

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-V

TTM 501 : HUMAN RESOURCE MANAGEMENT IN TOURISM

Unit – 1: HRM – Meaning, definition, scope, functions, features. Need and importance of HR in tourism industry.

Unit -2: Tourism man power planning. Difference between recruitment and selection. Sources of recruitment.

Unit -3: Human Resource Development. Placement, induction, need for training and managerial development, Seasonality in tourism and its impact on HR.

Unit -4: Leadership qualities. Decision making qualities required by tourism professionals. Special skills required for human resources working in travel agency, tour operations, airlines, hotels

Unit -5: Grievance handling. Major challenges faced by the HR Managers of 21st century. Employees welfare, fringe benefits. Trade unions and their activities

Suggested Books:

1. Pravin Durai (2010), Human Resource Management, Pearson.
2. Sudhir Andrews (2011), Human Resource Management for Hospitality Industry, Mc Graw Hill Publishers.
3. Sampad Kumar Swain (2008), HRM for Tourism, Abhijeet Publications, New Delhi.

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TTM 502: ENTREPRENEURSHIP DEVELOPMENT IN TOURISM

Unit – 1: Entrepreneurship Development –Definition of entrepreneurship - theories of entrepreneurship-role of socio-economic environment- characteristics of entrepreneur-leadership, risk taking, decision-making & business planning.

Unit – 2: Opportunity analysis - external environmental analysis (economic, social & technological)-competitive factors-legal requirements for establishment of a new unit related to tourism & raising of funds-venture capital sources & documentation required.

Unit – 3: Entrepreneurial Behavior: Innovation & entrepreneur, steps involved in Innovation, types of Innovation, Innovation & Tourism

Unit – 4: Entrepreneurial Development Programme (EDP): EDPs & their role, relevance and achievements-role of Government in organizing EDPs - evolution of EDPs. Social responsibility in business

Unit – 5: Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing economic growth, bringing about social stability & balanced regional development of industries with emphasis on tourism, foreign earnings etc.

Suggested Books:

1. Innovation of Entrepreneurship – P.F.Drucker
2. Elements of Entrepreneurship – Holt
3. Entrepreneur & Environment – A.N.Desai

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TTM 503: MICE MANAGEMENT

Unit – 1: Concept of MICE: Scope, Nature and Importance, Types of Events in MICE. Key steps to a successful operation of MICE - Conference program designing, Pre & Post event responsibility. Impact of conventions on communities.

Unit-2: Stakeholders of MICE industry. Types of Events - cultural, festivals, religious & business etc. The nature and demand of conference markets- The Economic and Social significance of conventions, process of convention management. Need of event management. Important convention and conference centers in India.

Unit – 3: Event planning, bidding and supplier contracting. Budgeting of MICE –Use of budget preparation, estimating, fixed & variable cost, sponsorship and subsidies. Cash flow, Measures of financial performance, financial controls, risk management. Ethical behavior practices in the MICE industry.

Unit – 4: Marketing of MICE- Components, Basic Marketing Mix and segmentation for MICE industry- Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

Unit - 5: Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart. Role of events for the promotion of Tourism. Short study of ICPB and ICCA.

Suggested Readings:

1. Shone, A & Parry, B. Successful Event Management
2. Avrich Barry, Event and Entertainment Marketing
3. Bhatia A.K., Event Management
4. Montgomery, R.J., Meeting, Conventions and Expositions

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TTM 504A: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT I

Unit – 1: Travel Agency Business: Definition, Concept, Origin and Development. Growth of Travel Agency & Tour Operation Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators.

Unit – 2: Functions and Organizational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers. Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.

Unit – 3: How to Set up Travel Agency & Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organization, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.

Unit – 4: Itinerary Preparation: Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Do's and Do Not's of Itinerary Preparation, Tour Costing: concept, types, components of Tour Costing, Preparation of cost sheet, tour voucher and invoicing. Tour Package: Meaning, Components and Types & Forms of Package Tour. FITs, GITs and Special Interest Tours (SITs), Case study of Tour packages for Golden triangle of India.

Unit – 5: Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA - Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA form for issuance, Health Certificates, Travel Insurance, Credit & Debit Card, Customs, Currency.

Suggested Readings:

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra
3. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi
4. Travel Agency Management: An Introductory Text: Chand, M.
5. Syrratt, G. and Archer J., Manual of Travel Agency Practice

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TTM 504B: AIRLINES & AIR FARE MANAGEMENT I

Unit – 1: Introduction to Airline Management – Aviation History –Brief study of Indian schedule airlines, airlines marketing strategies, Full service airlines and No-frill Airlines – meaning, characteristics. Case study of No-frill airlines in India. Roles of IATA and DGCA in airlines industry.

Unit-2: Airlines industry – codes, terminology and definitions, airline 2-character codes, online resource and OAG flight guide, phonetic alphabet, Airport and the flight – classes of service, in-flight service, seating, Types of Aircrafts, Check in Formalities at Airport. International Air Transport Regulations: Chicago Convention and ICAO, Warsaw Convention, Bilateral Agreement.

Unit – 3: Airline ancillary services, Baggage allowance: meaning - unchecked and checked baggage allowance – Regulations – Types of Baggage – Excess Baggage - Handling accompanied Pets – Wheel Chair Passengers – Ramp Equipments at the Airport. Brief study of International Airlines.

Unit – 4: Aviation Geography, IATA areas and sub-areas, coding and decoding three letter city and airport codes, Anatomy of a journey, one way, return and circle trip, Global Indicators, Fare type, Rounding local currency fares, Bankers rates of exchange.

Unit -5: OW Fare Construction – Maximum Permitted Mileage (MPM) – Ticketed Point Mileage (TPM) - Extra Mileage Allowance (EMA) – Excess Mileage Surcharge (EMS) – Higher Intermediate Point Check (HIP) – Applicable Fare (AF) – IATA rates of Exchange (IROE) – Local Currency Fare (LCF).

Suggested Readings:

1. IATA Training Manual Foundation Course
2. Travel Agency Management: Mahinder Chand
3. Airport Business: R. Doganis,
4. Fundamentals of Air Transport Management: Senguttuvan, P.S.

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TTM 504 C: NICHE & ALTERNATIVE TOURISM I

Unit 1: Definition, Concept, Classifications, Nature & Characteristic of Niche Tourism Products.

Unit 2: Marketing of Niche Tourism Product; Understanding the product, Pricing Strategy, Distribution Channel and promotion of Niche Product.

Unit 3: Understanding Alternative Tourism: Definition, Type, Characteristics, Concept and difference with Mass tourism

Unit 4: Eco Tourism: Introduction, definition and, forms of Eco Tourism. Leading Ecotourism destination of India. Role and perspective of non-industry players in Eco Tourism: NGOs, Govt Agencies and Local Committees.

Unit 5: CBT, Community Based Tourism: Definition, Concept and practices. Need of Community Based Tourism and its impact: Economic, Social and Cultural.

Suggested Reading:

- 1, Shashi Prabha Sharma (2006), Tourism and Environment, Kanishka, New Delhi
2. J Swarbrooke (2010) Sustainable Tourism Management, Rawat Publications, New Delhi
3. David Weaver (2008) Eco-Tourism, John Wiley and sons Australia Ltd
4. Dipankar Dey (2007) Sustainable Development – Perspectives and Initiatives, The ICFAI University Press, Hyderabad
5. Megan Epler Wood, Eco Tourism – Principles, Practices and Policies for Sustainability