism. To protect and promote the nation's rich cultural Heritage. To preserve and expose the cultural heritage of our ancestors and teachers. To evoke surprise and admiration by creating accessibility to their work, products, and minds. To promote the practice of science and other cultural activities.	
Course Content	
Unit 1	Culture, Civilization and Heritage: Meaning, Definition ,Characteristics and feature of Indian Culture, Unity in diversity, assimilation and toleration, Socio-Cultural Issues in contemporary India, Spread of Indian Culture in Abroad
Unit 2	Indian Culture through ages: Ancient India, Medieval India and Modern India ,a brief about Indus Valley Civilization, Aryans Rulers: Alexander, The Mauryas and Ashoka, Sungas, Guptas, Vardhanas, Rajputs and Marathas Tamil Sangam: Chola, Chera, Chalukyas, Pandyas – art, architecture and temples
Unit 3	Religion and Philosophy: Religion and Philosophy in Ancient India, Medieval India and Modern India , Muslim Invasions: Delhi Sulthanate – Slave, Khiji, Tuglaque, Sayid and Lodhi Dynasties – Mughals in India
Unit 4	Art and Crafts of India: Painting and Music, Persian and Hindi Literature – Fairs and Festivals – Cultural Synthesis. Crafts History of India – Regional Crafts - Craft Hubs – Craft Bazar – Textiles Crafts and Other Artifacts , Painting, Performing Arts and Architecture- Indian Painting, Performing Arts: Music, Dance and Drama and Indian Architecture
Unit 5	Education in India: Science and Technology in India , Scientists of Ancient India , Science and Scientists of Medieval India, Scientists of Modern India

Suggested Readings:

1. Manoj Dixit & Charu Sheela (2010): Tourism Products, NewRoyalBooks, Lucknow
2. Jacob, Robinet (2009): Indian Tourism Products; Anhijeet Publications, New Delhi
3. Jacob, Robinet; Mahadevan P; Sindhu Joseph (2012);
4. Tourism Products of India – a National Perspective; Abhijeet Publications, New Delhi
5. I C Gupta –Tourism Products of India
6. A L Basham (2007): The Wonder that was India, Surjeet Publication, New Delhi
7. S.A.A. Rizvi (1987): Wonder that was India – Vol 2, Sidgwick & Jackson, London