

**Maulana Abul Kalam Azad University of Technology, WB**  
**(Formerly known as West Bengal University of Technology)**  
**Syllabus of BBA (Travel & Tourism Management)**  
**Effective from academic session 2023-24**  
**Semester V**

**Detailed Syllabus**

<b>Course: TRAVEL AGENCY &amp; TOUR OPERATION MANAGEMENT</b>	
<b>Course Code: BBATTMC501</b>	<b>Semester: V</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Theory: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective	
1	To introduce students to the foundational concepts, types, and functions of travel agencies and tour operators.	
2	To develop understanding of the processes involved in setting up and managing a travel agency business.	
3	To equip students with knowledge of tour operations management, including current trends, types of operators, and industry challenges.	
4	To enable learners to plan and develop tour packages by focusing on itinerary design, destination research, logistics, and pricing strategies.	
5	To foster skills in operational logistics, customer service, crisis management, and quality assurance within tour operations.	
	Course Outcomes	Mapped module/Unit
CO 1	Define and explain the concept, evolution, and types of travel agencies and their roles in the tourism industry.	U1
CO 2	Demonstrate the ability to design and launch a basic travel agency business, understanding legal and operational requirements.	U2
CO 3	Analyze different tour operation models and assess current trends and challenges faced by the tour operation sector.	U3
CO 4	Create customized tour packages with effective itinerary planning,	U4

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	cost estimation, and destination selection.	
<b>CO 5</b>	Apply strategies for customer service excellence, quality control, and crisis management in real-world tour operation scenarios.	U5

**Learning Outcome/Skills:**

Upon completion of this course, students will be able to understand and explain the concept, evolution, and significance of travel agencies in the tourism industry, identify and differentiate various types and functions of travel agencies, and develop the skills necessary to set up and manage a travel agency business. They will comprehend the fundamentals of tour operations management, including its functions, types of tour operators, and current industry trends and challenges. Students will be proficient in designing and planning comprehensive tour packages through destination research, itinerary development, logistics management, and pricing strategies. Additionally, they will be capable of managing operational aspects of tours in both B2B and B2C contexts, including booking, reservations, and crisis handling. The course will also enable them to implement quality assurance practices to maintain service standards, ensure customer satisfaction and loyalty, handle feedback and complaints effectively, and apply benchmarking techniques to promote continuous improvement in travel and tour operations.

<b>Unit</b>	<b>Total Hours</b>	<b>% of Questions</b>	<b>Bloom's Taxonomy</b>	<b>Remarks, if any</b>
<b>THEORY</b>				
<b>U1</b>	<b>10</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>10</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>14</b>	<b>30</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
	<b>60</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>BBATTMC501</b>	
<b>Course:</b>	<b>TRAVEL AGENCY &amp; TOUR OPERATION MANAGEMENT</b>	<b>Credits: 5.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Travel Agency and Tour Operation Industry</b> <ul style="list-style-type: none"> <li>• Definition and Concept of Travel agency</li> <li>• Evolution, current trends and significance of travel agency</li> <li>• Types, Functions of travel agency</li> <li>• Setting up of a travel agency business</li> </ul>	<b>10</b>
<b>Unit-II</b>	<b>Tour Operations Management</b> <ul style="list-style-type: none"> <li>• Overview of tour operations management</li> <li>• Function and significance of tour operation</li> <li>• Types of tour operators, new trends in the industry</li> <li>• Industry trends and challenges in tour operations management</li> </ul>	<b>10</b>
<b>Unit-III</b>	<b>Planning and Development of Tour Packages</b> <ul style="list-style-type: none"> <li>• Tour package design and planning</li> <li>• Destination selection and research</li> <li>• Itinerary development and logistics</li> <li>• Pricing strategies and cost of a tour</li> </ul>	<b>12</b>
<b>Unit-IV</b>	<b>Operations and Logistics Management</b> <ul style="list-style-type: none"> <li>• Operational aspects of tour management- B2B,B2C</li> <li>• Booking and reservation systems</li> <li>• Handling emergencies and crisis management in tour operations</li> </ul>	<b>14</b>
<b>Unit-V</b>	<b>Quality Assurance and Customer Service</b> <ul style="list-style-type: none"> <li>• Maintaining quality assurance in tour operations</li> <li>• Ensuring customer satisfaction and loyalty</li> <li>• Service standards and benchmarking</li> <li>• Feedback and complaint handling</li> <li>• Continuous improvement in tour operations</li> </ul>	<b>12</b>
	<b>Total:</b>	<b>60</b>

**List of Books**

<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	Travel Agency & Tour Management	J.M.S.Negi
2	The Indian Travel agent	Malik, Haris & Chatterjee
3	Travel agency & tour Operation; concepts & principles	J.M.S.Negi
4	Travel industry	C.Y.Gee

