

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Heritage Tourism
(Effective for 2020-2021 Admission Session)
Choice Based Credit System (CBCS)
140 Credit (3-Year UG) MAKAUT Framework w.e.f 2020-21

Curriculum Structure

5th Semester

Subject Type	Course Code	Course Name	Credit Point	Credit Distribution			Mode of Activity Online /Offline /Blended	Proposed MOOCs
				L	P	T		
CC- 11	BTHM C501	E-Tourism & Tourism Product	6	5	-	1	Offline	
CC -12	BTHM C502	Public Relation & Tourism Journalism	6	5	-	1	Offline	
DSE-1	BTHM D503	Human Resource Management in Tourism	6	5	-	1	Offline	
DSE-2	BTHM D504	Computer Application in Tourism	6	4	2	-	Offline	
SEMESTER CREDIT			24					

6th Semester

Subject Type	Course Code	Course Name	Credit Point	Credit Distribution			Mode of Activity Online / Offline /Blended	Proposed MOOCs
				L	P	T		
CC- 13	BTHM C601	Strategic Tourism Management & Entrepreneurship Development in Tourism	6	5	-	1	Offline	
CC -14	BTHM C602	Travel Agencies & Organizations in Heritage Tourism	6	5	-	1	Offline	
DSE-3	BTHM D603	Business Laws in Travel & Tourism	6	5	-	1	Offline	
DSE-4	BTHM D681	Internship & Study Tour Report(Based on Industry /Govt. Institution)	6	4	2	-	Offline	
SEMESTER CREDIT			24					

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Detailed Syllabus
SEMESTER-V

Paper: E-Tourism & Tourism Product
Code: BTHM C501
Credits: 6
Theory

Objectives:	
To familiarize with digital tourism business concept;	
To acquaint with E-commerce and give insights into E-business and its strategies.	
To study in detail the use of information technology in tourism organizations.	
To learn how modern technology has revolutionized the travel and tourism industry.	
To gain knowledge on the concept and the role of information technology in tourism industry	
Course Content	
Unit 1	Introduction to E-tourism, Historical Development - Electronic technology for data processing and communication – Strategic and Operational use of IT in Tourism
Unit 2	Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) & Business to Government (B2G). Digital Marketing: Characteristics - Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising
Unit 3	Future of E-tourism - E-marketing and Promotion of Tourism Products –Facebook, Twitter, YouTube, WhatsApp - Travel Blogs –Usage of Artificial Intelligence- Virtual Reality - Challenges for conventional business models & Competitive strategies
Unit 4	Tourism Products of India(Naturals and Religious)-General introduction, States & capitals, Seasons and climatic regions & their impacts on tourism • Natural vegetation-- (a) Tropical Evergreen Rain Forests (b) Deciduous or Monsoon Type of Forests (a) Dry Deciduous Forests and Scrubs (b) Semi Desert and Desert Vegetation (c)Tidal or Mangrove Forests and (d) Mountain Forests • Wild animals of India and wild life Tourism
Unit 5	Major Religions in India (Basic features and geographical extent):Hinduism (Vedic, Bhagvatism and Shaivism streams),Buddhism and Jainism,Islam,Christianity in India,Sikhism Major Religious Destinations of India:Hinduism,Buddhism & Jainism,Islam, Christianity,Sikhism
Unit 6	•Physiographic units of India: The Himalayas (General introduction of the Himalayas & other ranges, hill station & their tourism significance); The Peninsular Region (General features of Indian peninsula with their tourism Significance); The Indus-Ganga-Brahmaputra Plain or central plain (General introduction of deserts & central plains. Their Importance for tourism);The Coastal Plains and the islands (General features of coastal regions, theirImportance for beach tourism)

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Suggested Readings/Books:

1. Technology in Action, Pearson
2. V. Rajaraman (2013), Introduction to Information Technology, Prentice Hall New Delhi
3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas
4. Peter Norton (2004), Introduction to Computers, 6e, (Indian Adapted Edition) McGraw-Hill Education, New Delhi
5. Alexis & Mathews Leon (2009), Fundamentals of Information Technology Vikas Publishing House Pvt Limited, New Delhi
6. George Beekman, Eugene Rathswohl (2003), Computer Confluence, Prentice Hall, New Delhi
7. Barbara Wilson (1996); Information Technology: The Basics, Thomson Learning
8. Ramesh Bangia, Learning Computer Fundamentals, Khanna Book Publishers

