

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
SEMESTER-VI

Detailed Syllabus

Paper: Strategic Tourism Management & Entrepreneurship Development in Tourism

Code: BTHM C601

Total Contact Hours: 75

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

Course Objectives:

1. To provide foundational knowledge and skills for generating new entrepreneurial ideas and ventures in the tourism sector.
2. To understand the strategic needs of tourism organizations within their business environments and develop/evaluate strategic options.
3. To develop the necessary input for inculcating new ideas for creating new ventures
4. This will help students to understand what is required for an organization or a business unit in the context of its environment and also to understand strategy and to develop/evaluate strategic Options

Course Content

Module I: Strategic Tourism Management

Unit 1	Introduction to Strategic Management in Tourism-Concept, nature, scope, and importance of strategy in tourism and hospitality, Strategic management process: formulation, implementation, and evaluation, Strategic planning in tourism organizations, Levels of strategy: corporate, business, and functional Hours allotted:10
Unit 2	Tourism Environment Analysis -External environment: PESTEL analysis (Political, Economic, Social, Technological, Environmental, Legal), Internal environment: resources, capabilities, and core competencies, SWOT and TOWS analysis in tourism business decision-making, Competitive environment: Porter's Five Forces model in tourism, • Mintzberg analysis of strategic decision making • Types of strategies in case of Travel and Tourism management Hours allotted:12
Unit 3	Strategic Options and Formulation in Tourism -Growth, stability, retrenchment, and combination strategies, corporate strategies: integration, diversification, mergers, and acquisitions in tourism, Business-level strategies: cost leadership, differentiation, and focus strategies, Strategic alliances, collaborations, and partnerships in tourism Hours allotted:12

Module II: Entrepreneurship Development in Tourism

Unit 4	Entrepreneurship – Definition, Types and theories of entrepreneurship – competencies entrepreneur – Developing competencies-small scale entrepreneur – characteristics and relevance, Role of SSE in economic-development, problem and support needs of SSE, Opportunity analysis (external environment analysis), Funding-venture capital sources & documentation required Hours allotted:12
Unit 5	Small scale entrepreneur – characteristics and relevance – Role of entrepreneurs in SSE and economic development – problem and support needs of SSE – Institutional set up for development of SSC, Financial management issues in SSE – Managing asset and liabilities – Evaluating performance – Managing family enterprise – definition, issues and problems, strategies, Barriers and problems of entrepreneurship in tourism (economic, socio-cultural,

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	regulatory, infrastructural), Barriers and problems of entrepreneurship in tourism (economic, socio-cultural, regulatory, infrastructural) Hours allotted:14
Unit 6	Entrepreneurial Development Programme (EDP) -EDPs role, relevance and achievements -Role of Government in organizing EDPs -legal requirements for establishment of a new unit related to tourism, Financial and Institutional Support for Tourism Entrepreneurship, Sources of finance: banks, venture capital, angel investors, government schemes, Tourism-specific financial assistance programs (India & international), Institutional support: Ministry of Tourism, State Tourism Departments, ITDC, IHCL, Role of organizations like UNWTO, WTTC, and NGOs in promoting entrepreneurship Hours allotted:15

Recommended Readings

1. Evans, N., Campbell, D., & Stonehouse, G. – Strategic Management for Travel and Tourism
2. Morrison, A. – Entrepreneurship in the Hospitality, Tourism, and Leisure Industries
3. Tribe, J. – Strategic Business Management in Tourism
4. Buhalis, D. & Costa, C. – Tourism Management Dynamics
5. R. Satyanarayana – Entrepreneurship Development in Tourism

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Paper: Travel Agencies & Organizations in Heritage Tourism

