

**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-VI**

**TTM 601: Application of ICT in TOURISM**

**Unit 1:** Introduction to Information Technology - Internet and Internet technologies - Security and Internet Firewalls - Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) - Electronic Data Interchange (EDI) - Tourism Websites and design principles - E-tourism - E-marketing - E-commerce - M-commerce.

**Unit 2:** Information System for Tourism Management Decision Support (Decision Support Systems) - Concept of Database Management Systems - Concept of Relational Database Management Systems (RDBMS) - Management Information Systems (MIS) - Executive Information System (EIS) - Global Positioning System (GPS) - Enterprise Resource Planning (ERP)

**Unit 3 :** Problems in tourism before ICT; role of ICT in tourism; Development phases of ICT; innovative concepts of ICT in tourism: Collaborative filtering, Computer Reservation System (CRS), Global Distribution System (GDS), Destination Management System (DMS), E-payment, GIS application in tourism planning, Knowledge-based software, Online word of mouth (WOM) monitoring, Personalization software, Video conferencing, Virtual reality and web casting; e-tourism e- mediaries: airlines, hotels, destinations, switch companies, travel agencies, last minute bookings, portals, news media, auction sites; Advantages and Disadvantages of ICT in Tourism.

**Unit 4 :** Application of ICT systems in Tourism and advantages - Travel and Tourism Information Systems - Online Reservation Systems for Air, Rail, Road, Hotel - Concepts of Supply Chain Management (SCM) - Customer Relationship Management (CRM) - Business process reengineering (BPR) - Bank Settlement Plan (BSP).

**Unit 5 :** Delivering e-value to Customers - Case studies of IRCTC, Makemytrip.com, Yatra.com, Trip-advisor, Expedia, Amadeus, Galileo etc.,

**Suggested Books:**

1. Peter O'Connor, "Electronic Information Distribution in Tourism and Hospitality"
2. Robson Wendy, Strategic Management and Information Systems
3. Information technology for tourism
4. Computers today by S.K Basandra
5. Egger, R. and D. Buhalis, E-tourism case studies: management and marketing issues.

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**TTM 602 : LEGAL & ETHICAL ISSUES IN TOURISM**

**Unit – 1:** Indian Contract Act, 1972, partnership Act, 1932. Companies Act 1956 . Nature and types of companies. Memorandum and Article of Association, Prospectus.

**Unit- 2:** Consumer Protection Act and Tourism. MRTP Act applicable to tourism as consumers, FEMA – 1999, The passport Act, Foreigners' Act, Foreigner's Registration Act.

**Unit – 3:** Tourism Bills of Right, Manila Declaration , Acapulco Document . Travel Insurance, Passport, Visa and Health regulations. Custom and currency regulations.

**Unit – 4:** Unseen Monuments ( Sites and Remains ) Act 1958. Antiquities and Art Treasure Act 1972. Convention concerning the Protection of the World Cultural and Natural Heritage 1972, UNESCO.

**Unit – 5:** Ethics in Tourism, Tourism Code of Conduct, Bermuda Agreement, Five Freedom Agreement Do's and Don'ts in Tourism. Responsibilities of all the stake holders of Tourism

**Suggested Books:**

1. The Business of Travel agency Operation & administration – D.L.Foster
2. The Indian Travel agents – Malik, harish & Chandra

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**TTM 603A: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT II**

**Unit – 1:** Tour Brochures: Meaning and importance of brochure. Designing the Tour Brochures, Presentation Skills, key aspect of tour brochure, Tour brochure checklist, Tour brochure price quotation. E-brochures and web promotion.

**Unit – 2:** Tour Guiding & Escorts: Definition and grooming. Tour guiding requirements – Tour departure list, checklist for different purposes: vehicle, point of arrival & departure etc. Guiding techniques, Functions of a tour escort, leading a tour group, Code of conducts, Qualities required to be a tour guide, Govt. approved guide. Role of a guide

**Unit – 3:** Services of Travel Agency and Tour Operation– Liasoning, Counseling, Organizing & Distributing. Travel Service distribution: Types, techniques, automated Sales, Global Distribution System (GDS).

**Unit – 4:** Consumer protection law and Competition act applicable to the tourist as consumers. Master Key on customer care/client handling and master key proposed by WATA and ASTA. Customer service and Technology, phonetic alphabet, Client complaint handling.

**Unit – 5:** Travel Trade Associations: Objectives, Roles and Functions of UFTAA, PATA, ASTA, TAAI, TAFI, IATO, ATOAI etc. Tour packages of Thomas Cook, SOTC, Cox & Kings, Make my trip, Yatra.com etc.

**Suggested Readings:**

1. The Business of Travel Agency Operation & Administration: D.L. Foster
2. The Business of Tourism: Holloway, J.C.
3. Travel Industry: C.Y. Gee
4. Travel Agency Management: An Introductory Text: Chand, M.
5. Manual of Travel Agency Practice: Syrratt, G. and Archer J.

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**TTM 603B: AIRLINES & AIR FARE MANAGEMENT II**

**Unit - 1:** RT and CT fare construction – Selecting a Fare Break Point – General Guidelines – RT/CT formula – CTM Check and secondary fares – changing fare break point – Importance of Stopovers and connections.

**Unit - 2:** Electronic tickets (ETKT) – coupon status indicator codes, Multiple Purpose Document (MPD) – V-MPD and the electronic miscellaneous document (EMD), Credit card payment transaction, Taxes, Fees and Charges (TFCs), types of TFCs, Security charges ('Q').

**Unit – 3:** Special promotional fares – types, IATA standard condition principles, interpreting validity conditions, establishing seasonality and day of week, transfers and stopovers, selecting applicable special fare, RT/CT special fare construction, calculation of special fares.

**Unit - 4:** IATA normal and special fares, Billing and Settlement Plan (BSP) - aims, advantages of BSP to travel organization, Global Distribution System (GDS) – Amadeus/Galileo (training either online or off-line according to the choice of Institution).

**Unit – 5:** Serving the Airline Customer: meaning of customer service, customer service skills, communicating with customer: verbal and non-verbal communication, communicating by phone, new technology to serve airline customer, handling difficult customer, coping with work stress.

**Suggested Readings:**

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

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**TTM 603 C: NICHE & ALTERNATIVE TOURISM II**

**Unit 1:** Practices of Niche Tourism: Strategy Formulation, Implementation and Assessment. Area Study on Niche tourism (Health/ Religion/ Spiritual/ Green / Cultural /Sports/ Adventure Sports)

**Unit 2:** Designing and Development of Niche Product involving physical and cultural resources.

**Unit 3:** Practicing alternative tourism: Planning and Policy of Alternative Tourism in India along with its limitations. Case study on Successful ecotourism destination in India.

**Unit 4:** A case study on new approaches to community ecotourism management and programmes.

**Unit 5:** Dos and Don'ts of Community Based Tourism. A case study on Pro-Poor Tourism.

**Suggested Reading:**

1. Morgan, N, Pritchard, A & Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann,
2. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
3. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,
4. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
5. Crouch, D.I. J.R. Ritchie, B.& Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing,
6. Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
7. Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.