Detailed Syllabus

SEMESTER-V

Paper: Public Relation & Tourism Journalism

Code: BTHM C502

Credits: 6

Theory

Objectives:	
1. To give students the knowledge of the basic concepts of Public Relations	
2. To enable an understanding of the functions of a PR Department in an organization	
3. To equip the students with a concrete understanding of how PR helps in maintaining stakeholder relations, campaign planning and management and measurement of communication	
4. To give students the knowledge of Public relations and Travel Journalism as a career option	
Course Content	
Unit 1	Principles of PR – PR Ethics – Mass Communication – Knowledge Organization – Communication skills – Image building – Goodwill, Feedback – Roof PR in Organization
Unit 2	Advertising Photographer & inhabitations – Conference – Conflict – PR in Tourism Industry
Unit 3	Career in Public Relations- In-house PR department and PR agencies-Professional bodies of Pubic Relations-Recent trends in PR career-Product/Service PR-Celebrity PR-Entertainment PR-PR for Non-Profits-Political
Unit 4	PR Meaning and scope of Journalism – Principles of Journalism – Editing – Tourism press in India – Print media –Radio & TV Media
Unit 5	Web Journalism – Suppliers of News – Editor – Languages and Styles – Theories of Mass Communication – News Agencies – Journalism as a Carrier and Profession
Unit 6	Qualities required as a reporter – Mouse Journal – Design and Make-up – Picture Editing and Caption – Man Media policies – Media re presentation in tourism

Suggested Readings/Books:

1. Rita Bhimari. PR 2020: The Trending Practice of Public Relations. Bee Books Pvt. Ltd., 2018
2. Sachdeva, Iqbal. Public Relations – Principles and Practices. Oxford University Press, India, 2015
3. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
4. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
5. Clark, Riley, M., Wood, R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.

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6. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne
 7. Arvahan E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

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SEMESTER-V

Paper: Human Resource Management in Tourism

Code: BTHM D503

Credits: 6

Theory

Objectives:	
1. To familiarize the students with concepts and processes of managing of Human Resource in Organization	
2. To enable the students apply the concepts and Principles of Human Resource Management in activities relating to Tourism Industry	
3. To learn various managerial skills necessary for the success of tourism industry	
4. To learn the students about the procedures and practices applied for the manpower training and placement.	
Course Content	
Unit 1	HRM – Meaning, Importance, Functions, Challenges and opportunities. Need for HRM in tourism Industry, Objective of human resource planning, Need for human resource planning in tourism. Human resource management – Scope – functions and objectives – personnel management and HRM evolution – HRM – requirement of HRM in tourism
Unit 2	Recruitment --Meaning, Sources, methods, Selection - selection methods Placement, induction and performance appraisal – meaning and relevance in tourism industry Training and development – meaning and its requirements, wage and salary-concept, Incentive, HRD in tourism – techniques of training
Unit 3	Job Evaluation - Concept, scope and limitation, Job Analysis and job description :- definition, uses of job analysis and job description, job description, job specifications and job analysis linkages
Unit 4	Human Resource Development (HRD) –An Overview , What is HRD , Why HRD , HRD process and outcome’ , An overview of HRD practices : Trends HRD in Service Industry : Importance and role of HRD in Service Sector ,HRD in Tourism Sector
Unit 5	Performance Appraisal – appraisal process – job evaluation – job evaluation process – compensation influencing factors – components of remuneration – Absenteeism and Labour turn over – labour welfare – wage and salary Administration
Unit 6	Human resource planning – meaning and definition – information of HRP – process of HRP – requisites for successful HRP – barriers to HRP – job analysis – job design

Suggested Readings/Books:

1. K. Aswathappa (1999); Human Resources and Personnel management – text and cases; Tata McGraw-Hill, New Delhi
2. Aswathappa K (2008), Organisational behaviour, Himalaya Publishing. New Delhi
3. Management of Human Resources - text and cases; Rakesh. K. Chopra

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4. Human Resources Management; C.B. Gupta
5. Human Resources Development; Dr. P. C. Tripathi.
6. Railey M (2014), Human Resource Management, Butterworth Heinemann.London
7. M Boella, S Goss-Turner, Human Resource Management in the Hospitality Industry: An introductory guide, Butterworth-Heinem
- 8.Human Resource Management --- Gary Dessler
- 9.Human Resource Management--- P.Subba Rao

SEMESTER-V

Paper: Computer Application in Tourism

Paper Code: BTHM D504

Credits: 6

Theory

Objectives:	
1.To make the students familiar with the basics of the computer skills and the application of travel and Hotel soft-wares in the tourism and travel industry.	
2.This course examines the applications and impacts of information technology to the information intensive field of tourism.	
3.The paper covers both the operational and managerial use of information technology in tourism enterprises.	
Course Content	
Unit 1	Introduction: Introduction to Computer: Components, Classification, Organization, Characteristics & Limitations, Operating System, Application of Computer in Tourism Business.
Unit 2	Computer Applications in Tourism Business: Concept and definitions of Application and operating software and their functioning in travel business. MS Office: MS Word, MS Excel, MS PowerPoint, Access and outlook Express and their use
Unit 3	MIS and Networking: Management Information System for strategic advantage, Different types of typologies and networks used in networking of computers. Networking: Concept, User, Types. Introduction to Internet and www: Introduction, Evolution, Benefits, Application, Working, Hardware and Software requirements, E-mail and mail merge.
Unit 4	Introduction to Travel and Tourism Software: Introduction, characteristics, features & usage of the software: Galileo, Amadeus, World Span, Sabre & Car rentals Software.
Unit 5	Information Systems in Travel Intermediaries, CRS/GDS,Front Office Systems, Back Office Systems, Travel Agency Systems/Agency Management System, Customer Relationship Management Systems, Management Information Systems,. CRS, IDS, Opera, Host and Fidelio. Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

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Suggested Readings/Books:

1. Simpson Alan, Your First Computers (2nd Edition), BPB Publications. New Delhi
2. Basandra SK, Computer Today" New Delhi Galgotia Publications
3. Michael I. Kasavana, John J. Cahill, Managing Computers in the Hospitality Industry, EI-AH&LA, USA.
4. Obrien James, A, Management Information Systems: managing information technology in the e-business enterprise, New Delhi: Tata McGraw- Hill Publication Company. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
5. Bhatnagar S C and Ramani K V, Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S: Computer Today.
6. Goel Ritender and D N Kakkar, Computer Application in Management, New Age International Publishers, New Delhi.
7. Jaggi V P and Jain Sushma, Computers for Everyone, Academic India, New Delhi Publishers.
8. Saxena S and Prabhpreet Chopra, Computer Applications in Management, Vikas Publishing House Pvt. Ltd. New Delhi.

Detailed Syllabus

SEMESTER-VI

Paper: Strategic Tourism Management & Entrepreneurship Development in Tourism

Code: BTHM C601

Credits: 6

Theory

Objectives:	
1. To develop the necessary input for inculcating new ideas for creating new ventures	
2. This will help students to understand what is requires 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	
Unit 1	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
Unit 2	Small scale entrepreneur – characteristics and relevance – Role of entrepreneurships in SSE and economic development – problem and support needs of SSE – Institutional set up for development of SSC
Unit 3	Financial management issues in SSE – Managing asset and liabilities –Evaluating performance – Managing family enterprise – definition, issues and problems, strategies
Unit 4	Strategy – concept – Nature and characteristics of strategic decision – level of strategy-

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	Strategic decision making in Tourism – benefits of strategic management in case of tourism management • Analysis models – BCG model, SWOT analysis • Mintzberg analysis of strategic decision making• Types of strategies in case of Travel and Tourism management
Unit 5	Strategic management process – Analysis models – Bccs model – SWOT analysis – Types of strategies – stability – growth – retrenchment – combination
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

Suggested Readings/Books:

1. Drucker P.F (2004); Innovation and Entrepreneurship; Elsevier, UK
2. Sexton. D.L & Smilor. R.W (2007); The Art and Science of Entrepreneurship; Springer Science & Business Media
3. Drucker; All Books that are Entitled Strategic Management, Business;
4. Glueck & Robinson; Strategic Management;

Detailed Syllabus

SEMESTER-VI

Paper: Travel Agencies & Organizations in Heritage Tourism

Code: BTHM C602

Credits: 6

Theory

Objectives:	
<ol style="list-style-type: none"> 1. To expose students to the procedures and processing in Tourism and Travel aspects. 2. To equip students to take care of the requirements of the profession 3. To gain an in depth knowledge in travel agency & tour operations. 	
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.
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

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	restricted areas.
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.
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
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.
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 – Reservation of Tourist Accommodation – Hotel Reservation – Types – Meal Plans and Codes – Room Rate, information requirements.

Suggested Readings/Books:

1. Gupta, Ashim. Travel Agency and Tour Operation: Concepts and Principles. New Delhi: Centrum, 2012. Print.
2. Luniya, B.N (1993). *Evolution of Indian Culture*. India. Lakshmi NarainAgrawal
3. Majumdar, R.C (1908). *Renaissance in Modern India*. India. HimansuBhusanSarkar
4. Travel Agency & Tour Operations – J.M.S.Negi

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SEMESTER-VI

Paper: Business Laws in Travel & Tourism

Paper Code: BTHM D603

Credits: 6

6th Semester

Theory

Objectives:

1. To familiarize the students with concepts and provisions of Laws in India related to Travel & Tourism
2. To provide an exposure and understanding of important business laws in India to manage the businesses efficiently

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3. To get awareness on the global business laws and its impacts on Tourism business	
Course Content	
Unit 1	Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.
Unit 2	Laws relating to accommodation, travels agencies land tour operation sector, Law and regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.
Unit 3	Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain.
Unit 4	Travel Insurance and consumer protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension. Passport Act ,Tourism bill of rights, Travel insurance, passport, visa & health
Unit 5	Labour laws, gender and other related issues in Tourism -Employees' State Insurance Act, 1948, Employees' Provident Fund & Miscellaneous Provisions Act, 1952, Employees' Pension Scheme, 1995, Payment of Bonus Act, 1965, Payment of Gratuity Act, 1972, Workmen's Compensation Act, 1923, Payment of Wages Act, 1936. Important labour laws with respect to scheduled caste and cases relating to it. Position of women – managers' responsibilities – sexual harassment – code of conduct – conducting enquiry – child labour – Human rights and consumer protection. Role of service learning in HRM.
Unit 6	Consumer Protection Act & tourism, MRTP Act, Applicable tourism as consumers FEMA – 1999, Foreigner's Act, World cultural & natural heritage, 1972 UNESCO, Ethics in Tourist, Barmuda Agreement

Suggested Readings/Books:

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation
3. The Indian Travel agents – Malik, Harish & Chandra
4. The Business of Travel agency Operation & administration – D.L. Foster
5. DeCenzo, D.A & Robbins, S.P (2011). *Human Resource Management*. Wiley.

SEMESTER-VI

Paper: Internship & Study Tour Report (Based on Industry /Govt. Institution)

Paper Code: BTHM D681

Credits: 6

Objectives:	
<ul style="list-style-type: none"> • To understand functioning of an organisation. • To develop the students with professional and academic inputs to adapt to the requirements of the changing travel, tourism and hospitality industry. • Students are required to submit a field trip report on any destination or on any specific topic from the visited place. 	
Course Content	
Unit 1	Introduction -Introduction to specific sector of their Internship.
Unit 2	Company Profile- A detail description of the organisation and its structure.
Unit 3	Learning experience- SWOT Analysis

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Unit 4	Findings and observations- Students prepare findings and observations based on their log book.
Unit 5	Suggestions and Conclusion-Summery of suggestions provided and conclusion to the report.
Unit 6	Evaluation Pattern-Viva Voce &Report Valuation

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