

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 VI

Detailed Syllabus

Course: Tourism Organization and Travel Documentation	
Course Code: BBATTMC601	Semester: VI
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
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 understand the importance of tourism organisations, roles, functions and the eventual impact .
2	To know about the various tourism organisations and their respective locations for a better foreign view.
3	To the importance, the rules and regulations related to passports, domestic travel and international travel.
4	To understand the know how of visas and the eligibility to get visas along with the health related matters.
5	To understand the importance, process and impact of the foreign exchange management scheme.

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	Course Outcomes	Mapped module/Unit
CO 1	Understand and explain the structure, types, and significance of various tourism organizations at state, national, and international levels, and their impact on tourism development.	U1
CO 2	Analyze the roles and functions of key tourism organizations such as UNWTO, WTTC, PATA, IATA, and Indian tourism bodies, and their contribution to the global and Indian tourism industries.	U2
CO 3	Demonstrate knowledge of travel documentation requirements including passport procedures, visa application processes, and the regulatory framework governing international travel.	U3
CO 4	Apply awareness of foreign exchange management principles under FEMA and understand the procedures and regulations related to currency exchange in the context of travel and tourism.	U4
CO 5	Develop the ability to manage and navigate travel documentation, visa formalities, and understand the operational aspects of tourism organizations to support effective tourism planning and services.	U5

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Learning Outcome/Skills:

Upon completion of this course, students will be able to understand and explain the definition, significance, and various types of tourism organizations at state, national, and international levels, including their roles in tourism development and promotion. They will analyze the functions and responsibilities of key organizations such as UNWTO, WTTC, PATA, IATA, TAAI, IATO, and FHRAI, evaluating their impact on global and Indian tourism. Students will demonstrate knowledge of travel documentation procedures, including passport requirements, application processes, types of passports, and eligibility criteria for international travel. They will also identify and manage visa documentation and procedural requirements, including health checks, visa fees, application handling, and resolving issues related to visa refusals or delays. Additionally, students will explain the Foreign Exchange Management Act (FEMA), understand its implications for the tourism sector, and apply appropriate procedures for foreign currency exchange and regulatory compliance within the travel and tourism industry.

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

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Course Code:	BBATTMC601	
Course:	Tourism Organization and Travel Documentation	Credits: 5.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Tourism Organizations <ul style="list-style-type: none"> • Definition of tourism organizations • Importance of tourism organizations in tourism development • Types of Tourism Organizations [State, National and International] • Role and Functions of State Tourism Organizations [Promotion of tourism within a state, Development of tourism infrastructure, Coordination with local stakeholders, and Marketing and promotion of tourist destinations] • Role and Functions of National Tourism Organizations [Promotion of tourism at the national level, Branding and marketing of the country as a tourist destination, Policy formulation and implementation, Collaboration with international organizations] • Role and Functions of International Tourism Organizations 	10
Unit-II	Key Tourism Organizations <ul style="list-style-type: none"> • United Nations World Tourism Organization (UNWTO)--- Objectives, functions, Areas of activities and initiatives • World Travel & Tourism Council (WTTC) ---- Objectives, functions, Influence on the global travel and tourism industry • Pacific Asia Travel Association (PATA) ---- Objectives, functions, Focus on the Asia-Pacific region • International Air Transport Association (IATA) ---- Objectives and functions, Importance of air travel in the tourism industry • Travel Agents Association of India (TAAI) ---- Objectives and functions, Role of travel agents in the Indian tourism industry • Indian Association of Tour Operators (IATO) ---- Objectives and functions, Importance of tour operators in India • Federation of Hotel & Restaurant Associations of India (FHRAI) ---- Objectives and functions, Role of hotels and restaurants in the Indian tourism industry 	10
Unit-III	Travel Documentation <ul style="list-style-type: none"> • 3.1 Passport Requirements and Procedures • Checklist for passport application • Types of passports • Changes and updates in passport procedures • Tatkal scheme and fees for expedited passport processing • Overview of the passport act and penalties under section 12(1)B • 3.2 Eligibility and Documentation for Travel Out of India 	12

