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

Programme Objective

- To provide students with a comprehensive understanding of the travel and tourism industry, its various sectors, and their interrelationships.
- To develop students' knowledge and skills in key areas such as tourism marketing, destination management, hospitality operations, and travel planning.
- To foster critical thinking and problem-solving abilities to address challenges and emerging trends in the travel and tourism industry.
- To equip students with the necessary tools and techniques to effectively manage and lead tourism organizations, including sustainable tourism practices.
- To enhance students' cultural sensitivity and cross-cultural communication skills to cater to diverse populations and provide quality service to travelers.

Graduate Attributes in Bachelor in Travel and Tourism Management

The graduate attributes in Bachelor in Travel and Tourism Management are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a Bachelor in Travel and Tourism Management graduate will be able to demonstrate through learning various courses are listed below:

a. Disciplinary Knowledge

Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of the Travel and Tourism Management.

b. Communication skills

i. Ability to communicate long standing unsolved problems in Travel and Tourism Management;
ii. Ability to show the importance of Travel and Tourism Management as precursor to various travels and allied domains.

c. Critical Thinking

i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of Travel and Tourism Management and relevant domains;
ii. Ability to examine the results and apply them to various problems appearing in different branches of Travel and Tourism Management.

d. Problem solving

i. Capability to deduce a travel and tourism and associate problem and apply the classroom learning into practice to offer a solution for the same.
ii. Capabilities to analyze and synthesize data and derive inferences for valid conclusion;
iii. Able to comprehend solutions to sustain problems originating in the travel and tourism and allied affairs.

e. Research Related Skills

i. Ability to search for, locate, extract, organize, evaluate, and use or present information that is relevant to a particular topic;
ii. Ability to identify the developments in various branches of Commerce and Business.

f. Information and Communication Technology (ICT) digital literacy

Capability to use various technical ICT tools (like spreadsheet, PowerPoint) for exploring, analysis, and using the information for analytical purposes and demonstration as well as presentation.

g. Self-directed Learning

Capability to work independently in diverse projects and ensure detailed study of various facets of Travel and Tourism.

h. Moral and Ethical Awareness/Reasoning

i. Ability to ascertain unethical behaviour, falsification, and manipulation of information;
ii. Ability to manage self and various social systems.

i. Lifelong learning

Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Sports.

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Programme Learning Outcomes of BBA in Travel and Tourism Management

PO 1 To acquire a deemed knowledge and a comprehensive understanding of the selected disciplinary or interdisciplinary spheres of study in much border canvas of context, their various domains of learning, their relevant connections with the fields of study and the recent growth and expansion linked with the selected disciplinary/interdisciplinary spheres of study.

PO 2 The necessity for procuring knowledge connected to practice profession and procedure for the sake of executing highly skilled tasks corresponding to the chosen areas of learning, enshrining knowledge needed for creating self-employment steps, and knowledge with a proper mental faculty indispensable for entrepreneurship comprising the chief elements of the creation of enterprise, improved product growth or a novel setup of organization.

PO 3 To develop the skills in the domains pertaining to specialization in the particular disciplinary or interdisciplinary spheres of learning in a comprehensive multidisciplinary canvas including a broad range of practical skills and updates, with unfixed routine and non-routine references corresponding to the particular areas of learning.

PO 4 To harness the capability to extract the best from what has been imbibed, learnt, transfigure the concepts the practical situations and make a relevant application gained competencies in novel contexts rather than simply replicate the curriculum-based knowledge to create remedies to particular problems.

PO 5 Upon completion of the course, students will be able to demonstrate a comprehensive understanding of the travel and tourism industry, including its historical development, current trends, and future prospects.

PO 6 Students will be able to analyse and evaluate the impacts of tourism on destinations, economies, and communities, and propose strategies for sustainable tourism development.

PO 7 Students will acquire practical skills in tourism marketing, including market research, segmentation, branding, and promotional strategies, to effectively attract and retain tourists.

PO 8 Upon completion of the course, students will have the ability to design and manage travel itineraries, considering factors such as transportation, accommodation, attractions, and customer preferences.

PO 9 Students will develop cross-cultural communication skills, enabling them to provide excellent customer service to diverse groups of travelers, understand and respect different cultural norms, and handle challenging situations professionally.

