

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

Model curriculum structure for 4 year Non-AICTE UG programs for Bachelor in Travel and Tourism Management

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IV	TOURISM CONSUMER BEHAVIOUR (5 credits) 4L+1T	Database Management with SQL (4 credits)		Society Culture and Human Behavior (2 credits)			23 credits
	INTRODUCTION TO HOTEL OPERATIONS (4 credits)						
	FIELD DATA ANALYSIS (4 credits)	Graphic Design with PhotoShop & Illustrator (4 credits) 2L+2P					
v	TRAVEL AGENCY & TOUR OPERATION MANAGEMENT (5 credits) 4L+1T	Cloud Computing (4 credits) 2L+2P			Internship to be started after exam of 4th sem (sem break) and completed within 5th sem (weekends) (4 credits)		22 credits
	TOURISM PLANNING AND POLICY (5 credits) 4L+1T	E-commerce and Application (4 credits)					
VI	TOURISM ORGANIZATION AND TRAVEL DOCUMENTATION (5 credits) 4L+1T	Web Development with HTML and CSS (4 credits) 2L+2P					22 credits

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	DESTINATION MANAGEMENT (5 credits) 4L+1T	Internet and Networking (4 credits)					
	ENTREPRENEURSHIP IN TOURISM (4 credits)						
VII	ECO-TOURISM (5 credits) 4L+1T	Software Project Management (4 credits)					22 credits
	TOUR PACKAGE OPERATION (5 credits) 4L+1T	Digital Marketing (4 credits)					
	RESEARCH METHODOLOGY (4 credits)						
VIII	INTERNATIONAL TOURISM (5 credits) 4L+1T				Research Project or Dissertation (12 credits)		22 credits
	TRANSPORT IN TRAVEL & TOURISM (5 credits) 4L+1T						
	19 subjects - 91 credits	11 subjects – 42 credits	3 subjects – 09 credits	4 subjects – 08 credits	3 subjects & Internship & Projects - 22 credits	2 subjects – 4 credits	176 credits

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