

**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**

**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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**Semester – II**

**Subject Name: Indian History and Culture**

**Subject Code: BTHM C201**

**Total Contacts Hours: 60**

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

Theory

<b>Objectives:</b>	
<ul style="list-style-type: none"> <li>• To understand the sources of Ancient and Medieval Indian History</li> <li>• To learn Art, Architecture, Literature, Science, Sculpture of Ancient Indian to Mughal Period.</li> <li>• This module attempts to provide an integral view of Indian culture from the perspective of the tourism sector.</li> <li>• This gives information about the culture and the history of India.</li> </ul>	
<b>Course Content</b>	
<b>Unit 1</b>	<ul style="list-style-type: none"> <li>• Literary and Archaeological sources of Ancient and Medieval Indian History</li> <li>• <b>Pre-history and Proto-history:</b> Geographical factors; hunting and gathering (Paleolithic and Mesolithic); Beginning of agriculture (neolithic and chalcolithic)</li> <li>• Indus Valley Civilization: Origin, date, extent, characteristics, decline, survival and significance, art and architecture.</li> </ul>
<b>Unit 2</b>	<ul style="list-style-type: none"> <li>• <b>Aryans and Vedic Period:</b> Expansion of Aryans in India. Vedic Period: Religious and Philosophic Literature.</li> <li>• <b>Period of Mahajanpadas:</b> Form action of states (Mahajanapada) spread of Jainism and Buddhism.</li> <li>• <b>Mauryan Empire:</b> Chandragupta, Kautilya and Arthashastra, Asoka, Art, Architecture and Sculpture.</li> </ul>
<b>Unit 3</b>	<ul style="list-style-type: none"> <li>• <b>Post-Mauryan Period (Indo-Greeks, Sakas, Kushanas)</b> – Social Conditions, Art, Architecture, Culture &amp; Literature.</li> <li>• <b>Early State and Society in Eastern India, Deccan and South India</b> – The Satavahanas, Tamil States of Sangam – Literature and Culture, Art and Architecture.</li> <li>• Art, Architecture, Science, Literature and Culture of Ancient and early medieval India.</li> </ul>
<b>Unit 4</b>	<ul style="list-style-type: none"> <li>• Society, Religion, Culture and Economy of the Delhi Sultanate.</li> <li>• Mughal Afghan Conflict – Akbar and the consolidation of the Mughal Empire.</li> <li>• European Penetration into India – British Extension in India – Social &amp; Cultural Development.</li> </ul>
<b>Unit 5</b>	<p><b>Fascinating Indian Culture:</b></p> <ul style="list-style-type: none"> <li>• Traditions and Customs: Gretings. Religious Customs.</li> <li>• Festivals of India.</li> <li>• Family Structure and Marriage.</li> <li>• Symbols. Cuisine and Food.</li> <li>• Traditional Clothing: Dances of India. Epics and Mythology.</li> <li>• Martial Arts. Languages.</li> </ul>

**Suggested Readings:**

1. H.C. Roychaudhury, K. K. Dutta, R.C. Majumdar, Advanced History of India
2. N. K. Sinha & N. R. Ray, History of India
3. Satish Chandra, Medieval India.
4. Ram Saran Sharma, Ancient India
5. S. N. Sen, Advanced History of Ancient and Medieval India
6. Irfan Habib, Medieval India: The Study of a Civilization.
7. Satish Chandra, Medieval India Part Two Mughal Empire.
8. Sekhar Bandopadhyaya. From Plassey to Partition.
9. Sumit Sarkar, Modern India 1885 – 1947.
10. Bipan Chandra, India's Struggle for Independence

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**Detailed Syllabus of Semester - II**

**Subject Name: Heritage Laws and Regulations**

**Subject Code: BTHM C202**

**Total Contacts Hours: 60**

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

**Theory**

<p><b>Objectives:</b> To apprise the Students about the ethical and legal dimensions of Tourism. It will include a greater understanding of the ethics, its utility for Business and Tourists. The legal dimension shall include the knowledge of the laws relevant for Tourism. The focus of the paper is to make comprehensive view of the ethical and legal issues pertaining to tourism. This module is prescribed to appraise students about the emerging trends in travel and Tourism and to make them to Understand the regulatory laws for tourism business in India. The course aims to acquaint the student with a basic and elementary knowledge of the Tourism business and corporate laws.</p>	
<b>Course Content</b>	
<b>Unit 1</b>	Definition and scope of Tourism law and ethics, Tourism Legislation, Sources of Tourism Law, The Indian Scenario Laws related to Ancient Monuments The Ancient Monuments Act. , Regulations made by the Archaeological Survey of India, Guidelines issued by the Ministry of Culture. Legislation for hospitality and catering
<b>Unit 2</b>	Regulatory Laws for Tourism Business in India: Inbound and outbound travel. Transport Industry and Airlines. Accommodation and Hotel Industry. Foreign Exchange Regulation Act. Tourist related Laws: Citizenship, Passport, Visa, Foreigners, Foreigners Registration, customs Acts
<b>Unit 3</b>	Definition of Environment, Environmental Protection Act, Fair Trade Practices, Fulfilling all National obligations under various Laws, Safeguarding Health and wellbeing of Customers. Consumer Protection Act, Right to Information Act.
<b>Unit 4</b>	The Passport Act , 1967, Classes of passports and travel documents, Applications for passports, Extension of period of Passport. Tourism bill of rights, Indian Tourism Regulations -Passport, Visa, Immigration, Temporary Landing Permit, Restricted / Protected Area, Health Regulation, Customs and Currency Regulation Travel Insurance & Health Regulations
<b>Unit 5</b>	List of laws related to Tourism and Hospitality in India Custom & Currency regulations Types of Heritage, Role of UNESCO in preservation of Heritage , World Cultural & Natural Heritage, Ethics in Tourism, Barmuda Agreement
<b>Unit 6</b>	Regulatory Laws for Tourism Business in India-I: Need for Tourism Laws and Regulations, Legislation and Regulations for Travel Agencies, Regulations for Accommodation sector, GATS Regulatory Laws for Tourism Business in India-II: Legislation related to Wildlife Preservation, Legislation related to Airline Sector, Consumer Protection Act-1986- Salient Feature, Definitions of Consumers, Grievance redressal machinery.

**Suggested Readings (Latest Editions):**

1. David A. Fennell., Tourism Ethics. Kindle , Kindle Publishing House.
2. Glen Cohen, Patients with Passports: Medical Tourism, Law and Ethics. OUP USA.
3. Gupta S.K, Foreign Exchange Laws and Practice, Taxman Publications Delhi.
4. Shrivastava. Tourism ethics, Centrum Press.
5. Malik, S.S, Ethical, Legal and Regulatory aspects of Tourism Business, Rahul, Delhi
6. Sajnani M, Indian Tourism Business, a Legal Perspective
7. Manuel G. Velasquez, Business Ethics Concepts and Cases, Phi Learning Pvt. Ltd.