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Programme Outcomes for Core Courses

	Programme Outcomes	DSC-1	DSC-2	DSC-3	DSC-4	DSC-5	DSC-6	DSC-7	DSC-8	DSC-9	DSC-10	DSC-11	DSC-12	DSC-13	DSC-14	DSC-15	DSC-16	DSC-17	DSC-18	DSC-19
1	Values for life and character building	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Disciplinary knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Communication skills	✓		✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓				✓
4	Critical thinking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Problem Solving	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	Analytical Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7	Research related skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8	Cooperation/ Teamwork	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9	Scientific Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
10	Reflective Thinking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
11	Information /Digital Literacy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
12	Self-directed Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
13	Moral and Ethical Awareness/ Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
14	Leadership Readiness/Qualities	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
15	Lifelong learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
16	Professional Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Legend: DSC-1: Basics of Tourism; DSC-2: Tourism Law and Ethics; DSC-3: Tourism Marketing; DSC-4: Tourism Geography; DSC-5: Tourism Economics; DSC-6: Tourism Products; DSC-7: Tourism Consumer Behaviour; DSC-8: Introduction to Hotel Operations; DSC-9: Field Trip & Report Writing; DSC-10: Travel Agency & Tour Operation Management; DSC-11: Tourism Planning and Policy; DSC-12: Tourism Organization and Travel Documentation; DSC-13: Destination Management; DSC- 14: Entrepreneurship in Tourism; DSC-15: Eco Tourism; DSC-16: Tour Package Operation; DSC-17: Research Methodology; DSC-18: International Tourism; DSC-19: Transport In Travel & Tourism.

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CURRICULUM STRUCTURE

L T P - Indicates Theory Lectures (L), Tutorial (T) and Practical (P) classes per week.
1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Semester-I							
Sl. No.	**Category**	**Course Code**	**Course Name**	**L**	**T**	**P**	**Credits**
Theory + Practical							
1	**DSC-1**	**TTMC101**	Basics of Tourism	**4**	**1**	**0**	**5**
2	**DSC-2**	**TTMC102**	Tourism Law and Ethics	**4**	**1**	**0**	**5**
3	**MINOR-1**	**MIC101**	Computer Fundamental	**3**	**0**	**0**	**3**
4	**GE-1**		Anyone from GE Basket A/D	**3**	**0**	**0**	**3**
5	**AEC-1**	**AECC101**	English & Professional Communication	**2**	**0**	**0**	**2**
6	**SEC-1**	**SEC181**	Life Skills and Personality Development	**2**	**0**	**0**	**2**
7	**VAC-1**	**VAC181**	Choose any one from following: VAC181A - Yoga VAC181B - Health & Wellness VAC181C - Sports	**0**	**0**	**2**	**2**
						Total Credits	**22**

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1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Semester-II							
Sl. No.	**Category**	**Course Code**	**Course Name**	**L**	**T**	**P**	**Credits**
Theory + Practical							
1	**DSC-3**	**TTMC201**	Tourism Marketing	**4**	**1**	**0**	**5**
2	**DSC-4**	**TTMC202**	Tourism Geography	**4**	**1**	**0**	**5**
3	**MINOR-2**	**MIC201**	Management Information System	**3**	**0**	**0**	**3**
4	**GE-2**		Anyone from GE Basket B/E	**3**	**0**	**0**	**3**
5	**AEC-2**	**AECC201**	Modern Indian Languages/English Language	**2**	**0**	**0**	**2**
6	**SEC-2**	**SEC281**	IT Skills	**2**	**0**	**0**	**2**
7	**VAC-2**	**VAC281**	Choose any one from following: VAC281A - Critical Thinking VAC281B - NSS VAC281C - Mental Health VAC281D - Environmental Studies	**0**	**0**	**2**	**2**
						Total Credits	**22**

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L T P - Indicates Theory Lectures (L), Tutorial(T) and Practical (P) classes per week.
1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Semester-III							
Sl. No.	**Category**	**Course Code**	**Course Name**	**L**	**T**	**P**	**Credits**
Theory + Practical							
1	**DSC-5**	**TTMC301**	Tourism Economics	**4**	**1**	**0**	**5**
2	**DSC-6**	**TTMC302**	Tourism Products	**4**	**1**	**0**	**5**
3	**MINOR-3**	**MIC301**	Word and Power Point & Spreadsheet Application with Excel	**4**	**0**	**0**	**4**
4	**GE-3**		Anyone from GE Basket	**3**	**0**	**0**	**3**
5	**AEC-3**	**AECC301**	The Constitution Human Rights and Law	**2**	**0**	**0**	**2**
6	**SEC-3**	**SEC381**	Understanding basics of cyber security	**2**	**0**	**0**	**2**
						Total Credits	**21**

