

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-III

TTM 301 : TOURISM PRODUCT OF INDIA – I

Unit –1: Definition, Concept and classification of tourism product. Different categories of tourism product natural and man made

Unit – 2: Understanding of Indian History – ancient, medieval & modern importance of history in tourism. Study of Religion and its relevant Centers-Hindu, Buddhist, Jain, Sikh, Muslims, Parses and Christians.

Unit – 3: Man made products- Indian Architecture- different styles- Study of Important Architectural sites of India- Temple architecture- North Indian styles-Khajuraho, Konark, Lingaraja Temples, South Indian- Halebid & Hampi, Meenakshi temple, Buddhist style, Stupa- Sanchi, Mughal Architecture - TajMahal,Red fort, Fatehpur Sikri, The Rock-Cut monuments- Ellora-- colonial Architecture – Victoria Memorial, Jain tempole – Dilwara, Bahai Temple – Lotus Temple

Unit – 4: Paintings- Indian Paintings-Ajanta paintings, Types & Characteristic features- Medieval and Modern Paintings.

Unit – 5: Indian rituals, dresses, cuisine with regional variations. Importance of cultural heritage in tourism

Suggested books:

1. The Wonder that was India: A.L.Basham
2. Cultural Heritage of India: R.Acharya
3. Indian Architecture: Percy Brown

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TTM 302 : TOURISM MARKETING

Unit – 1: Introduction to Service marketing, Marketing of Tourism & travel services, Tourism Marketing: special features, Service Characteristics Concept of service: Types of service, Classifications of services & impact of service in daily life

Unit – 2: Market segmentation, STP model; Market identification & selection, 8P's of Marketing

Unit – 3: Product decision & Formulation, Destination Life Cycle, Service Quality. Quality management in tourism, The Concept of TQM in tourism, Branding & packaging decisions

Unit – 4: Pricing Policies & practices; Advertising & publicity, Sales promotion, Public relation.

Unit – 5: Distribution channels in Travel and Tourism, Marketing destinations

Suggested Books:

1. Marketing for Hospitality and Tourism: Philip Kotler, Jon Bowen
2. Tourism Marketing: Lumsdon

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ITM 303 : TOURISM ECONOMICS

Unit – 1: Definition of Economics, Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View.

Unit – 2: Nature, scope and importance of economic analysis. Foundations of tourism demand, changes in demand – short term & long term effects.

Unit – 3: Theory of tourism supply and changes. Elasticity and its application, Demand forecasting

Unit – 4: Cost of production, Pricing methods of tourism. Price discrimination, Multiplier process

Unit – 5: The impact of macro economy on tourism industry. Banking systems, International trade, land, labour and capital

Suggested Books:

1. The Economics of tourism: M.Thea Sinclair & Mike Stabler
2. Managerial Economics: Chopra OP
3. Micro Economics: Jeoldean
4. Elementary Economics: Sampat mukherjee

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TTM-304: ENVIRONMENTAL STUDIES & SUSTAINABLE DEVELOPMENT

Unit -1: Components of the environment, Effect of environmental (degradation) due to tourism development on air, water, & landscape.

Brief outline of the Environment (Protection) Act 1986 should be discussed including effect on companies, contravention, penalties and return requirement. Relevance of environment legislation to Business Enterprise.

Unit -2: Introduction to Eco Tourism- Definition, concept, growth, principles; Emerging Concept: Eco/Rural/Agri/ Farm/ special interest tourism. Sustainable Tourism,

Unit -3: Sustainable development of a destination: Concept of carrying capacity, Laws & regulations on sustainability like CRZ, Environment Protection Act (EPA), WTO guidelines on tourism sustainability.

Unit -4: Guidelines for Eco Tourism Practices, Practices of Responsible Tourism, stakeholder's participation in sustainable tourism.

Unit -5: International Considerations, Stockholm Conference 1972, Agenda 21, Quebec City Declaration, IUCN, UNEP

Suggested Books

1. Chabdra. Prabhas, Global Eco Tourism, Kaniskha Publication
2. Kandari.D.P, Chandra. Asish, Tourism, Biodiversity & Sustainable Development (Vol-1)
3. Honey.Martha, Eco Tourism and Sustainable Development

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TTM 385 : FRENCH -I

Unit – 1: Alphabets, Concept of number and gender, numbers, Days, Months, Time, nationality and profession, Self-Introduction in French

Unit – 2: Definite article and indefinite article, Introduction of Verbs- Etre and Avoir and its' uses. Quantitative and Qualitative adjectives, Prepositions,

Unit – 3: Possessive and Demonstrative adjectives. Regular & irregular verbs- its conjunction in present tense, formation of affirmative,

Unit – 4: Negative and interrogative sentences in Present tense. Pronominal verbs, Imperative sentences, partitive article

Unit – 5: Translation, Tourism related terms

Suggested Books:

1. La civilization de la langue Francaise (Part I): G. Mayger