

**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-III**

**Detailed Syllabus**

**Paper: Tourism Planning & Event Management**

**Code: BTHM C301**

**Contacts Hours / Week: Credits: 5**

<b>Objectives:</b>	
1. To understand the theoretical framework of destination planning and various intricate involved in it.	
2. To analyse sustainable tourism practices as the best way of overcoming the negative impacts of tourism development.	
3. To understand the Scope of Event Management -Varieties & importance of events	
4. To enable the students to understand the essentials of Event management	
<b>Course Content</b>	
<b>Unit 1</b>	Tourism Planning: Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale, Public and Private sectors role in Tourism Development.
<b>Unit 2</b>	Contemplation in Planning and Plan Conceptualization: Deliberations in the planning system- Role of systems approach in tourism planning- Tourism systems – Modified Leiper’s Tourist System and Whole Tourism System (WTS) - Weaknesses in Leiper’s model of WTS- Other models of tourism – A model for interdisciplinary studies of tourism - Using models in learning system. Tourism demand and market supply match – Tourism demand patterns- Forecasting tools and techniques.
<b>Unit 3</b>	<b>Sustainable Tourism:</b> Definitions of sustainable tourism, sustainability, sustainable development- Forces which promote Sustainable Tourism – Economic Force which resist Sustainable Tourism- Principles of Sustainable Tourism – Carrying Capacity and its application – The Environment Impacts of Tourism – Basic Properties of Ecology- Definitions of Ecology – Environment – Ecosystem – Relationship of Ecology Tourism Activities and their Linkages to Ecology and Environment – tourism industry and Pollution
<b>Unit 4</b>	<b>Introducing Events:</b> <ul style="list-style-type: none"> <li>• Definition, Scope of Event Management. Characteristics and complexities of events</li> <li>• Growth and development of event industry, Trade fairs and their roles</li> <li>• Typology of planned events, Varieties &amp; importance of events -</li> <li>• Key steps to successful events</li> </ul>
<b>Unit 5</b>	<ul style="list-style-type: none"> <li>• Marketing Events – Marketing mix , segmentation, event tourism packaging</li> <li>• Crisis management &amp; Public Relation in Events</li> <li>• Short study of ICPB , ICCA</li> <li>• International event markets -Germany, London, Hong Kong, Singapore etc.</li> </ul>
<b>Unit 6</b>	<b>MICE Tourism:</b> <ul style="list-style-type: none"> <li>• Components of MICE Tourism –Meeting, Incentive, Conference &amp; Exposition/ exhibition definition</li> <li>• Nature and demand of Conference market: A brief study of MICE market in India</li> <li>• Event planning, Checklist for different events, planning schedule &amp; actions agenda</li> <li>• Conference program designing,Pre &amp; Post event responsibility</li> <li>• Sponsorship, sponsors, organizers, customers &amp; guests.</li> <li>• Risk Management, Safety and Global Issues in Event Management</li> </ul>

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**Suggested Readings/Books:**

1. Babu, S. S., Mishra, S., & Parida, B. B. (2008), Tourism Development Revisited – Concepts, Issues & Paradigms. Sage Publications.
2. Bhatia, A.K. (2009), Tourism Development: Principles & Practices. Sterling Publishers.
3. Burkart, A. J., & Medlik, S. (1994), Tourism Past, Present and Future. London: William Heinemann Ltd.
4. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S (2000), Tourism Principles and Practices. London: Pitman Publishing.
5. Event Management in leisure & tourism – David Watt
6. Conferences – Tomy Rogers

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**Paper: Tourism Marketing**

**Code: BTHM C302**

**Contacts Hours / Week: Credits:5**

<b>Objectives:</b>	
1.To understand the various marketing functions and techniques related to hospitality and tourism and their applications to real life situations	
2.To focus on the pragmatic aspects of marketing that helps the learners to focus on the pertinent facets of placing hospitality and tourism products before the stakeholders of tourism industry.	
3. Students will learn about importance of tourist orientation and ways to reach tourists through proper marketing strategies	
<b>Course Content</b>	
<b>Unit 1</b>	INTRODUCTION <ul style="list-style-type: none"> <li>• Definition, Nature, Scope, Functions and Importance of marketing</li> <li>• Evolution of marketing concept/ Approaches of marketing</li> <li>• Core concept of marketing</li> </ul>
<b>Unit 2</b>	Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services – Technology and Marketing – Specific features of Tourism Marketing.
<b>Unit 3</b>	Product Mix – Salient features of Tourism Products, 7 P’s in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. PRICING: Pricing Considerations – Internal and External Factors of pricing– Pricing Strategies/types.
<b>Unit 4</b>	MARKET SEGMENTATION, TARGETING AND POSITIONING - Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning.
<b>Unit 5</b>	PROMOTION - Promotion: Introduction, Different tools of Promotion ( Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, Public relations, Digital communications) Emerging trends in promotion, promotion of tourism products.

**Suggested Readings:**

- 1.A.K. Bhatia (1997): Tourism Management & Marketing. Aph Publishing Corporations,
2. Kotler, Philip, Bowen John, Makens James (2006), Marketing for Hospitality and Tourism, 4th edition, Pearson Education, Bengaluru.
3. Morrison Alistair. M (2002), Hospitality and Travel Marketing, 2nd edition, Delmar Thomson Publications, Florence.
4. Christian Gronroos (1999), Service Management and Marketing Management, 3rd edition, Rowman & Littlefield Publishing Group, Lanham, Maryland.
5. Keller & Kotler (2007), A Framework for Marketing Management, 3rd edition, Dorling Kindersley India Private Ltd, New Delhi.
6. Kotler, Philip, Bowen John, Makens James (2013), Marketing for Hospitality and Tourism: 6th edition, Pearson Publishers, New Delhi.
7. Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.