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	<ul style="list-style-type: none"> Rules and regulations for traveling outside India Required documents for international travel 	
Unit-IV	Visas <ul style="list-style-type: none"> Documents required for visa applications Health check documents for specific destinations Types of visas and their purposes Visa fees and payment procedures Handling refused or pending visa applications Understanding destination departure records 	14
Unit-V	Foreign Exchange Management <ul style="list-style-type: none"> Overview of the Foreign Exchange Management Act (FEMA) Impact of FEMA on the travel and tourism industry Process for exchanging foreign currency Important considerations for currency exchange 	12
	Total:	60

List of Books

Sl. No.	Title of the Book	Name of Author
1	"Tourism: Principles, Practices, Philosophies"	Charles R. Goeldner and J.R. Brent Ritchie
2	"International Tourism: Cultures and Behaviour"	Peter Mason

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Course: Tourism Planning and Policy	
Course Code: BBATTMC602	Semester: VI
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
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 understand the meaning and significance of tourism planning, methods, approaches and the necessary steps involved.
2	To gain an adequate knowledge on the importance, roles and engagement of stake holders in the tourism industry.
3	To get a crystal clear idea on the promoting and hindering factors of the industry tourism, especially eco-tourism.
4	To understand the key notes of tourism policy and incentives and their subsequent application
5	To provide insights into tourism planning at different scales — international, national, regional, and local — and introduce the Destination Life Cycle concept as a tool for sustainable planning.

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	Course Outcomes	Mapped module/Unit
CO 1	Students will be able to define tourism planning and explain its objectives, methods, and key steps involved in the planning process.	U1
CO 2	Students will demonstrate knowledge of the roles of diverse stakeholders in tourism planning and apply collaborative approaches to stakeholder engagement.	U2
CO 3	Students will critically assess new thrust areas in tourism, identify catalysts and barriers, and design strategies for sustainable development in these areas.	U3
CO 4	Students will evaluate tourism policies and incentives, understand their formulation process, and apply this knowledge to real-world scenarios including case studies.	U4
CO 5	Students will be able to differentiate between tourism planning at international, national, regional, and local levels and utilize the Destination Life Cycle concept to support effective destination management.	U5

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Learning Outcome/Skills:

Upon completing this course, students will be able to define tourism planning and articulate its objectives, methods, and the sequential steps involved in the planning process. They will understand the critical role of various stakeholders in tourism development and demonstrate the ability to engage collaboratively with these stakeholders to foster effective tourism planning. Students will gain insights into emerging thrust areas such as eco-tourism, sustainable tourism, and responsible tourism, analyzing factors that facilitate or hinder their development, and formulating strategies to promote and manage these new tourism products. They will critically examine the significance of tourism policy, its principles, components, and factors influencing its formulation, including a practical understanding through the case study of the Tourism Finance Corporation of India and the National Tourism Policy 2022. Additionally, students will be equipped to evaluate tourism planning at multiple levels—international, national, regional, state, and local—and apply the Destination Life Cycle (DLC) concept to enhance planning and management of tourist destinations.

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

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Course Code:	BBATTMC602	
Course:	Tourism Planning and Policy	Credits: 5.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Tourism Planning <ul style="list-style-type: none"> • Definition, Objectives of tourism planning • Methods and approaches to tourism planning • Steps involved in tourism planning process 	10
Unit-II	Stakeholders in Tourism Planning <ul style="list-style-type: none"> • Importance of stakeholders in tourism development • Roles and responsibilities of various stakeholders • Collaborative approaches to stakeholder engagement in tourism planning 	10
Unit-III	Planning for New Thrust Areas in Tourism <ul style="list-style-type: none"> • Introduction to new thrust areas in tourism (e.g., eco-tourism, sustainable tourism, responsible tourism) • Catalysts and hindering factors in the development of new tourism products • Strategies for promoting and managing new thrust areas in tourism 	12
Unit-IV	Tourism Policy and Incentives <ul style="list-style-type: none"> • Need and significance of tourism policy • Principles and components of tourism policy • Factors influencing tourism policy formulation • Case study: TFCI (Tourism Finance Corporation of India) • Overview of the National Tourism Policy 2022 in India 	14
Unit-V	Tourism Planning at Different Levels <ul style="list-style-type: none"> • International tourism planning: global trends and frameworks • National tourism planning: policies, strategies, and coordination • Regional, state, and local tourism planning: approaches and considerations • Introduction to Destination Life Cycle (DLC) concept and its relevance in tourism planning 	12
	Total:	60