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<b>Course: ICT &amp; E-Tourism</b>	
<b>Course Code: BBATTMC502</b>	<b>Semester: V</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Theory: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

<b>Sl. No.</b>	<b>Course Objective</b>
<b>1</b>	To understand the fundamental differences between the physical economy and digital economy, and explore the drivers behind digital tourism businesses.
<b>2</b>	To introduce key information technologies relevant to digital tourism, including electronic payment systems, e-commerce, and mobile commerce.
<b>3</b>	To explain the role and functioning of database management systems and digital marketing tools in tourism management decision support.
<b>4</b>	To analyze online consumer behavior and the impact of digital platforms, social media, and user-generated content on tourism marketing.
<b>5</b>	To examine innovative ICT applications in tourism such as CRS, GDS, GIS, virtual reality, and e-mediaries, along with their advantages and challenges.

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	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Differentiate between physical and digital economies and evaluate digital business models in tourism.	U1
<b>CO 2</b>	Demonstrate knowledge of electronic payment systems, e-commerce platforms, and their applications in tourism enterprises.	U2
<b>CO 3</b>	Utilize database and digital marketing tools to support tourism management decisions and develop social media marketing strategies.	U3
<b>CO 4</b>	Analyze digital tourist behavior, interpret online reviews, and apply sentiment analysis for effective marketing decisions.	U4
<b>CO 5</b>	Assess the role of ICT innovations like CRS, GDS, virtual reality, and e-mediaries in enhancing tourism operations and customer experience.	U5

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**Learning Outcome/Skills:**

Upon completion of this course, students will be able to analyze the dynamics of the digital tourism enterprise by distinguishing between the physical and digital economies and identifying key drivers and business models within digital tourism, along with recognizing associated opportunities and challenges. They will understand fundamental information technologies such as electronic payment systems, electronic fund transfers, electronic data interchange, and best practices in tourism website design, as well as grasp concepts related to e-tourism, e-marketing, e-commerce, and m-commerce. Students will gain knowledge of database management systems, particularly relational databases, to support tourism management decision-making. They will develop skills in digital marketing and social media marketing specific to tourism, including search engine optimization, search engine advertising, and performance measurement of social media campaigns. Additionally, students will be equipped to evaluate online consumer behavior, understand the consumer decision journey, utilize online communities and user-generated content, manage online reputation, and apply sentiment analysis for informed decision-making. The course will familiarize them with the role of ICT in tourism through innovative tools such as computer reservation systems, global distribution systems, destination management systems, e-payments, GIS applications, knowledge-based software, and emerging technologies like video conferencing and virtual reality. Finally, students will be able to critically assess e-tourism platforms and intermediaries, understanding their advantages and limitations, thus preparing them to effectively engage with the digital landscape of the tourism industry.

<b>Unit</b>	<b>Total Hours</b>	<b>% of Questions</b>	<b>Bloom's Taxonomy</b>	<b>Remarks, if any</b>
<b>THEORY</b>				
<b>U1</b>	<b>10</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>10</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
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<b>U5</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
	<b>60</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>BBATTMC502</b>	
<b>Course:</b>	<b>ICT &amp; E-Tourism</b>	<b>Credits: 5.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Digital Tourism Enterprise:</b> <ul style="list-style-type: none"> <li>Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities &amp; challenges of Digital Business.</li> <li>Introduction to Information Technology: 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.</li> </ul>	<b>10</b>
<b>Unit-II</b>	<b>Information System for Tourism Management Decision Support :</b> <ul style="list-style-type: none"> <li>Concept of Database Management Systems - Concept of Relational Database Management Systems</li> <li>Digital Marketing &amp; Social Media Marketing for tourism: Concept, Functions &amp; Process, Search engines--optimization and search engine advertising, Social Media Campaign Process and Measure Social Media Performance</li> </ul>	<b>10</b>
<b>Unit-III</b>	<b>Digital Tourist:</b> <ul style="list-style-type: none"> <li>Online Consumer Behaviour – Consumer decision journey and Marketing funnel – Value of online communities, user-generated content– Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making.</li> </ul>	<b>12</b>
<b>Unit-IV</b>	<ul style="list-style-type: none"> <li>4 Role of ICT in tourism; innovative concepts of ICT in tourism: 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</li> </ul>	<b>14</b>
<b>Unit-V</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>	<b>12</b>
	<b>Total:</b>	<b>60</b>

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**List of Books**

<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	"E-Tourism: Information Technology for Strategic Tourism Management"	Dimitrios Buhalis
2	"Digital Marketing for Tourism, Hospitality and Events"	Nilanjan Sengupta