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L T P - Indicates Theory Lectures (L), Tutorial(T) and Practical (P) classes per week.
1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Semester-IV							
Sl. No.	**Category**	**Course Code**	**Course Name**	**L**	**T**	**P**	**Credits**
Theory + Practical							
1	**DSC-7**	**TTMC401**	Tourism Consumer Behaviour	**4**	**1**	**0**	**5**
2	**DSC-8**	**TTMC402**	Introduction to Hotel Operations	**3**	**1**	**0**	**4**
3	**DSC-9**	**TTMC403**	Field Data Analysis	**3**	**1**	**0**	**4**
4	**MINOR-4**	**MIC401**	Basics of operating system / Database Management with SQL	**3**	**1**	**0**	**4**
5	**MINOR-5**	**MIC402**	Graphics design with Photoshop and Illustrator	**4**	**0**	**0**	**4**
6	**AEC-4**	**AECC401**	Society Culture and Human Behaviour	**2**	**0**	**0**	**2**
						Total Credits	**23**

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1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Semester-V							
Sl. No.	**Category**	**Course Code**	**Course Name**	**L**	**T**	**P**	**Credits**
Theory + Practical							
1	**DSC-10**	**TTMC501**	Travel Agency & Tour Operation Management	**4**	**1**	**0**	**5**
2	**DSC-11**	**TTMC502**	Tourism Planning and Policy	**4**	**1**	**0**	**5**
4	**MINOR-6**	**MIC501A/B**	Cloud Computing / Introduction to Computer Network	**4**	**0**	**0**	**4**
5	**MINOR-7**	**MIC502**	E-commerce and Application	**3**	**1**	**0**	**4**
6	**SEC-4**	**SEC581**	Internship	**0**	**0**	**4**	**4**
						Total Credits	**22**

Semester-VI							
Sl. No.	**Category**	**Course Code**	**Course Name**	**L**	**T**	**P**	**Credits**
Theory + Practical							
1	**DSC-12**	**TTMC601**	Tourism Organization and Travel Documentation	**4**	**1**	**0**	**5**
2	**DSC-13**	**TTMC602**	Destination Management	**4**	**1**	**0**	**5**
3	**DSC-14**	**TTMC603**	Entrepreneurship in Tourism	**3**	**1**	**0**	**4**
4	**MINOR-8**	**MIC601A/B**	Web Development with HTML and CSS / Data Mining & Data Warehousing	**4**	**0**	**0**	**4**
5	**MINOR-9**	**MIC602A/B**	Internet and Networking/ERP	**3**	**1**	**0**	**4**
						Total Credits	**22**

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Semester-VII (Honours)							
Sl. No.	**Category**	**Course Code**	**Course Name**	**L**	**T**	**P**	**Credits**
Theory + Practical							
1	**DSC-15**	**TTMC701**	Eco-Tourism	**4**	**1**	**0**	**5**
2	**DSC-16**	**TTMC702**	Tour Package Operation	**4**	**1**	**0**	**5**
3	**DSC-17**	**TTMC703**	Tourism Market In India–Prosepects And Challenges	**3**	**1**	**0**	**4**
4	**MINOR-10**	**MIC701**	Any one from Minor Basket (Computer)	**3**	**1**	**0**	**4**
5	**MINOR-11**	**MIC702**	Any one from Minor Basket (Computer)	**3**	**1**	**0**	**4**
						Total Credits	**22**

SEMESTER – VII (Honours with research)							
SL. No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**
1	DSC-15	TTMC701	Eco-Tourism	4	1	0	5
2	DSC-16	TTMC702	Tour Package Operations	4	1	0	5
3	DSC-17	TTMCR703	Research Methodology	3	1	0	4
4	MINOR-10		Any one from Minor Basket (Computer)	3	1	0	4
5	MINOR-11		Any one from Minor Basket (Computer)	3	1	0	4

Semester-VIII							
Sl. No.	**Category**	**Course Code**	**Course Name**	**L**	**T**	**P**	**Credits**
Theory + Practical							
1	**DSC-18**	**TTMC801**	International Tourism	**4**	**1**	**0**	**5**
2	**DSC-19**	**TTMC802**	Transport in Travel & Tourism	**4**	**1**	**0**	**5**
3	**SEC-5**	**SEC881R** **SEC881H**	Research Project or Dissertation **OR** Capstone Project/Industrial Project (Applicable for students opting for Honors without Research Track)	**4**	**0**	**8**	**12**
						Total Credits	**22**