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Sl. No.	Title of the Book	Name of Author
1	Indian Tourism beyond the millennium	Bezbaruah M.P.
2	Tourism Planning	Gunn, Clare A.
3	National & regional Planning	Inkeep E .

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Course: Entrepreneurship in Tourism	
Course Code: BBATTMC603	Semester: VI
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Theory: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective
1	To get introduced to the fundamentals of the tourism entrepreneurship.
2	To focus on the business planning for tourism ventures.
3	To understand and encourage in marketing and branding for tourism purposes.
4	To make out the importance of risk management and sustainability in tourism.
5	To learn and introduce the innovation and technology in the tourism industry.

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	Course Outcomes	Mapped module/Unit
CO 1	Students will be focused on the areas of tourism, planning, branding and promotion.	U1
CO 2	Students will get to know and implement the risk management, sustainability, innovation and technology.	U2
CO 3	Students will apply marketing and branding techniques to promote tourism ventures effectively, leveraging digital and social media platforms.	U3
CO 4	Students will assess risks involved in tourism businesses and incorporate sustainability principles into entrepreneurial practices.	U4
CO 5	Students will evaluate current technological trends in tourism and integrate innovative solutions to enhance tourism products and services.	U5

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Learning Outcome/Skills:

Upon completing this course, students will be able to understand the role of entrepreneurship within the tourism industry and identify various entrepreneurial opportunities specific to the sector. They will analyze successful tourism entrepreneurs to glean insights and best practices. Students will develop comprehensive business plans for tourism ventures, including conducting market analysis, feasibility studies, and financial planning with budgeting for startups. They will learn effective marketing and branding strategies tailored to tourism products and services, leveraging digital marketing and social media platforms to build strong brand identities. Additionally, students will be equipped to identify and manage risks in tourism entrepreneurship while integrating sustainable practices, supported by real-world case studies of successful sustainable tourism startups. Finally, students will explore the impact of innovation and emerging technologies in tourism, applying these advances to develop new and competitive tourism products and services.

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

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Course Code:	BBATTMC603	
Course:	Entrepreneurship in Tourism	Credits: 4.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Tourism Entrepreneurship	10
	<ul style="list-style-type: none"> Understanding entrepreneurship in the context of the tourism industry Exploration of entrepreneurial opportunities within the tourism sector Identification and analysis of successful tourism entrepreneurs 	
	Business Planning for Tourism Ventures	
	<ul style="list-style-type: none"> Developing a business plan for a tourism-related venture Market analysis and feasibility studies Financial planning and budgeting for tourism start-ups 	
Unit-II	Marketing and Branding for Tourism Entrepreneurs	12
	<ul style="list-style-type: none"> Strategies for marketing tourism products and services Building a strong brand identity for tourism ventures Utilizing digital marketing and social media in the tourism industry 	
	Risk Management and Sustainability in Tourism Entrepreneurship	
	<ul style="list-style-type: none"> Identifying and managing risks in the tourism business Incorporating sustainable practices in tourism entrepreneurship Case studies on successful sustainable tourism start-ups 	
Unit-III	Innovation and Technology in Tourism Entrepreneurship	14
	<ul style="list-style-type: none"> Leveraging technology for innovation in the tourism sector Trends in tourism tech and their impact on entrepreneurship Integrating innovation into the development of new tourism products and services 	
	Total:	
Unit-IV		60
Unit-V		

List of Books

Sl. No.	Title of the Book	Name of Author
1	"Entrepreneurship in Tourism and Hospitality: A Global Perspective"	M. C. Hall and S. Page
2	"Tourism Entrepreneurship: An International Perspective"	Clement A. Tisdell