Code: BTHM C602

Total Contact Hours: 75

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

Theory

Course Objectives:	
1. To expose students to the procedures and processing in Tourism and Travel operations. 2. To equip students with the practical knowledge required for careers in the tourism profession. 3. To develop in-depth understanding of travel agency and tour operation systems.	
Course Content	
Unit 1	Travel Agency – Definition and Scope – Tour Operators: Definition & Scope – Types of travel agencies –History of Travel Trade – The Travel Market: Business Travel, Corporate travel, Commercial group travel, Institutional travel – Leisure Travel: Family Travel, Single resort travel, special interest travel – Segments of travel industry: Travel agencies – Airlines – Lodging establishments – Tour wholesalers – Cruise liners – Car rentals – Rail transportation – Functions of Travel Agents – Full service agency, Commercial Agency, Implant agency, Group/ incentive agency – Literature or Manual for Travel Business. Hours allotted:15
Unit 2	Travel information – Documentation – Passports: Types and requirements – Visas – Various types and requirements – Health Certificate – Travel insurance - customs and Immigration– Schengen Visa –Airline codes-City Codes-Issuance of tickets Domestic and International. – products and services of a travel agency, pleasure/vacation travel – commercial travel – Tours – Ancillary Tourism Services- Services to tourists – Guide Services – Financial Services – Services to the Suppliers. Special regulation for restricted areas. Hours allotted:12
Unit 3	Procedures for approval of a travel agency and tour operator – Organization structure of a travel agency/ tour operator – IATA rules and regulations for travel agency approval –Approval from various government bodies. Hours allotted:12
Unit 4	The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sightseeing tours -Group, Incentive and convention tour – Types of Tour Operators. Components of Package Tour – Basic Principles on packaging – factors affecting tour design and selection – Booking a Tour – Mass Market Package holidays – Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations Hours allotted:12
Unit 5	Tourism Organisations – Identification of organizations operating internationally and domestically (IATA, PATA, IATO, UNWTO, WTTC) Effectiveness of each organization, Inter and Intra relations of the work of these organizations to each sector with the tourism Industry. Hours allotted:12
Unit 6	Tour operational Techniques: Departure – Hotel Procedure – Aboard the Bus/Coach – Emergency procedures – Finance and accounting – Food and Beverages – Transportation Delays – Expulsion of a Tour Member – Handling Company Money –

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	Reservation of Tourist Accommodation – Hotel Reservation – Types – Meal Plans and Codes – Room Rate, information requirements. Hours allotted:12
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Suggested Readings/Books:

1. Gupta, Ashim. Travel Agency and Tour Operation: Concepts and Principles. Centrum, 2012.
2. Luniya, B.N. Evolution of Indian Culture. Lakshmi Narain Agrawal, 1993.
3. Majumdar, R.C. Renaissance in Modern India. Himansu Bhusan Sarkar, 1908.
4. Negi, J.M.S. Travel Agency & Tour Operations.

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Paper: Tourism Resources & Management

Code: BTHM C603

Total Contact Hours: 60

Credits: 4(3-L + 1-T)

Theory

Course Objectives: 1.To provide an understanding of the concept, types, and significance of tourism resources. 2.To analyze cultural, natural, and man-made resources for sustainable tourism development. 3.To introduce principles and practices of tourism resource management. 4.To develop managerial and planning skills for conservation and utilization of resources in Tourism. 5.To evaluate policies, strategies, and challenges in managing tourism resources.	
Course Content	
Unit 1	Introduction to Tourism Resources -Concept and definition of Tourism Resources,Classification of Tourism Resources: Natural, Cultural, Man-made, Event-based, Emerging resources, Resource mapping and inventory techniques,Importance of tourism resources in destination development,Case examples from India and abroad Hours allotted:12
Unit 2	Natural Tourism Resources -Physiographic resources: Mountains, Beaches, Deserts, Islands, Forests,Climate and its role in tourism,Wildlife sanctuaries, National Parks, Biosphere reserves,Rivers, Lakes, and Waterfalls as resources,Issues in conservation and carrying capacity analysis Hours allotted:12
Unit 3	Cultural & Heritage Resources -Cultural heritage: Monuments, Archaeological sites, Museums,Performing arts, Fairs, Festivals, and Folklore as tourism resources,Handicrafts, Handlooms, and Cuisine in tourism promotion,UNESCO World Heritage Sites in India,Challenges in managing cultural and heritage resources Man-made and Contemporary Tourism Resources -Theme parks, Amusement parks, Convention centers, Shopping malls,Pilgrimage and Religious tourism centers,Urban resources: Architecture, Modern infrastructure, Events (sports, cultural meets, exhibitions),Rural tourism and Eco-villages,Adventure and Wellness tourism resources Hours allotted:18
Unit 4	Tourism Resource Management -Concept and significance of resource management in tourism,Planning and Development of tourism resources,Community participation and stakeholder management,Sustainable resource management practices,Government policies, Acts, and Role of international organizations (UNWTO, UNESCO, IUCN, WTTC),Case Studies: Indian and International best practices in resource management Emerging Issues and Future Trends -Climate change and its impact on tourism resources, Digital technology in resource mapping & management (GIS, Remote sensing), Responsible tourism, Ecotourism, and Regenerative tourism, Future challenges in balancing conservation and commercialization Hours allotted:18

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Suggested Readings/Books:

1. Bhatia, A.K. – Tourism Development: Principles and Practices
2. Hall, C.M. – Tourism Planning: Policies, Processes and Relationships
3. Dixit, M. & Sheela, C. – Tourism Products
4. Sharma, J.K. – Tourism Planning and Development
5. Fletcher, J. et al. – Tourism: Principles and Practice
6. Goeldner, R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies