

Maulana Abul Kalam Azad University of Technology
(Formerly West Bengal University of Technology)
Syllabus of BBA (Tourism & Travel)
Effective for Academic session 2019 - 2020
Semester-I

TTM 101: TOURISM – PRINCIPLES & PRACTICES

Unit – 1: Tourism: concepts, definitions and historical development. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international.

Unit – 2: Nature and forms of Travel/Tourism. Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism.

Unit -3: Motivation for travel- basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.

Unit -4: Organizations in tourism- need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & tourism

Unit – 5: Impacts of tourism at the destination. Its impact: socio-cultural, environmental and economic. Factors affecting the future of tourism business. Sociology of tourism.

Suggested Books:

1. Introduction to Tourism : A.K.Bhatia
2. Tourism System : Mill R.C & Morrison
3. Tourism Development : R.Garther
4. Successful Tourism Management : Pran Nath Seth

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TTM 102 : PRINCIPLES OF MANAGEMENT

Unit – 1: Introduction to Management, its meaning, nature, scope
Functions of management, definitions of Management, roles of a manager, managerial skill. Key elements of Managerial skill in Tourism & hospitality Industry

Unit – 2: Development of management theories. Early management approaches. Modern management approaches

Unit – 3: Managerial process, Planning – Nature, importance, forms, types, making planning effective. Organizing – Meaning, process, principles of organizing, Organization structure. Staffing – importance, need. MPP, recruitment, selection placement, induction, training and development. Controlling – control process, need for control, essentials of effective control

Unit – 4: Decision Making – meaning, types of decisions, rationality in decision making, environment of decision making. Leadership – Difference between leader and manager. Functions of a leader. Leadership assessment, leadership style in Indian Organization

Unit – 5: Social Responsibility of Business – meaning of social responsibility, Social Responsibility of business towards different groups, Social performance of business India, problems of public enterprise in India. Management challenges in service sector.

Suggested Books :

1. Principles and Practices of Management : P.C.Tripathy
2. Principles and Practices of Management : Rao & Narayanan
3. Management : Stoner, Freeman, Gilbert Jr.
4. Principles of management : Bayeis & Rue

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TTM 103 : COMMUNICATIVE ENGLISH

Unit – 1: Basic languages: Tenses, one-word substitution, Synonym & antonym, special terms related to management studies

Unit – 2: Basic letter writing: Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests & replies from hotels point of view, Demy official letters, Circulars, Letters connected with sales, Letters for financial arrangements

Unit – 3: Extempore speaking: Elocutions, etiquettes & manners, phonetics

Unit – 4: Report writing: Basic format of reports, investigate reports on accidents, evaluation & appraisal reports, miscellaneous reports connected with hotel industry

Unit- 5: Writing bio-data, interviews

Suggested Books:

1. Elementary Grammar: Wren & Martin

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TTM 104 : TOURISM GEOGRAPHY

Unit – 1: Importance of Geography in Tourism. Earth's movement, Continental drift, Latitude, Longitude. International Date Line, World Time Zones.

Unit – 2: Major tourist attractions around the world – North America, South America, Europe, Asia, Africa and Australasia.

Unit – 3: Elements of weather and climate. Atmosphere, hydrosphere, Lithosphere, Biosphere, Major rivers, Lakes, Mountains and natural vegetations of the world.

Unit – 4: Physical geographic features of India- Mountainous features of India, Plain Area, Coastal area, Deccan, major rivers, lakes, plateaus, deserts

Unit – 5: Understanding and reading maps, maps of India showing the major tourist circuits. Case studies of selected Indian states like Rajasthan, Kerala, West Bengal, Goa and Uttaranchal.

Suggested Books;

1. A Geography of Tourism – Robinson HA
2. The Geography of Travel & Tourism – Burton Rosemary
3. The Geography of Travel & Tourism – Boniface B. & Cooper C.
4. Encyclopedia of World Geography